

# 10 Things Speakers Should Implement to Drive Leads and Revenue

**A**s a speaker, especially an Emerging Speaker, you may not know the many ways to stay in contact with your audience after your presentation, or connecting with them beforehand. Nor may you necessarily know how. You may also have difficulty knowing who a 'buyer' or prospect is versus who is an audience member, or of knowing why it's important to segregate who you may have in your lists.

Given the challenges of building a speaking business, managing your regular job, putting on events, pitching planners with proposals, and trying to understand the plethora of online tools, and scaling individualized communications across prospects, you can quickly become overwhelmed and confused. The solution, perhaps counter intuitively, lies in your email program and overall amount of automation.

But it goes a little deeper than that. Simply automating processes won't cut it – you have to actively use your automation to segment between a buyer, prospective buyer, and audience member. It's critical to the success of your business to **understand** their intent, **engage** in their interests, and **enable** them to navigate their journey, while never losing site of them, to guide them when necessary.



What you don't know, and don't do, can hurt you, especially if you are serious about building your speaking business, even your small business.

The typical perception is that you don't have the time, money, or the experience. If you've invested tons into your Speaking and are not seeing the results it's time to invest in your Business Development and Marketing.

Depending on where you are in the speaker cycle, you can use email automation to acquire, convert, grow, retain, or reactivate audience members, prospects, buyers or planners. How and where does your audience interact with you – Web, email, social, other? Use this info to create unique and personal communication experiences.

Here are 10 things you as a Speaker can implement to help invigorate your marketing, create demand for your services, increase leads, and drive more revenue:

# 1 Focus on List-building

The #1 asset for all speakers is their list. The size of this list is critical, especially for speakers interested in partnering with major publishing houses. Engagement, however, is equally as important. The bigger your list and the more engaged they are, demonstrates the appeal of your content, you, your brand, its relevance, your ability to draw a crowd, AND hold their attention.

Most speakers KNOW they need to collect names, but are not quite sure what to do with them when they get them, how to interact, or how to manage.



The right tool or combination of tools can ease this process and even automate the process so you are collecting names while you sleep. Many speakers can implement simple list building techniques with minimal effort. A few are listed below, but for a list of about 50 ideas, [refer to this 50 easy ways for Speakers to build their lists.](#)

- Have a sign up link in your email signature line
- Have a QR code on all materials
- Include a link in all online profiles
- Have a link in your download materials and e-books, even kindle.
- Offer incentives, a series, or e-book of through the use of a landing page

# 2 Information Management

The 2<sup>nd</sup> major asset for speakers is the information they know: about their topic, their audience, prospects, planners, etc. It's one thing to have a list, but an even greater advantage, specifically for building your business, having a pipeline of warm leads, and growing revenue, is having, AND **using**, this information to create new products

and services, to know which of your topics are relevant to your audiences, and which you should tweak or ditch.

As an emerging speaker, you may not have the luxury of building or maintaining a sophisticated database, but there are things you can do now, and do by yourself:

- Use your email platform to start segmenting lists by where you obtained the lead (events, special promotions, facebook) and actively looking at your email open rates, bounces, and more specifically, who are your 'engaged' and active members. Let them know you value them by offering a bonus, targeted just to them.

- Install Google analytics on your website and set up special tracking when you do promotions or offer incentives. This can tell you which of your efforts are more received.
- Use your email program and newsletters to encourage sharing, or use to cross promote your newsletter on different platforms to also grow your readership.

Your lists, and data you have about those lists are the pots of gold for you in terms of preferences, demographic and behavioral (activities and engagement) information.

You can also use your Email platform and automation to help achieve this by facilitating the “getting to know you” process. To start, you could use a basic email campaign to encourage or entice prospects to update their records, leading them to a prepopulated Web form where they could update their information and provide additional preference and demographic details.

To get more sophisticated when you are ready you can use progressive forms and opt-ins, which enable Speakers to pose new questions each time a contact visits their website or landing page, steadily gaining deeper insight into their interests while minimizing the form abandonment issues that often result from asking too many questions at one time. It’s as simple as prioritizing the list

of questions you’d like to ask your contacts and indicating how many should be addressed during each exchange.

