

Public Speaking

The Essentials of Great Oratory

Juxtaposition

Make their argument for them

Brevity

Get to the point, via...

State * Agitate * Solve

3-Point Must System

Identify Your Strengths

Story Tell * Lecture * Shared Experience

Authoritative

Passion or Conviction

Solution vs Marketing

Networking

Relational Business Development

Play to Your Strengths

Business-Based
Relational-Based

Only Source of New Customers

Current Customers

3rd Party Endorsement

ACTIVE Network Management

250 List

Allocate time daily

Categorization

A = Elite 10 – 12

B = Keep them there

C = Move them to 'B'

Publicity

Don't take this for chance...

Scheduled Press Releases

Not only when 'stuff' happens

Get Good At Writing Them

1. Headline (no copy; stats)
2. Sub-header (answers 'so what')
3. Short Paragraphs (sightlines of editor)
4. Call to Action (Contact information)

Plan for Directive

Like Networking – this is part of your
schedule

Turn Coverage into Coverage

Re-Release Your News Appearances

Community Events

Biggest Marketing Secret

Path...

1. Identify Problem
2. Create Solution
3. Decide on Date
4. Find JV's
5. Find Funding
6. Market, Co-Market, Press Release (invite media)
7. Identify Backend
8. Post Event Release

De-Constructing the 'Big Idea'

My Lessons with the IYCA...