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Author of *Do It! Marketing®*

DO IT! SPEAKING



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21-Day Speaker Marketing Playbook

MORE Leads, BETTER Prospects and BIGGER Sales

DAVID NEWMAN, CSP

21-Day Speaker Marketing Playbook

Now it's time to get you into action – step by step and day by day.

You may be brand new and just starting your business – or you may be a seasoned executive or entrepreneur who has been running your company for 10, 15 or even 20 years.

This 21-Day Speaker Marketing Playbook will work for you no matter where you find yourself in your business.

Each day of the program outlined below, you'll get a specific assignment, task, or mini-project to complete. Nothing is left out - nothing is assumed - nothing is left to chance. This program is simple, but not simplistic.

Day by day, you'll build everything you need - from honing your message to targeting high-probability prospects to social media, message development, email marketing, building out your website as a marketing magnet, and dozens of other topics, tasks, and tools.

Ready? Here we go!!!

Day 1. Who are YOU?

Take some time to answer these questions - or jot some detailed notes for further thought. Complete this now and you'll gain some clarity around these BIG questions and you'll be ready to make some good decisions about the future direction of your marketing – and your business.

BUSINESS MODEL

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Are you building:

- An organization (employees, sales force, offices, etc.)
- A practice (solo professional, no employees, work from home, etc.)
- A project-based consultancy? (a loose affiliation of people and resources)
- Something that isn't any of these?

REVENUE MODEL

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How will you make money? How much and from what sources?

DO YOU WANT ACTIVE INCOME?

- Selling Products
- Selling Services
- Selling Expertise
- Short-term Projects (less than 1 month)
- Medium-term Projects (1-3 months)
- Long-term Projects (3 months – 1 year or more)

DO YOU WANT PASSIVE INCOME?

- Memberships
- Information products (E-books, Audios, Videos, Online resources)
- Affiliate programs
- Referral fees
- Licensing
- What else?

SPEAKING MODEL

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How will you deliver your products, services and value to your end-customer?

DO YOU WANT TO FOCUS BY GEOGRAPHY?

- Local
- Regional
- National
- International

DO YOU WANT TO FOCUS BY METHOD?

- In-person
- Virtual (online, video, web)
- Keynotes
- Seminars
- Training
- Coaching
- Consulting
- Online Courses
- Mastermind Groups
- CEO Roundtables

DO YOU WANT TO FOCUS ON CERTAIN MARKETS?

- Business to Business
- Business to Consumer
- Industry specific
- Size specific (by annual revenue, number of employees, number of locations)

Day 2. Who are THEY?

Yesterday, we focused on identifying your business model, revenue model, and speaking model.

Today, we connect the dots between WHO you are (and WHAT you do) to the tribe of people (buyers, clients, audiences, professions) whom you wish to serve. This process is trickier than you may think. But you **MUST** laser-target YOUR peeps - the ones that don't need convincing. The ones that resonate with you **TODAY**. The ones who are actively **SEEKING** exactly what you wish to **OFFER**. These are the buyers you want to work with the most because your expertise serves them best.

In basic terms, today you'll decide on your target market - the group of potential clients you're trying to attract.

They're the people you hope will eventually hire you, buy from you and become your customers and clients (and those you'll target with all of your marketing efforts).

NOTE: Don't panic or shy away from this exercise. You will **NOT** be "leaving money on the table." The sound bite is "Target what you want, but take what comes."

Begin this morning by taking some time to answer the 7 Buyer Persona Questions (allow at least 60 minutes for this activity alone - it's **THAT** important!)

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ACTIVITY: Understanding Your Buyer Persona(s)

1. Think about your best clients and customers. **WHAT** makes them your "best"?
2. What are their job titles? Industries? Affiliations? Traits?
3. What problems do they have? What solutions do they **SEEK**? (In their own words!)
4. Where else have they looked previously?
5. Why hasn't that worked for them?
6. What do they **HATE** about your category of product/service or your industry?
7. How can you position yourself as the "Ahh, at last!" solution?

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Spend the rest of the day revisiting those questions and refining them through research on targeted industry and association websites, forums, and blogs populated by members of your buyer persona. (Research time: Allow 60-90 minutes - you'll be glad you did!)

If you're not sure what some of those are - simply use Google and enter search terms with the following placeholders:

[Your industry/expertise] website
[Your industry/expertise] forum
[Your industry/expertise] blog
[Your industry/expertise] magazine
[Your industry/expertise] newsletter

and/or

[Your target market] website
[Your target market] forum
[Your target market] blog
[Your target market] magazine
[Your target market] newsletter

Once you gain a "working vocabulary" from this research, refine your 7 Questions and clone their language in your answers - focus on your target market's challenges, obstacles and problems in their own words. (30 minutes to revise your 7 answers using new insights and specific BUYER language).

Enjoy a fun evening and a good night's rest after your excellent work today!

Day 3. Develop Your Platform-Building Plan – Part I

What is a platform-building plan? It's a combination marketing plan/visibility plan that you'll use throughout the rest of this program (and beyond).