Another option is to offer different types of ‘giveaways’, bonuses, and incentives to different groups of list members, through the forms to gain even more beneficial info about your lists. Imagine being able to craft presentations, posts, incentives, based on what your audience wants to hear!

All this information, who interacts with you, how and where, becomes your database, your powerhouse, and is the heart of your up-to-date marketing program, so it’s necessary to build it strategically, and keep it updated.

### 3 I have a List – Now What? Engagement Strategy

What’s your story? The same principles which make a story successful also are key in growing your list and helping you build engagement. Specific campaigns enable you to educate prospects who aren’t yet ready to buy a product or buy a ticket to see you. With a well-crafted campaign, or interest specific resource you can gently guide these buyers through the process by delivering relevant content such as articles, special reports or guides, tip sheets (such as this one), Event and Webinar invitations.

With a good email and marketing automation platform, you can set up campaigns that gradually help you collect more data about those who interact with you (see No. 2), build the relationship and are responsive to prospect interests and behaviors.

With the right email platform, (and in some cases, the right solutions partner) it's easy to build nurture campaigns that guide prospects down numerous or different paths based on whether they opened your email, downloaded your content and/or shared it with their social networks. You can easily share your campaigns through various social media platforms, and targeting the message specific to that platform. By knowing what events/topics people are declining or selecting, combined with some other information, you are able to engage, or 'talk with', these individuals on a personal level through social media platforms to nurture the relationship. It's easier to keep a customer than to work to obtain a new one. This is tremendous asset knowledge to help you build your speaking platform! Engaging and connecting with your audience and followers, gives you a visibility and insight your competitors and bigger speakers don't have – like into a lead's behaviors (site visits, downloads, link clicks, form submissions, video plays, etc.).

The goal is to use all of this to create more precise and engaging topics, to develop more effective conversations with prospects/ planners, and enable you to effectively manage your contacts and email lists in one powerful place.

## 4 Segmenting

You're starting to build your list, and beginning to interact with the members on your list, and not just by pinging and pushing out posts.

Hopefully you at least understand the importance of knowing information about who's on your list. Now you want to make sure your lists are organized and strategic. This is done by segmenting and tagging.

You can have lists defined by origination source, meaning for each campaign, or list growing promotion, or new incentive offering, you can set up a specific list segment to let you know where a prospect entered into your funnel, and what their potential interests are.

Doing this allows you to quickly and easily see which of your efforts are really paying off, and what is being consumed. You can create a signup list for a specific event, a webinar or workshop you are doing, a LACE presentation, just for your website signups, from social media sources, etc. Once the campaign or event is over, you can tag these

individuals with specific keywords you set up. This can be as simple as LACE–Topic1, Keynote–AMA, Web–Signup, MonthlyMtg Attender, ListWebinar, TipsSeriesEmail, SM4SU ebook DL, etc., whatever will help you understand where people are coming into your funnel, and how they are progressing through it. These allow you an in–depth look into the people who buy your programs, e–books, or attend your events. You can target these individuals with special campaigns and promotions.

The possibilities are endless.

Don't have all of your list signups going into one list. Break them out, and begin to tag them.

As you begin to grow, are looking to expand, wanting to write a new book, or crafting a new presentation, Steps 1–4 alone will help you more than you can appreciate right now.

## 5 Power of Campaigns: Welcome, Topic Specific, Audience Specific, Tips

A campaign is simply a coordinated, organized and strategic effort, set up to help you achieve a goal. It's used in gaining a political seat, winning a war, persuading others to win a movement.

For Speakers and businesses, a campaign starts with a goal:

- I want to build my list
- I want to create awareness for my event
- I want people to know I'm open for business
- I want to increase sales of my e–book

Your goal can be anything, but by defining it as a campaign, helps you organize the work that needs to be done, the segments you need to set up, who to target, what kind of results you want to achieve, and more importantly, knowing if your truly achieved those results. Properly setting up steps 2–4 go a long way in understanding the effectiveness of a campaign. Most email platforms can help you with specialized reports and the ability to automate and complete some pieces of the campaign.

