

## Speaking Opportunities

FREE

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## Online Platform

- Website
- Facebook Page
- Linked In
- You Tube
- Pinterest
- Email Signature
- Webinars
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- \_\_\_\_\_

## Offline Platform

- Business Cards
- Bookmarks
- Letterhead
- With Comps Slip
- Speaker Sheet
- Handout Forms
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## Press Releases

- Where to send
- Who to send to
- When
- What to Say

Plan for Omnipresence



Plan for Being Ongoing PoR



## Plan for Omnipresence

- Promote on FB, Posts that also automatically populate TW/LI.
- Video on YT – also promoted on FB/LI/TW
- Images of book cover and tips list on Pinterest ALL LINKED back to WEBSITE page and BUY NOW options.
- Copies to companies – with offer to speak, speaker sheet profile attached.
- Offers to present for free to charity options
- Create own seminar, event, webinars
- Press releases out – followed up with calls, offers of review copies, availability for interviews

*First you want to be EVERYWHERE to your target market, then post launch you want to be an ongoing instantly accessible and recognised Point of Reference for your topic of Expertise.*

## Plan for Being Ongoing PoR

- Write blogs, articles, guest posts.
- Submit articles to trade journals – referencing your book and/or website in the byline.
- Offers \to present for free to charity options, schools, business groups, networking events
- Create own seminar, event, webinars
- Offer to present at industry conferences
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