Why do you want to create one? Because it will serve as your blueprint, showing you how to build an effective Thought Leadership Platform that will attract the attention of the "right" kind of people — the people you want to market to.

It includes:

- Your Budget (for Marketing/Client Acquisition)
- Your Niche
- Your Competition
- Your Strengths/Assets
- Your Obstacles/Blind Spots
- Your Marketing Language Bank (including Pain/Gain Factors)
- Your "indisputable points of proof"
- Your Goals (clients, dollars, speeches, revenue, projects)
- Your Strategies (What are you committed to doing?)
- Your Tactics (How? When? Frequency? Who does them?)

We'll tackle the first half of these tasks today and the rest tomorrow. You'll want to allow 1-2 hours for today's tasks outlined below. I don't recommend working straight through. Rather, set aside 30-60 minute blocks to give yourself several "breaks" in between your mental sprints!

Here's today's breakdown for you...

• Your Budget (for Marketing/Client Acquisition)

For now, think about a monthly number that makes sense for a simple marketing budget. Zero is typically NOT a great answer. This doesn't need to be a lot, but you DO need to start with something. Professional memberships cost money. Going to industry meetings costs money. Paying a web designer for a basic website costs money. You get the idea. How much can you mentally set aside each month for a marketing fund? And it's obviously OK if you don't end up spending it in a given month. But it's better to have it and not need it than to need it and not have it!

• Your Niche

There are several ways you can focus and niche your expertise. The one that comes to mind for most business owners right away is to niche by target market (for example: you want to focus on marketing to dentists). And that would be ONE way to go - but there are many paths up the mountain! Let's explore the target market niche and then you'll see a handful of others if this one doesn't fit for your particular type of business...

Target market niche: Let's say you're a financial advisor = that's a good start. People know that you help them manage their money and investments wisely.

Let's do a deeper target market niche:

1. Financial advisor = good
2. Financial advisor for dentists = better
3. Financial advisor for dentists near retirement = best
4. Financial advisor for dentists near retirement who want to pay zero taxes = WOW!

That's a 4-level niche! Going this deep makes your work repeatable and referable – people can easily repeat exactly what you do (and for WHOM) and refer that

value proposition to others.

Other ways to carve your niche:

If niching by target market doesn't fit for your business, fear not! You can also niche by functional area (for example, do you sell to HR people, Finance people, IT people?), by industry (for example, banking, construction, healthcare), by level (senior execs, high school students, or first-time supervisors), by method (onsite, offsite, virtual, remote, on-demand, in person, etc.), or by media (perhaps you're known for THE podcast, THE ezine, or THE blog in your area of expertise).

The bottom line - this isn't necessarily hard to do - but only you can make these DECISIONS. Today is the day to start deciding.

• Your Competition

For both a reality check and to learn how you might ZIG where the competition ZAGS, spend some time surveying the competitive landscape of other businesses and professionals in your product/ service arena. A quick Google search should turn up several viable competitors.

Once you've located between 5-7 competitors, study how they present their value proposition. What do they say and how do they say it? What's the "secret sauce" they're offering to their buyers and decision-makers? Capture as much information about them today in the form of notes, short phrases, and key concepts or "sound bites" (and save the web links you find for future reference).

• Your Strengths/Assets

Given the platform you want to build, it's important to know your own strengths and assets. These could be your own personality traits, your professional connections, your "low-hanging fruit" clients and prospects, your strong media connections, anything. Jot down 3-5 factors that have the "winds blowing WITH you" and that will make your professional life easier.

Your biggest marketing assets or strengths:

- 1.
- 2.
- 3.
- 4.
- 5.

• Your Obstacles/Blind Spots

Equally important to your platform building plan is identifying what stands in your way or where you feel you might need some outside perspective or support. Obstacles are challenges or weaknesses that you've identified. We're not going to dwell on the negative, although it is vitally important to KNOW yourself so you can manage around any weaknesses or blind spots and not let them derail your business success. Again, focus on identifying 3-5 of these for right now...

Your biggest marketing obstacles or blind spots:

- 1.
- 2.
- 3.
- 4.
- 5.

That's it for today. We'll tackle part 2 tomorrow but until then - Relax... You've earned it!

Day 4. Develop Your Platform-Building Plan – Part II

Yesterday, you did some good work fleshing out the first part of your platform building plan. Today, we'll complete your initial game plan by working on:

- Your Marketing Language Bank (including Pain/Gain Factors)
- Your "indisputable points of proof"
- Your Goals (clients, projects, revenue, profit)
- Your Strategies (What are you committed to doing?)
- Your Tactics (How? When? Frequency? Who does them?)

Like yesterday, you'll want to allow 1-2 hours for today's tasks outlined below. Again, I don't recommend working straight through. Rather, set aside 30-60 minute blocks to give yourself several "breaks" in between your mental sprints!

Here's today's breakdown for you...