Often overlooked campaigns that are extremely valuable:

- Welcome campaigns: as soon as someone joins your list, immediately engage your new prospects by educating them about you, your brand, and what you offer (aka why you are different), and asking them to tell you more about themselves. You can send / providing resources and helpful information personalized to their point of entry or interests.
- Topic Specific Campaigns: Let's say you taught a class on Networking at a

local college. These individuals would be tagged as the specific college, networking, and the demographic of student. You could continue engaging these individuals long after your presentation with specific networking tips geared towards college aged individuals and challenges. This could be a completely different campaign than a Networking campaign done for job seekers.

- **Tips / Series:** By using your email's auto-responder function, you could create automated campaigns focused solely on speaking tips, a leadership series, inspirational quotes. You've seen these in action. And you could implement the same thing for you!
- **Your Non Engaged List Members:** You could send out a series to members of your lists who haven't opened or acted on your emails, or downloaded an e-book you sent. You can even set up an auto-responder for some many days after initial send to 'nudge' people along.

Depending on your Speaking topics and your business and how committed you are to growing your business, hopefully you can see the power of creating strategic campaigns.

People are flooded with information, and the less involved your are with them, the less involved they will be with you. Wouldn't you rather have

an active database of people who are more responsive, active, and interested in your topics? These are the people more likely to come to your events when you set them up.

Statistically speaking, if only 2% of those that open an email will DO something like click or buy or download, your odds of a successful event will be dependent on the size of your list, and how engaged they are.

## 6 Speech / Service Testimonials and Reviews

Asking for testimonials of your speeches, seminars, events, books, products and services can provide you with valuable content you can use to nurture future prospects and entice them to take the desired course of action. It allows you to support, grow, and create the demand within the segment of people who will hire you for their next event: meeting planners.

Where applicable, follow a download, purchase, or event with an automated message asking for a testimonial or review. (Special tip: if you created a segment in #5 for a

specific event, in your ‘welcome campaign’ for those individuals, you can ask them for feedback on the event. Ask them to complete a survey or...for a testimonial. If you’re game, hold a contest on Facebook, or Vine asking people to submit a written or video testimonial, and you will offer a coaching session or e-book or something else as a prize. Think of the power of information and social proof you have right there, and you really didn’t have to ‘do’ anything. You’re welcome – just leave a tip in the tip jar.)

If you have captured video testimonials at your last presentation, you can even send out the best ones to inactive or ‘on the fence’ members of your lists. For best results, show your personality and be helpful, don’t just send a boring message requesting a review — include links to:

- Related topics
- Your Youtube channel
- Your podcast, soundcloud, or blog talk radio channel

Once you’ve built up a portfolio of testimonials, you can start including these peer reviews in your

newsletters, other email campaigns, your auto responders, your website and marketing materials, which all can be a powerful way to drive planners to hire you, and more people to sign up for your events!

A more sophisticated approach would be using dynamic or topic specific content to populate your messages with testimonials aligned to the prospect’s interests, behaviors or position in your marketing funnel.

## 7 Engagement – Part II

If you’re fortunate enough to have an email system that is also your contact management system, or you have a contact relationship management (CRM) system, this tip will be a bit easier. If you don’t yet have a CRM, start pulling all your contacts together, or hire someone to help you do this.

Yes – it’s a headache, but in the end, like all GREAT sales people know, the more you know about your clients and prospects, the more money you are likely to make.

One of the easiest ways to some people a little love (and we all like to know we are valued) is to

acknowledge a special occasion like an anniversary on when someone joined your list, when they finally made an investment in one of your products, when they've been promoted, or shared a success with you. You can id whatever you want to acknowledge, but the secret is to do it.

You can end an automated email triggered by an anniversary date, or some other information. You can send a special report, write a note, offer a discount, etc.

So, why not use anniversaries – of a speaking event – to get back in touch with a meeting planner, or people who attended the event? Offer them something to commemorate the occasion?

Your personality and creativity – those characteristics that make you a great speaker – goes a long way here. How about sending contacts celebrating a one-year anniversary a note compiling humorous news headlines or faux pas funnies from the last year and offering a free consultation, event ticket, product, service trial or consultation? The point is to have fun and really use

these extra touch points to complement your nurturing and retention efforts.

