

Biz Buzz



SPEAKING OUT! Promote your Business by Public Speaking

One of the best ways to get great PR for your company is by speaking to organizations. There's something about the immediacy of being in front of people that has great spin-off benefits.

So whether you do it for the fees or for the contacts or both, you really can't lose. Another bonus is that speaking professionally will take you out of the comfort zone into learning new valuable skills.

The first step on the road is to get training. Start with Toastmaster's and offer your services as a speaker free to non-profit or community groups. Make sure you get testimonials from audience members to use later in your promotional material.

Now that you have some expertise and know exactly what you want to say, it is time to embark on your career as a professional speaker:

- Use the contacts you've gained to find your audience, ask them for referrals to the associations they belong to.
- Ask your local librarian for The Association Book.
- When calling a Conference Organizer, ask what the theme of their upcoming conference is and whether they've got their speakers lined up. Large conferences usually plan a year in advance. Let them know what you have to offer.
- The trick is to find ways to keep your name in front of potential clients with periodic phone calls or brief mailing updates.
- Approach many different organizations at the same time so you keep the momentum going.
- Your promotional kit should contain a bio including your accomplishments and qualifications along with three of your speaking topics. The third page should contain short testimonials from clients and/or customers along with a list of clients.

Now that you're all set with training, a promo kit and contact information for your target audience, go for it!



Cathleen Fillmore is President of Speakers Gold bureau, and co-author of *Going for Gold! A Complete Marketing Strategy for Speakers*. Cathleen is also a marketing coach. To contact her, visit www.speakersgold.com or call (416) 532-9886.

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Professional speakers, like businesses, need to have their message communicated in a powerful, interesting, and creative way.

This means creating a professional promotional package about you and your expertise. Unfortunately, Microsoft Word documents just don't cut it. Having a brochure, "one-pager," or an entire promotional kit designed by an expert is the first step to establishing your credibility and advancing as a professional speaker.



See more samples of our work at:
www.ideascompany.ca/portfolio.htm

ideas company has a wealth of experience creating high-impact, effective brochures for businesses and promotional materials for speakers. Contact us today to discuss how we can help you create a promotional kit that will make you stand out from the crowd.

**Ask for Sherri at:
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