• Your Marketing Language Bank (including Pain/Gain Factors)

On Day 2, you spent some time answering your "7 Buyer Persona Questions." This is the first half of your Marketing Language Bank. Good news: you're halfway done with this one already!!

We spent considerable time in Chapter 10 exploring WHY a "marketing language bank" is so critically vital to your success... you may want to flip back to that part of the book and review and then come back here.

Welcome back! Here's the final part of your marketing language bank - building your Pain/Gain factors.

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ACTIVITY: Your Buyer's Pain/Gain Factors

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At this stage, take each of your selling points/ features/ benefits and REVERSE them so that each is positioned as pain relief, problem resolution, and nightmare prevention.

Remember to use real client language (in their own words) – not marketing-speak. (There's no such thing as effective copywriting – it's all about copy-listening!)

Refer back to Chapter 14 to see an example you can model from. Then go ahead and use the space below to do your own "Pain/Gain" flip.

PART 1: YOUR POSITIVES / BENEFITS / ASPIRATIONAL BULLETS:

- 1.
- 2.
- 3.

PART 2: NOW DESCRIBE WHAT HAPPENS WHEN THOSE ARE ABSENT:

- 1.
- 2.
- 3.

PART 3: DO THE "FLIP" AND MAKE THE NEGATIVE CONDITIONS GO AWAY:

- 1.
- 2.
- 3.

Feel free to do this activity with MORE than 3 of your marketing bullets. If you get to 7, 10, or even 15, you will have the beginnings of a powerful arsenal of sales language to use with your prospects!

• **Your “indisputable points of proof”**

This one is easy - it's like "fact check" radar for your marketing. We too often take our background, expertise, and experiences for granted, whereas these can be the source of our most powerful and persuasive marketing ammunition.

Your "indisputable points of proof" are factual, tangible things about you and your business that make a difference to your prospect's level of trust and confidence that you can "deliver the goods."

Here are some examples from a variety of business owners, entrepreneurs and independent professionals I've worked with over the years:

- * Started a business at the age of 14
- * Personally visited over 2000 hospitals, clinics, and medical offices
- * Addressed over 100,000 people in the course of delivering 900 seminars over the past 15 years
- * Atlanta Business Journal 40 Under 40 winner in 2012
- * Named among “25 hot speakers” by the National Speakers Association
- * Owned and operated Houston's largest advertising agency
- * Grew revenues from \$2 million to \$40 million in 6 years
- * Interviewed over 50 CEOs and Presidents of technology services firms
- * 30 years experience as a financial advisor and creator of the "Small Cap Business" book series

Whatever you can tangibly prove - use it! It counts. As long as it builds credibility and trust and RELEVANCE (direct or indirect) to your thought leadership platform, people need to know about it and you should NOT be shy in sharing your accomplishments, track record, awards, firsthand experiences, and achievements.

• **Your Goals (clients, projects, revenue, profit)**

This one is simple - based on the revenue you need and want to generate on a monthly basis, it's time to set some goals.

These can be in terms of clients, projects, revenue, profit - anything you can track that has meaningful impact on your bank account.

I'll share mine with you as an example:

David's goals:

1. Work with minimum of five private clients in concurrent rotation
2. Four paid speaking engagements for corporate and association groups per month
3. Run 6 mentor programs with full enrollment (20 people) every 12 months

Your turn:

- 1.
- 2.
- 3.
- 4.
- 5.

• Your Strategies (What are you committed to doing?)

Think about the kinds of marketing activities you find easy, effortless, and enjoyable... jot 'em down here and we'll pick up this thread later in the 21-day program:

- 1.
- 2.
- 3.
- 4.
- 5.

If you like to write, use writing strategies. If you love to talk, use talking strategies. If you love technology, use technology strategies. This isn't rocket science. Let your mind go play and see what comes back!!

• Your Tactics (How? When? Frequency? Who does them?)

Once you've got some good raw material, start thinking about what a marketing calendar might look like - from the strategies above, how will you deploy actions around each? What will you tackle daily vs. weekly vs. monthly vs. quarterly? How much will you delegate or outsource to others?

Use this space to jot some notes and preliminary tactical plans:

Daily, I will...

Weekly, I will...

Monthly, I will...

Quarterly, I will...

Resources, people, partners I'd like to leverage to make these happen are: (web master, graphic designer, virtual assistant, etc.)

- 1.
- 2.
- 3.
- 4.
- 5.

The tactical marketing tasks I have interest/availability to do myself are:

- 1.
- 2.
- 3.
- 4.
- 5.

That's it - whew.

You're doing a great job laying the foundation for ALL your marketing and business growth activities. This is important - and it will pay you back many times over for the investment you're making now of your time, energy, and thought.

Have a frosty beverage on me tonight to celebrate your good work today!!

Day 5. Personal Branding, Domain and Web Setup

Buy your name as a domain from <http://www.GoDaddy.com>. If your name is not available, try buying it with your middle initial included. Even if your company is well-established with its own website, YOU need a website for your own personal branding purposes as the face and voice of your business. YOU are the expert, not your faceless company.