Likewise, sending a birthday email could be a savvy way to put a human face on a business email message and help you stand out (instead of a social media post) . Your biggest challenge will likely be collecting birthdate data. Consider using a progressive form approach, a special request in welcome or nurture emails, or a survey to collect this information. If you do ask for birthdate, provide a short copy block explaining what subscribers will receive (e.g., a special eBook, actual gift, etc.) and consider making it an optional field. Skip collecting the year data.

One overlooked option is the power of snail mail. People like to receive unexpected good things in the mail. If you are fortunate enough to have someone's address, you it so send them something unexpected.

## **8 Measurement Systems**

Most Emerging Speakers aren't in the position to have an elaborate measurement system, or even to have the time to invest in it,



but there are little things you can do to help make your website more effective, as well as your email open rates, etc.

Many want to know why someone is not signing up, or downloading product, but most thoughts don't go further. Implement steps 1-7 help a long way, as does integrating a combination of Web analytics (like Google Analytics, which most don't look at), your email reporting results, your social media analytics, event measurement systems.

Speakers can create an integrated system which enables you to harness the power of Web tracking, email platform information, social media information, and your coordinated marketing strategy to automatically send an email based on actions your prospect took - or, in this case, didn't take (these are called autoresponders, and can provide you a powerful engagement builder).

Another more powerful real-time option, depending on the scenario and the reasons for the abandon, would be a website triggered pop-up form on your website, with a specifically geared message. This

can be an effective way to strengthen engagement, driving action, and continue moving that prospect through the funnel or through a specific program or campaign. If someone read a specific post related to a product of yours, or an email series you offer, then the popup can offer them access or ask them to sign up. Email sign up forms and pop ups are not effectively used enough on websites, like in the header, at the end of posts, etc. All depends on your strategy on what you are trying to achieve.

A pop-up can be used effectively when someone comes to your site's home page and then immediately clicks to leave, a pop-up can make a strategic offer, tips sign up, or a request for feedback.

For emails, you can split up your campaigns by using 2 different subject lines, and looking to see which was more effective. (called A/B testing). This alone can have some dramatic results.

The key is to be personal, offering up ways that you can help. For example, if someone abandons an e-book sign-up, you might send a message

offering related pieces of content or offer the content served up in different formats (e.g., a video or slideshow). You can even ask a why type of question, or provide a special offer or incentive.

## 9 Events

For Speakers, events are what you do, but when you strategically manage the registration process, they are also a critical part of the nurturing, list building, and relationship building processes.

Many speakers use facebook events, which is more of a social, ‘go you’ for having an event / ‘I like it’, as opposed to a firm commitment of ‘heck yeah, I’ll buy a ticket, count me in!’.

Evite, and Eventbrite are also good tools, but the best is when it is integrated within your email system.

Your main goals with events are getting people to attend so you can sell your product or services, or books and programs, to build awareness and credibility, and to build your lists.

From initial invite to post event message, email automation enables you to easily respond to how prospects interact – or don’t interact – with your communications and events. For example, you might use your email automation platform to set up three messaging tracks for an event (meaning more ways to engage and guide someone through the funnel) as follows:

- **Invitation:** Initial invite followed by messages depending on whether your list members opened but didn’t click (reminder), clicked but didn’t register (reminder with alternate resources) or actually registered for the event (move to confirmation track).
- **Confirmation:** Send event details and reminder pre-event, then follow up afterwards based on whether they actually attended (thank you note, survey, related resources and/or invite to set up a call with a sales rep) or didn’t attend (route to “Did Not Attend” track).
- **Did Not Attend:** Send “sorry we missed you” message with option to view slides, download the recording, listen to testimonials of those who did attend and what they got from the event, or watch a video of the event, plus related resources and alternate calls to action.

- **Attended:** Send a “thanks for coming / signing up” message with option to view slides, download the recording, completing a survey, submitting a testimonial or review, and maybe sharing something a little extra. This can also be tied in with your welcome campaign listed above.

For most Speakers (and businesses that hold events), but mainly Emerging Speakers, this is the most overlooked area, because of all the roles a Speaker takes on when hosting their own events, and thinking someone else will do when they speak elsewhere.

The event management process yields a plethora of valuable information, relationship nurturing opportunities, conversion opportunities, and future business growth insights.

