

**SKILL 31**

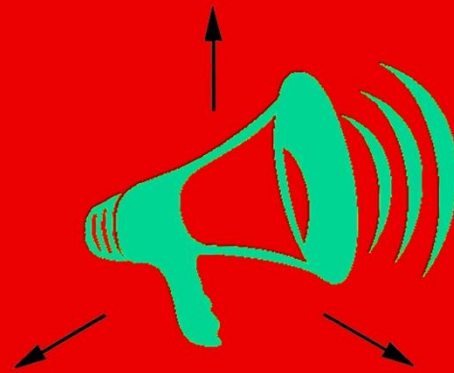
**PROMOTION**

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# PRO-MOTION

## 1. PROMOTION PLAN



## 2. HOW TO ENROLL PEOPLE

## 3. PROMOTE PARTNERSHIPS

# FORWARD MOTION

## MODULE L: PROMOTION

**There are three Skills under Promotion:**

**SKILL 31: YOUR PROMOTION PLAN**

**SKILL 32: HOW TO ENROLL PEOPLE**

**SKILL 33: PROMOTING PARTNERSHIPS**

## SKILL 31: YOUR PROMOTION PLAN

Pro-motion literally means “forward motion”. Promotion isn’t just about selling your program. Promotion is about getting prospects to *step into your funnel*. Your funnel is a transformative journey.

You have already chosen the media that you want to use to Promote your Genius. This can include videos, webinars, podcasts, published books, social media or any other media of your choosing. You are now ready to establish your self as an Authority – the “go to” person in your chosen field.

**PROMOTION TRAININGS**

**TOPIC 25**  
*The Theme is WEBINARS, but TOPIC 25 includes Marketing Strategies that can be Applied to Many Other Media*

**PROMO**

**TOPIC 28**  
*TOPIC 28 is a Marketing Blueprint for Reverse Engineering your Speeches, Programs and Events.*

**TOPIC 29**  
*TOPIC 29 is a Blueprint for creating a Biographical Story that leads directly into your Offer.*

**BLUEPRINTS & STRATEGIES**

The step-by-step roadmap and blueprint for Marketing and Promoting is covered thoroughly under:

**SKILL 25: WEBINARS**

**SKILL 28: YOUR POWER SPEECH 1**

**SKILL 29: YOUR POWER SPEECH 2**

Review the strategies and blueprints presented in these mini-trainings and apply them here.

## THREE AREAS TO PROMOTE

Here are three key areas for promotion here: Promoting your **PROGRAM**, promoting your **EVENTS** and promoting yourself as a **SPEAKER**. Each of these approaches will ultimately lead people into your funnel.



### A. PROMOTE YOUR PROGRAM

#### 1. PEOPLE

a. **PEOPLE WHO KNOW YOU:** Start with people who already know you, like you and trust you. Does your program meet a need or solve a problem that they have? Make a list of 30 people and reach out to them personally. Explain what you are doing and how they can benefit from taking your program. Talk about the results that your program provides rather than the mechanics. If it isn't a good fit, ask them if they can help you spread the word. Offer a prize or discount for those who sign up a friend.



b. **EXISTING AND PAST CLIENTS:** People who bought from you in the past are very likely to invest in your program. You can also reach out to people who didn't hire you in the past. Your new program might be a better fit for them logistically and financially. Offer free Strategy Sessions for potential clients. If people are not ready for VIP or one-on-one sessions, "down-sell" to a group session.

c. **PARTNERS AND AFFILIATES:** Give other business owners who are targeting the same audience an exact message to share with their followers. In exchange, you can offer them an affiliate commission, a free spot in your program or a reciprocal promotion.

## 2. EVENTS

a. CONFERENCES AND PROGRAMS: Talk to people and ask questions. Speak to people at conferences, in Masterminds and any Programs that you are training in. Make sure you aren't violating the rules of the group.

b. MEET-UPS: Go to Local Network Events and Meet-ups, Set up tables and booths. Offer two-for-one discounts for signing up on the spot. Look for Speaking Opportunities: Chamber of Commerce Events, Podcasts, radio shows, TV Shows, summits, conferences, conventions, etc. Offer your Free Gift.

## 3. ONLINE

a. EMAIL: Send several emails to your list describing the benefits of your program. Add a line to your email signature encouraging people to check out your upcoming event.

b. SOCIAL MEDIA: Post on your Facebook page and in Facebook groups that you're active in. Do a Facebook live broadcast. Reach out to people personally. Don't start with a sales pitch. Have a conversation.

c. BLOG, ARTICLE OR VIDEO: Write an educational article or blog around the topic of your upcoming program. Provide real value for your readers. Shoot and post a video. Offer your free gift live.

## 4. STRATEGIES

a. RAFFLE OR CONTEST: Hold a raffle, drawing or contest for one or two free spots in your program. Make it fun. This can be done on Facebook (follow Facebook rules) and in networking groups

b. DISCOUNT: If you want to interest people quickly, set your price at a low, "One Time Only" introductory price (for example, \$97 instead of \$997). \$47.00 is a Generous Offer. If people spend a little money on your program and receive value, they're more likely to invest in a bigger program.

c. FOLLOW THE RIGHT TRENDS at the right time.  
Here are three current trends:

**THE RISE OF ACTIVISM:** Start Your movement  
**SHRINKING MIDDLE CLASS:** GO for affluence.  
**MARKET MATURATION** Define your Uniqueness.