Also make sure to get an email account with your domain and spend some time setting it up today so you can start communicating with the world as yourname@yourname.com.

Frankly, nothing reeks of "amateur" more than an email address that ends in @aol.com or @comcast.net especially when domains and email accounts are less than \$10 a year!! It's fine to have a personal email account AND a business email account. But don't reach out to prospects and partners and have their first impression be "Wow, this person doesn't even have a business email address. Yikes!"

If you're interested in re-branding an existing business - or branding something more than a solopreneur business model (remember your business model decisions from Day 1)... you may find my "Instant Branding Toolkit" blog post of great interest:

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Instant Branding Toolkit

<https://www.doitmarketing.com/marketing-coach-instant-branding-toolkit/>

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Spend about an hour brainstorming about what's the PRIMARY brand message (and web domain) you want your thought leadership platform tied to. Make some decisions. When it comes to domain names, they're cheap and easy to buy to so grab all the ones that make sense for you - the names of your programs, products, services, your sound bites, your tag lines, your catch phrases, etc.

For example, even though I run my business all under the umbrella of "Do It! Marketing" I own the domains for:

<http://www.SpeakerProfitFormula.com> (our flagship mentoring program)

<http://www.doitspeaking.com> (shortcut to buy the book on amazon)

<http://www.SpeakerVideoSummit.com> (our done-for-you speaker video shoot)

... and about 490 others. Some are active standalone websites and some point to sub-pages of www.doitmarketing.com and still others are domains that I wanted to buy simply to reserve that intellectual property on the internet for possible later use. I might never use them - but the point is that I'd hate to have someone ELSE grab those domains if they're part of MY **thought leadership platform!**

Oh, by the way - I also own the domain name for <http://ThoughtLeadershipPlatform.com> See? I invented that phrase and talk about it a lot so I want to "own" that domain on the web even though I'm not currently doing anything with it.

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Your Website

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Now, onto your website. If you're just starting out - you need one. And if you're running an already an established business, you might consider building a new mini-site dedicated to your

personal brand, speaking services, books, or online courses.

In my particular case, I worked with a professional web design firm to build www.doitmarketing.com. And that may be a good option for you too if you have the financial resources to dedicate to it. It's definitely money well-spent. (If you want to tap into my web team, drop me an email at david@doitmarketing.com)

For the sake of this 21-day program, we'll assume money is tight and you can definitely get started with a simple, do-it-yourself website.

So let's get you going... Spend some time on these three websites to learn about the easiest, fastest way to build your own website without the need for a web design firm or tech geek to help you:

<http://wordpress.com/>

<http://www.squarespace.com/>

<http://www.strikingly.com>

Spend about 20 minutes on each site and then based on whichever platform looks the easiest and most compatible with your technical skills (if yours are ZERO, I recommend Strikingly!), open an account and spend 45 minutes experimenting with the features, layouts, and options for posting your web pages.

Expect to spend between 2-3 hours total on today's tasks. And good work this week!

You ROCK!!

Day 6. Research and (Re-)Set Your Prices

Research some industry websites and directories of companies like yours. Locate the prices and price ranges of 6-8 competing firms and professionals in your field and take note of minimum and maximum price points.

If this information is hard to find for your particular business, you may need to enlist a friend to do some “secret shopping” on your behalf to collect pricing, proposals and fee information from competitors on a local, regional and national level.

If you're just starting out, decide on a pricing "anchor" so you have a firm number you can start to quote for your various products, services and offerings once you're in marketing/sales conversations.

If you're an experienced business owner - consider this:

You have monthly revenue goals, yes? Once you hit your goals consistently at your CURRENT pricing levels for SIX CONSECUTIVE MONTHS, it is time to raise your prices.

Yes, really!!

Too many business owners stay stuck for YEARS at price points that are too low. Then they talk with their entrepreneur pals and realize that those OTHER businesses are making 20-50% more money and they wonder why...

Entrepreneur A: "Well, back in 2015, I thought our prices were the same"

Entrepreneur B: "Back in 2015, they were!"

Entrepreneur A: "So what happened?"

Entrepreneur B: "I listened to David Newman (OK – I just made that part up!) Over the years, whenever we hit our goals for 6 months straight, I raised prices between 15-20%. Repeat clients either didn't notice or didn't mind and were happy to go upstream with us - and NEW clients didn't know the difference."

Today is the day to decide if you'd rather be Entrepreneur A or Entrepreneur B.

Day 7. Article Day

No new marketing tasks for today. Instead, you get to focus 100% of your energy on brainstorming a collection of article ideas and writing 2-3 articles, which will become an important part of your thought leadership platform and ongoing marketing arsenal.

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Brainstorming Article Topics

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Start by sitting down with a clean sheet of paper. Using the following "article idea starters," jot down 3-5 potential topics/titles in each category based on your topic expertise and based on some of the good work you've already done in this program.

Remember your articles should focus on addressing your buyer persona's most common challenges, problems and gaps. What are their personal and professional heartaches and headaches that they want answers to? In which areas are they hungry for strategies and tactics?

