

## **In Honor of Small Business Week, and Small Businesses!**

You are a juggler, a comedian, a shark, a myriad of ‘types’; a chaotic ball of intricately wound strategies, projects, personalities, and driver of results. No one truly understands your world unless they’ve been in it.

Bishop TD Jakes has said ‘You can’t explain a Giraffe Decision to a Turtle. A turtle sees the world from their point of view, and the giraffe from theirs. We eat at the level of our vision.’ Don’t let naysayers hold you back. Feed your brain with the right stuff instead!

In honor of Small Business Week, I would like to celebrate all you Giraffes, risk takers, dream builders, and wealth chasers – all of you very small business owners and solo-prenuers – for all you take on, for your commitment and follow through, and for your passion and pursuit.

Running a small business and working to build a speaking business is not easy, and time constraining. To honor you, and help you make the most of your time, I will be offering a series of short – 1 topic only, 20 minute webinars – where I’ll share not only marketing trends, best practices, and tech tips, but all with quick things you can do to build some immediate impact.

Celebrate with us, and share what helps you do more business, get more speaking gigs, and build your lists. Post your answers on my [Facebook](#), [Twitter](#), and [Pinterest](#). Or your own accounts, using #DoMoreSpeaking from May 14<sup>th</sup>-May 31<sup>st</sup>, for a chance to win some prizes! For contest details, how to enter, and class updates: [click here to get email updates when released shortly](#).

In the meantime, make sure to pencil the webinars below into your calendar, and join us for some great discussions.

These Small Business Week webinars are for speakers trying to build their businesses online, and for small businesses looking to grow their business through the power of speaking.

### **Upcoming Webinar List:**

1. Repurposing Your Content for Speeches & Online, 5/15
2. Building a List, 5/16
3. Creating an email Autoresponder, 5/17
4. Power of a PopUp, 5/18
5. Lure of a Landing Page, 5/19
6. CRM? Effectively Managing Your Contacts, 5/20
7. Butts in Seats: Defining the Audience & Their Needs, 5/21
8. Knowing Your Peeps, 5/22
9. Getting Started without a Website, 5/23
10. Defining a Campaign – Creating Effective Campaigns, 5/24
11. Doing Your Own Brand Assessment, 5/25

12. Working with a Vendor, 5/26
13. Key Measures that Drive Action. 5/27
14. What is A/B Testing?. 5/28
15. Butts in Seats: Coordinating the Details, 5/29
16. Intro to Analytics: Getting Started with Usable Data, 5/30

These will all be about 20 minutes in length, and recorded. If there's a topic you don't see here but would like, [Contact me!](#) These will all be listed on the [Emerging Speakers Bureau meetup](#).

Here's to your Business success! And make the most of small business week 2014!

**Don't forget to use the hashtag #DoMoreSpeaking and upload your tips, challenges, and goals to Facebook, Twitter, and Pinterest.**