

Specifically 4 Speakers: *Building Exposure and Income Through Online Speaking*

by [Rae-Ann Ruskowki](#) on [October 20, 2015](#) • [Your Comments & Thoughts are Welcome.](#)



Rae-Ann is the Founder of the Emerging Speakers Bureau, an entrepreneur, author, blogger, and Coachsultant. She created the Emerging Speakers Bureau to give aspiring speakers a leg up, and to help business owners increase leads, brand, and exposure. She helps build platforms and amplify voices. You can find out more about Emerging Speakers at EmergingSpeakersBureau.com

There are so many opportunities these days for aspiring speakers to gain experience, income, exposure, and build a brand – all off the stage. Yet, I still see some many individuals focusing on winning the contest, gaining a DTM, perfecting technique all while aiming for that paid, live speaking event.

I have an easier, smarter, and faster way to start building exposure while making some money (and seeing if this is what you really want to do). And an added benefit!: you'll improve the time it takes for someone to book you for a live event (assuming several factors of course)

WEBINAR Takeaways

- Live speaking is not _____.
- It's easier than ever to get your _____ out there, and to _____ your _____.
- You can get off the ground in less than 30 days but you need a _____, an _____, a _____ and the willingness to put in some _____.

Tweetable Quotes:

“ Speaking is merely a channel, not an end goal! @raruszkowki #domorespeaking

“ Your earnings are a byproduct of how well you serve your audience. @patflynn #do morespeaking



12 Top Ways to Make Digital Platforms Work for You (just for starters – there are many (many!) more):

1. Be a Guest Presenter / Speaker

Like available at the Emerging Speakers Bureau, or with fellow members. This can be in the form of a webinar, a podcast, slideshare, hangout, blab, etc. This is good for virtual book tours as well, if you are an author.

2. Host a Guest Speaker

Interview another expert to talk about their expertise on something of interest to the audience you are trying to reach. Have a 15 to 20-minute pre-call with them to come up with the list of questions together, or submit your list of questions, or they may even have their own list of questions you can use..

3. “Hot Seat” Webinar, Hang out, Blab, Podcast

Invite one of your clients to let you coach them in front of a group. At the end of the call, allow the group to ask questions.

4. “Ask the expert” (you) Q&A on any Platform

One week before your online event, call or webinar, send an email to your list, or chat with them online with the question, “What’s the biggest question (or challenge or pain or sticking point etc) you have on _____ (your topic, a service or product or life event etc).?” Then just answer each question as you curate a valuable info sharing session and demonstrate your expertise.

5. “Ask the expert” (some other expert) Q&A Call

This works exactly the same way with an expert. You and your expert both email your lists and ask, “What’s the biggest question you have for (expert) on (expert’s area of expertise)? Again, the easiest way to do this is to have people ask in the Instant Teleseminar online Q&A form before the call begins. During the call, just read the questions to the expert, who then answers them. You can also ask deeper questions based on things the expert discusses.

6. 3 to 6 or more -week workshop / class / tutorial



Usually part of a paid program you offer after an introductory or preview webinar, generally following some multi-step program you've developed or are developing. You can go deeper into each individually as a break out. Lots of options here.

7. Masterminds

A mastermind group webinar, call, hangout, blab, etc brings the expertise of a group – usually 4 to 12 people – to discuss topics and hold each other accountable to specific action steps. Often, Mastermind groups are peers led by one peer (you?). Paid mastermind groups almost always outperform free.

8. Full-day / half-day “virtual summit”

An expert or a group of experts give back-to-back sessions on a specific topic, just like a live face-to-face seminar. You can pull together and have as an affiliate, a promotional to a paid program, or to introduce / share / build lists.

9. Quickstart trainings / Training / Coaching Minutes

A 20- or 30-minute (or less) impromptu webinars, hangouts, blab, periscope, you tube, you name it - all to help clients & potential clients / followers quickly consume your information, usually accompanied by a PDF handout or other worksheet. Can be used as incentives to build your list, or as promo or bonus items.

10. Expert Interview Series

Like a virtual summit, but without a beginning or an end you just interview experts on an ongoing basis through one or more mediums.

11. Post PinsUps / Tweetables

Create visual pinups and takeaways from your presentations .

12. Create an Info / or Topic Focused Series

Break down a presentation into a series of connected, helpful posts that can be used as a list build or promotional campaign, or accumulate / curate a series into presentation, workshop, video trainings to be used as a promotional incentive OR as a paid class or workshop.

Emerging Speakers Gets Speakers Found, & Paid! Join the 10 week challenge !

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