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Brainstorming Article Titles

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Here are some tried and true article title formulas you can use and adapt for your first batch of articles.

1. How to...
2. 5 Strategies...
3. 3 Keys to...
4. The #1 problem with... and how to solve it
5. Unlocking your...
6. The 3 biggest traps in [topic] and how to avoid them
7. 10 Tips for...
8. Everything you know about [topic] is wrong

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Writing!

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Aim for 400-600 word articles – these are short enough to capture your prospects' attention but long enough so you can make one main point and demonstrate your expertise with 3-5 supporting short tips, ideas, bullets, and pointers.

If you're like most business owners, entrepreneurs and independent professionals, the hardest part of the article writing process is actually sitting down and starting.

So I'm here to support you.

SIT DOWN!

START!!

There – good job. Congratulations on completing today's assignment!

Day 8. Rest Day

Do something you really enjoy, perhaps an activity you haven't had time for in a while.

You're working hard in this 21-day program so you'll need to recharge your batteries frequently by relaxing and rejuvenating yourself.

Today is the day to DO IT!

Enjoy!!!

Day 9. Website Setup or Review/Revision

If you're just starting - or restarting - your business, we're going to focus a lot of time, energy, and love on building out your blog-based website using the easy-to-manage blog platform you chose for yourself on Day 5.

If you're an established business, you might not need to build anything new, but today will be focused on revisiting and revising your website so it's the best possible articulation of your fabulousness!

For the sake of this assignment, I'll assume you're building out your web presence simply because those instructions are more detailed but whether you're building or revising, here we go...

Here's the ingredient list for a credible website for any business owner, entrepreneur or independent professional:

- About (information about your credentials and experience)
- Contact (email, phone, fax, physical street address)
- Services/Products (a list of your available services, products, programs, types of projects)
- Resources/Articles (published articles, tip sheets, tools, downloads, videos, audios — could be actual copies or links to your work online depending on your specialty area.)
- News / Blog
- Service/Product Pages (personally, I like to have individual “landing pages” for each service I'm promoting so I can give a bigger marketing footprint to prospective clients and provide more information. You could also just include descriptions on your main service/product page to simplify for now.)
- Clients/Customers/Sample Projects (a listing of past and present clients/projects if they'll lend additional credibility to your work — and you may wish to include short testimonial blurbs on EVERY page of your site in addition to this page).

Day 10. Building Inbound Links

If you've been following along in real time, your basic website is ready for prime time. And if your site was already up and running, it's time to promote it more systematically than you might have before!

The goal today is a simple one — let your existing network know about your (new/revised) website. These are the places where you've already spent time getting to know colleagues and members of your target market. Unfortunately, these networks won't lead to new business if no one knows exactly what you offer. It's time to help them find out!

You have one easy exercise today. You're going to add the link to your professional website to at least TEN existing networking sites.

Here are some examples to get you started:

- Forum signatures (don't spam forums by starting threads or making posts just to link to your site)
- Comments you leave on relevant industry, topic, or professional blogs in your field
- Your social networking profiles (LinkedIn, Facebook, YouTube, Pinterest, and/or additional professional and industry networks)
- LinkedIn posts relevant to your expertise when you leave a content-rich answer to someone else's question
- Amazon.com book reviews OR by creating your own "Listmania" lists or "So You Want to" Guides
- Your Twitter account (announce that your new site was just launched and link to it)
- A niche blog you already run - or the one you could start for free for this purpose if nothing else
- Your local chapter and national professional association online profiles

Today's tasks should be easy and fun.

Spend up to 3 hours researching the best places to leave your mark and then building these links on those sites with some value-rich contributions. Even a short note, comment, book list, or suggestion has value. (Remember: no spamming or thinly disguised sales pitches!)

Nice job today - rock on!!

Day 11. Assembling your basic presentation

Today you will build a 20-25 slide PowerPoint or Keynote deck to flesh out your first (or NEXT) client-magnet presentation that will position you as an expert in your field.

NOTE: This is a tremendously useful exercise whether or not you actually plan to use software like PowerPoint as a presentation support tool while speaking.

Think in terms of each slide representing a self-contained "module."

A module might consist of:

- A key philosophy of yours
- A little-known fact or tip that benefits your target market
- One of your customer success stories
- A metaphor or analogy that makes a key point
- A startling or little-known statistic and its implications
- One of the planks of your "Thought Leadership Platform"

TIP: Do NOT think in terms of putting bullets on slides. (You can add text or notes for yourself in the NOTES area below each slide). Think in terms of putting CONCEPTS, IDEAS, and VISUALS on each slide.

To make this process easy and effective, grab a free digital copy of Seth Godin's REALLY BAD POWERPOINT and apply all the principles he outlines to YOUR presentation.

Download your free copy now:

<http://doitmarketing.com/ReallyBadPowerpoint>

Today's task should take you between 2-3 hours AND if you're doing it right, it will be fun, engaging, and absorbing!!