Every email yields behavior and action data.

When your event registration and landing page information is housed within your email and contact management platform – the possibilities for growth opportunities abound. You can automate and drive

the full wing to wing process from making prospect and meeting planners aware of your topics and speaking events, to driving calls to action and reminders based on behaviors (and rewarding the behaviors you want), to staying top of mind through the whole cycle leading up to your event, and then managing the information and behaviors after the event.

Let’s face it – people will learn to ‘game’ your process of an e-book download or discount for an event – but when you are automated and actively manage and use the information, you can now have more power over driving the relationships and results you want.

An even better result, the more sophisticated your communication system and responsiveness to meeting planners keeps you top of mind for the next event, workshop, seminar, or partnership.

## 10 Integrated Email Marketing / Lifecycle Communication

Integrating all of your information, contacts, emails, signups, in one place, or organizing it enough to be

able to maneuver about, will drive your leads and revenue as an Emerging Speaker, and make it easier in the long run for you to grow your business. Several of the main challenges of Emerging Speakers are:

- Developing Speaker skills and all that entails
- Developing Content Portfolio and Intellectual Property (speeches and books)
- Managing a very limited budget while trying to grow income to develop the business
- Finding the time to develop, manage, create, measure, and implement operational activities (like marketing, sales, technology etc)

Finding a system or platform that allows you spend your time and energy on your core strengths so you can bring on more clients, opportunities, and income is critical.

When weighing the cost – benefit of spending on another program of speaking better, or implementing a new marketing process, versus that of an automated platform which can be a workhorse and help you stay in front of your prospects, clients, buyers, and audience members, you

will need to look at which will be helping you build a bigger pipeline of warm leads, drive larger sales of event tickets, e-books and programs, and helping you continually grow awareness and build your lists.

Only setting up an integrated platform will help you do that. It can run by itself, provide you with the information you need, nudge those who need a little help deciding, and keep you in front of those who need what you have to offer.

The right platform and process will help you know when someone has moved from jobless and needing your job searching networking tips, to employed and needing tips for getting promoted or finding more happiness out of life. You are now more equipped to stay relevant and useful to your audience, and better able to create content and presentations they need and will buy.

Your campaigns can change right along with them. When you don't have an integrated platform, and you don't know who's engaging you, it will be difficult to understand why you are not making traction. It will

also be difficult to build your lists and your income.

Instead of losing people along the way and not knowing why, not you can create phases of interaction to move and grow right long with them, or hone in on a specific segment.

For example, messaging might change throughout a follower's lifecycle as follows:

- **“Interested” Phase:** Welcome messages, educational and best practices content, promotions for first purchase;

- **“Engaged” Phase:** Reminders of upcoming events, targeted content based on website page visits, pricing and feature comparisons, testimonials;

- **“Lapsed” Phase:** Surveys to gain a better understanding of the audience's needs, incentives to revisit website, promotions to encourage re-engagement or event attendance. By “listening” to follower cues and delivering the right content at the right time for each prospect, you'll nurture more relevant dialogues and build stronger connections.

Your Speaking business will grow by the amount of attention and effort placed on the business side of things. When you put the right platforms and pieces in place, you can focus on what you like doing – the Speaking and being in front of the audience!

*To check out what a powerhouse email / marketing and contact management system can do for your Speaking business, sign up for a free 60 day trial of the [Constant Contact Toolkit platform here](#). If you are more ambitious and want to get started right away building your Speaking email and marketing platform, sign up for to purchase the [Essential Toolkit platform here](#).*

*For Speakers interested in saving not only time, but money AND effort, sign up today using promo code 40June. You will get a 3 month discount at a percentage you won't get anywhere else, 40%!, for those who take action on 6/17/14 by 5pm EST only. In addition, I will help you get off the ground, and setup your first event and integrate it into your Facebook and/or website, and help you promote it (a \$275 value). This offer is valid to Speakers and Small Businesses.*

*I am Rae-Ann Ruszkowski, a Speaker who knows Speakers and the Speaking business; Your Ultimate Wingman, taking you from website to wallet. I provide key business development insight / analytics and integrated marketing efforts your won't get anywhere else.  
888-724-7517 / RA@RaevolutionaryConcepts.com*