Marketing Action Plan – Public Speaking – Career Development

Marketing Activity

Public speaking and/or Workshops for professional organizations

Purpose or Primary Intention of Marketing Activity

To generate at least 6 qualified prospects and two new clients from each talk and with minimum billings of $560 per client (i.e., one month coaching package per client – fee structure currently under review for 01 Jan 07 revision).

Intended Results of Marketing Activity

- Get more exposure in my target market of mid-career business professionals 10 – 25 years of work experience.
- Build more confidence giving talks to a wide variety of audiences of at least 30 people.
- Make other networking connections at talks.
- Add participants to my e-zine mailing list.
- Get better at following up with prospects.
- Increase referral flow into my pipeline
- Long-term: sell products at talks

Your Target Market – Whom you will approach?

Organizations whose members are mid-career business professionals who are employed or seeking employment. Alumni organizations (undergrad and MBA), trade/professional organizations (finance-oriented, biz dev oriented, marketing-oriented, general management oriented), and other interest organizations (Silicon French, GABA, etc.), Chamber of Commerce.

Basic Game Plan – Strategy and tactics

- Review Infoguru manual, Get Clients Now! and other resource books for ideas and strategies to “sell” presentations.
- Come up with a follow-up strategy
- Research organizations in the Bay Area through Associations Unlimited, Andreas’ List, Google, friends, associates, former clients and connections to the Penn and INSEAD alumni associations.
- Call organizations to pitch my talk (develop script for pitch)
- Send my materials, along with initial contact letter.
- Follow up with organizations
- Identify other Toastmasters Chapters where I would like to speak
- Book some talks
- Give the talks
- Get participants’ contact information
Marketing Action Plan – Public Speaking – Career Development

**Resources- Needed to succeed with this plan**

Books on getting presentations; Dedicated time to make this happen; Minimal amount of money for “props” or handout copies. Longer term: Updated web site

**Message/Attention Strategy - Audio Logo - Ultimate Outcome**

I give talks to organizations whose members are professionals who want to build exciting, successful careers.

I have several presentations to choose from (preferred ones are (a) and (b)):

a. Seminar where people learn to articulate what, where and to whom they are selling and to target their proactive strategy – and their pitch – to the right audience: namely the people in a position to decide to hire.

b. Seminar that prepares people to take necessary steps to ensure success in the first 90 days in a new job and beyond.

c. Seminar on effective informational interviewing

d. Seminars on effective resumes & cover letters, interviewing, and networking.

**Marketing Materials - What written or other materials will be needed?**

- Updated Marketing Message (done)
- Audio Logo and ultimate outcome statement (done)
- Initial Contact Letter (done)
- Initial call script
- Follow-up call script
- Core Issue Article (done)
- Call to action
- Free Report, if other than core issue article
- Follow-up strategy
- Talk Write-Up (In process)
- Bio Page (Done)
- Past Speaking Experience (Done)
- Testimonials (Done)

**Heart of Activity - Central part of your marketing plan**

The actual presentation, including style, stories, quality of audience contact, and participation. Primary message must be clear.

**Offer and Call to Action - How and when will you ask for action?**

At the end of the talk, I’ll offer a free report or article to give away in exchange for their business card (i.e., I will e-mail it to them). I will ask them to write an E on the back of their card if they want to subscribe to my E-Zine and a C if they would like me to contact them about a free consultation.

**Follow-Up - How and when will you follow up?**

Add people who have given me their business cards marked with an “E” to my mailing list. Follow up by phone within 3 days with those people who told me that they were interested in a consultation. Create script outline and practice with it for follow up call.
## Action Steps and Timeline

<table>
<thead>
<tr>
<th>Action Step</th>
<th>Due Date</th>
<th>Comp Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review Brainstorming, Infoguru Manual, Get Clients Now! and resource books for ideas and strategies to “sell” presentations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Choose a max. two topics to shop around</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research organizations in the Bay Area through Associations Unlimited, Andreas’ List, Google, friends, associates, former clients and connections to the Penn and INSEAD alumni associations.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Develop scripts for contact &amp; follow-up calls</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Call organizations to pitch my talk</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Send my materials, along with initial contact letter.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Follow up with organizations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Book some talks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prepare the talk and any handouts, props, etc. Make sure that workshop format is suitable to venues and that needed infrastructure will be in place.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Practice the Talk</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Give the talks &amp; get participant contact info.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Follow Up</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>