Have a great day and do have FUN with it.

Day 12. Build a simple one-sheet

Now that your flagship presentation has some texture and shape, you can summarize it on a one-sheet which local networking groups, chambers of commerce and association chapters often want to see before booking you to speak in front of your hand-selected target market of prospects.

Lay out a simple one-sheet in Microsoft Word or pay a little extra for a designer to format it more professionally.

The building blocks are:

1. One or more Topics/Programs
2. Target Audience(s)
3. Benefits (especially in headlines/program titles)
4. Your Mini-Biography
5. Your Sample Client List
6. 5-7 Testimonial "clips" about the quality of your programs
7. Your Complete Contact Information

Day 13. Find Speaking Leads and Places to Deliver Your Client-Magnet Presentation

Refer back the *Do It! Speaking* book to identify, target and connect with audiences of your high-probability prospects. These groups can be local, regional, and national in scope. They can be in your backyard or – depending on your business and your specific prospects – they may be well worth a cross-country plane trip.

Find 10 new leads from Google searches by combining terms as follows:

- [Profession] [annual] [convention] [conference] [state conference] [city] [state] [year]

Examples:

Accounting annual conference (if you sell to accountants)

Healthcare convention 20xx (if you products/services to the healthcare industry)

Insurance state conference Louisiana (if you sell to Cajun insurance pros)

DO THIS NOW: Schedule a time on your calendar for next week to call or email them and open a conversation to explore if you may be a good fit for their next event!

Day 14. Ask for A-I-R (Advice, Insights, Recommendations)

You've done a lot of good work and you should now reach out to your team of advocates, allies, friends, colleagues, and others who know you and love you.

Tell them what you're up to, whom you've decided to serve, and whom you'd like to meet or be introduced to. Also share with them the types of networking groups and associations you'd like to do a presentation for.

Then, as my friend networking and referral marketing expert Michael Goldberg recommends, ask them for their “Advice, Insights, and Recommendations” (A-I-R). This is where your initial networking and referral marketing strategy will kick in. As you meet new decision-makers and influencers, you will continue building your web of connections (this can be by phone as well as in person at breakfasts, lunches, dinners, coffees, etc.)

Day 15. Article Submission Day

At this point, you should have 2-3 articles written and ready to go from your efforts on Day 7.

Now it's time to offer them to relevant publications, trade and professional magazines, websites, and associations of your target market.

Send a simple email that follows this exact template:

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Dear Bob,

I'm writing to submit several articles for your consideration for [publication]. They are attached below.

If one or more of these would be useful for you, please feel free to use them as your editorial needs dictate. Simply drop me an email when you decide to use one.

If you'd like me to submit an article specially written on a subject of your

choice, please don't hesitate to get in touch.

Sincerely,
[YOU]
[email] [phone]
[website url]

=====

Submit emails like the above to at least 20 different publications that serve your target market, industry, and/or buyer persona.

If you contact state and national associations of a specific industry or profession and niche specialty publications dedicated to your audience or topic or field, you **WILL** get your article published and you **WILL** establish relationships with the editors and publishers you reach.

Furthermore, you are now positioning you and your company as the “go-to” experts in front of the exact people who have the ability to buy your products, services and programs.

Studies have shown for years that **EARNED** media (articles written **BY** you or **ABOUT** you) pack approximately **20 times** the marketing power of **PAID** media (i.e. advertising).

Think about it this way: Would you rather pay \$8,000 for the full-page glossy magazine ad in your industry's leading trade publication that people flip right by **OR** would you rather be the industry expert who wrote the article on the facing page that your prospects will read, highlight, tear out, photocopy and pass around the office?

I thought so... That's why starting today, you can make article marketing a part of your ongoing new business strategy!

Day 16. Rest Day

Do something you really enjoy.

Eat healthy.

Get some exercise.

Have some fun.

You've been working hard so you deserve a breather. We have five days to go and you're doing great!

Day 17. Product Development Day

Many business owners, entrepreneurs and independent professionals claim that they could get all the business they want **IF ONLY** they could “get in front of more prospects” with a face-to-face or voice-to-voice meeting.

When I ask my marketing coaching clients and seminar participants why they feel this is true, the response I get most often is that, “people don't see the value of what we do unless I spend about 20 minutes clearing up common misconceptions, sharing the specifics of how we can benefit them in terms of dollars and cents, and answering their questions.”

As soon as I mention that this process can be automated and scaled way, way UP with a simple information product, most business owners' faces light up with the revenue-generating potential of this idea.

The simplest and fastest product to create is a 30-minute audio program of your best material that you would deliver to an interested prospect face-to-face.

Since you already created your flagship presentation, we'll focus on creating your first product as an audio.

Based on your experience talking with your prospects, you're ready to capture a smooth and well-practiced version either in a pocket digital audio recorder or directly into your PC or Mac using a quality USB microphone. The advantage to using your PC or Mac and a good microphone is that you'll be able to use the best free digital recording and editing software - Audacity - to make your recording sound professional and to edit out any umms, ahhs, and goofs.

Download and try out Audacity here:

<https://www.audacityteam.org/download/>

Once your recording is finished, use Audacity to edit out any goofs, coughs, or retakes. Then save your final edited digital audio.

To complete your product package, you'll want to have your audio transcribed. There are many online transcription services like Rev.com and Temi.com and you can also find reliable, affordable professionals on sites like Upwork.com or Fiverr.com

Have some fun with your product development day and don't forget to put lots of YOUR personality into your recording. After all, as a professional expert, THAT is your secret sauce!

p.s. Feel stuck? Use the raw material you created from the exercises in the *Do It! Speaking* book.

Day 18. Create your email and list-building platform

Once you have something to say - and sell - your next task will be to set up an account on MailChimp.

Here is a special link which will give you a FREE account and preferred pricing if you decide to sign up:

<http://doitmarketing.com/mailchimp>

Once you've gotten your account up and running, place an email capture field on the home page of your blog-based website that you set up on Day 5. You'll be able to capture email addresses and leads interested in your content immediately.

Customize the box with different styles to best match your website.

Styles include forms, button, and text links, all in a variety of colors and fonts. MailChimp makes this process very simple and user-friendly.

Next, you'll import your initial contacts from your existing email software (Outlook, Outlook Express, Gmail, etc.), your contact manager (Act!), or your sales automation database (Salesforce.com) if you use those.

Make sure to segment your contacts into different "lists" for maximum effectiveness. For example, you'll want to keep your corporate decision makers in a separate list from your audience members and direct clients and separate still from the other good folks who have opted in only through your website.

There might be times you want to send a blast to everyone but there will be MORE times when you'll want to laser-focus your e-blasts to only certain segments of your list with a specific purpose.

Once you've made these decisions and done your basic subscriber list setup, you're ready to capture email addresses on your website and build your base of fans, followers, and advocates.

Over time, you'll send them news, updates, tips, valuable free resources, special offers, and subscriber-only deals on your programs, products, and services. Design each email blast with one simple guideline in mind - make your information too good to throw away so they look forward to reading each update from you!

Good job - today's work was an important step in building your business-growth engine!

Day 19. Social media day

Today you'll get set up (or re-engage with) your social media accounts.

We'll focus on the 4 most important ones to get you going.

Set up accounts and spend some time getting familiar with:

- LinkedIn
- Facebook
- YouTube
- Twitter

For excellent self-study resources on each of the above – I've prepared some links for you to get you up and running fast - read these four articles today:

- <https://blog.hubspot.com/blog/tabid/6307/bid/23454/the-ultimate-cheat-sheet-for-mastering-linkedin.aspx>
- <https://blog.hubspot.com/blog/tabid/6307/bid/24422/the-ultimate-facebook-marketing-cheat-sheet.aspx>
- <https://blog.hootsuite.com/youtube-marketing/>
- <https://neilpatel.com/blog/business-growth-with-twitter/>

Day 20. Map out your organization chart

At last count, the US Census bureau reported that there are 27,757,676 small businesses in the US and that out of those, 21,708,021 are non-employer firms, meaning they are a company of ONE: the owner.

Based on those numbers, it's clear that some small businesses have employees but most (over 75%) do not.

At the same time, very few SUCCESSFUL solo business owners run their business ALONE.

They bring in help - interns, part-time folks, professional advisors, and outsourcing partners.

Today - to continue the theme of taking your business SERIOUSLY – you will map out your "virtual" organization including your "board of advisors" and the roles and positions that you may be filling externally, internally, or part-time.

At the top of the organization chart is the box for YOU - you're the CEO!

Then start to fill in the roles/functions (not specific people yet) that you would LIKE to have on your team. STRETCH yourself here.

IMAGINE that money is no object - you've just won the lottery!

Don't worry about WHERE to find these people, don't worry about WHAT to pay them, don't worry about HOW you'd keep them all busy.

Wave a magic wand and put yourself at the head of a multi-million dollar business and let's figure out who would be on THAT team...

Some starter ideas for you:

- Accountant/bookkeeper
- Attorney/legal
- Marketing manager/salesperson
- Administrative assistant
- Product development manager
- Technology guru/webmaster
- Intern(s) - one or more dedicated to specific tasks
- Writer/ghostwriter/blog manager
- Public Relations/media manager
- Researcher
- Board of advisors: Include allies, advocates, long-time clients, corporate friends, etc.

Once you have all these slots organized on a single piece of paper (or even better - work on a flipchart with colorful markers) -- it's time to think some more...

BUT WAIT...

Before you do anything else, consider this "deep thought" that I've found to be 100% true in running my OWN business and helping hundreds of other business owners, entrepreneurs and independent professional:

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YOU CAN'T GET ANY PLACE OTHER THAN WHERE YOU ARE RIGHT NOW

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OK - what does THAT mean? It means that if you're running a \$100,000 business and you want to get to \$500,000... you need to start thinking and ACTING like the owner of a \$500,000 business TODAY.

If you're already running a \$500,000 business today and you want to get to \$2 million - you guessed it, you have to start acting like the CEO of your \$2 million business. Right now -- TODAY!

Make THOSE decisions...

Find and HIRE those people...

Pursue and land THOSE clients and contracts...

Don't wait - don't hold off until you get more credentials, more business experience, more confidence. ACT AS IF right now... otherwise, you'll stay right where you are. I'm not saying that's bad... I'm just saying it's true based on everything I've seen, experienced, and worked on for other successful entrepreneurs!!

Day 21. You made it!!!

Congratulations! Your first 21 days of work have been action-packed and intense.

Now the question becomes: How do you sustain (and build) your momentum?

If you started this program with nothing, you've made AMAZING progress.

If you started this program as an already-established speaker, consultant, executive, or entrepreneur, you've made some tweaks, changes and adjustments to further sharpen your thought leadership platform AND your marketing tools.

Awesome!!

Here's the rub - whether you've been doing this for 30 days or 30 years, NOW your challenge is to stay hungry and NOT to get ARROGANT or COMPLACENT. The key is the mantra "Start with zero every day." Consider doing this exercise each morning...

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Start with zero every day

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Pretend it's your first day in business. You have no track record. You have no "baggage." You have no clients, no customers, no labels, no brand, no nuthin'...

What would you do?

Measurements and metrics to begin tracking TODAY (revenue, clients, hours, projects, profits, etc.):

Projects to start TODAY:

Allies or colleagues to contact TODAY:

Goals and targets for TODAY:

The bottom line is... now you're on your own.

It's up to YOU to earn your keep every day.

Deliver the goods every day.

Put fresh targets on your radar DAILY.

If I can be of service to you in the future, don't hesitate to contact me.

Furthermore, I INSIST that you call or email me to celebrate your “success stories” - whether that's next week, next month, or next year, I'd love to hear from you about a specific tool, strategy, or idea that you RAN with and that worked brilliantly for you and your business.

And of course, YOU get all the credit because you made the leap from IDEAS into ACTION... and only action creates results!

All the best,
David

Email: David@doitmarketing.com

CONTINUE THE JOURNEY...

Of course, every ending is simply the beginning of something new and it's no different here.

To extend your learning, doing, and results, here are some resources, tools, and experiences to help you speak more profitably.

The Speaker Profit Formula[®] Mentoring Program

Intensive and personalized mentoring for executive and entrepreneurs who want to position themselves as thought leaders and win more clients, more easily, and more often using the power of paid professional speaking.

Details at www.SpeakerProfitFormula.com

The Speaker Profit Formula[®] Workshop

Bring the marketing, sales, branding, and lead generation power of speaking to your entire team. This experiential hands-on corporate workshop is always customized to your exact situation, industry, and goals and we share an intensive two-day experience crafting your plan for global domination to win more stages and win more business.

The Speaker Video Summit

For executive and entrepreneurial speakers who want to create a top-notch speaker video. Includes pre-event preparation, evaluating your practice videos, and personal feedback and coaching on both content and delivery. Then we convene for two days in a beautiful theater setting for a three-camera HD video shoot. You get a fully edited video primer, expert interview, testimonials, action photos, all raw footage and the master edit file to integrate video assets you may already have.

Details at www.SpeakerVideoSummit.com

Keynotes That Convert

Anyone can teach presentation skills or how to craft a good speech. But not everyone can teach you how to craft a killer keynote that reliably converts into more prospects, leads, and sales. Over the course of an intense two-day seminar in a boardroom setting, you'll get everything you need to outline, build, and deliver a compelling keynote that is also your best marketing tool for your company's services, products, and programs—without the usual “selling from the stage” nonsense and without shortchanging your audience in any way. In fact, after this seminar, you'll come to realize that crafting a “great keynote” IS a keynote that converts into results—for you, your company, and your audience!

The Speaking Show Podcast

A Top 50 business podcast on iTunes, The Speaking Show is an interview-based podcast focused on a core audience of speakers, consultants, and thought-leading executives and entrepreneurs (good-looking folks like YOU) who want instant-action strategies, advice, and insights to grow your speaking-driven business.

Tune in and subscribe at www.TheSpeakingShow.com

Free Web Training and Master Classes

For speakers, consultants, and coaches:

Visit www.doitmarketing.com/webinar to get our latest web training for experts who want to speak more profitably.

For executives, business owners, and professionals:

Visit www.doitmarketing.com/training to get our Ultimate Brand Builder training about how to maximize your personal brand to get more visibility, leads, customers, clients, and patients while building your reach and reputation.

Claim Your Free Confidential Speaker Strategy Session

We like working with smart, ambitious people who want to speak more, earn more, and become authorities in their fields. We'll take a deep-dive diagnostic look at your positioning, packaging, marketing, prospecting, outreach, sales, and overall mix of strategies, tactics, and tools to help you see exactly what's working, what's not, and how to fix it (without all the marketing monkey work you hate.) Sessions always fill quickly every month.

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