## B. PROMOTE YOUR EVENTS

### MEET-UP GROUPS

The Organizer Network is a space for community builders to connect, share and learn from one another. You can schedule Meet-Ups close to where you work or in specific areas that you want to meet people. The goal is to create a space where members can show up and thrive.

You'll need to pay a membership fee to post your Meet-Up Group. Please note that the Meet-Up Organization screens applicants. They do not support profit-making programs from trained professionals, even if they are free to the public. They support free community events. Don't over-present yourself. Keep your event a free, low-key community based event.

You can use the Meet-Up platform to build a strong, vibrant community and connect with other local organizers, just like you. Many coaches and therapists have a combination of online and local community practice.

### EVENT PROMOTION

#### 1. YOUR PROMISE

a. AN EVENT IS A PROMISE. What is your Event Promise?

The Promise is the Problem you are solving.

**“Secure a year’s worth of income in just one weekend”:**

Here, the coach is selling “Event Profit Secrets”.

b. UNDERSTAND YOUR CLIENT’S NEEDS

Customize your Event Content and Generous Offer:

- Survey. Know what questions to ask.
- Find out where their pain is, so you can customize solutions.
- Reverse Engineer your Event.
- Now, you already know the five or six things they need

c. STICK STRATEGIES

People pay \$3,000 for an event, then they don't come. Prevent this by:

- Getting people engaged right away
- Getting them to bring a friend with them
- Require a non-refundable \$197 seat deposit
- Promote a VIP ticket which includes lunch and early morning time with you; 3-hour seminar before the event; or cocktail party, etc.



## 2. MONETIZE YOUR EVENT

### a. PLAY TIC-TAC-DOUGH

1. Three columns show your three days.
2. Rows depict scheduled activity and event times.
3. Plug people in:
  - (a). Content
  - (b). Guest Speaker
  - (c). Success Panel
  - (d). Sell your Mastermind
  - (e) Bucket List Adventure Event or Business Event?

b. GET YOURSELF SPONSORED: Guest presenters pay to get access to your audience by sponsoring your live event. Get their Speaker Outline and Talk Summary and book them. You can also sponsor someone else's event as a guest presenter. Warning: This can be costly, so know that you have the right offer for the right group ahead of time.

1. Promote the next step in your Leveraged Progression Plan
2. Sponsorship: Complement but don't compete



- (a). Make Your Generous Offer
- (b). Free gift or drawing for free workshop. Put business cards in the box for a drawing. Everyone gets a gift.
- (c). Legal and Financial Agreements

### 3. PLANNING

#### a. ADVANCED PLANNING STRATEGIES

- Often, there is a choice: Pay for the room rental **OR** Get the convention room free with food and beverage minimum.
- Guest presenter pays for VIP lunch and gives presentation.
- VIP lunch pays the food and beverage minimum.
- Sell pictures and videos of the event.

b. POWER HOUR: Three times a week, do a “POWER HOUR”. This is a Focused Brainstorm. Come up with three different things that you’ll accomplish and allocate the time for each:

**15 MINUTES** to come up with the ideas or subjects for my event.

**20 MINUTES** to get the information for my survey for my next talk.

**25 MINUTES** to map out my speech.

### C. PROMOTE YOUR SPEAKING

YOUR TALK TITLE: There’s **what’s in the room** and there’s **what’s on the door**. You can’t always tell people what you do (what’s in the room). You need to use “outcome laden language” (what’s on the door) to title your speech. **FOR EXAMPLE**, You may teach leadership (what’s on the door), but the process you use is looking at the person’s communication problems as a leader. That’s what’s in the room. If you promote “I Help People with their Communication Problems” on the door, they won’t sign up. Sell them what they want and then give them what they need.

### MONETIZE YOUR SPEAKING

1. THE FORMULA: Selling well from speaking doesn’t require talent. It’s a system, a formula. It’s easier to get booked if you speak for free.

You aren’t making money from speaking. You’re making money from the “invisible” sales pitch at the end of your speech. Sell your **Integrated System** to audiences at “free” talks. Offer a free strategy call or tell them to email you if they want your slides. Get the contact details of interested audience members.

**PROMOTE YOUR SPEAKING**

**THE SYSTEM**

*You don't make money from speaking. You make money from the "invisible" sales pitch at the end of your "free talk".*



**PROMO**

<p><b>ONLINE STRATEGY</b></p> <p><i>Have a free gift for the first x people. Give them the option to purchase at a special price or add a bonus.</i></p>	<p><b>LIVE SPEAKING</b></p> <p><i>At every event, there are three groups to sell to: The Audience, the Host and the other Speakers.</i></p>
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**MONETIZE YOUR SPEAKING**

Here's an example of how this system can work for you:

- a. Average audience: 30 people
- b. 20% conversion = six sales
- c. \$287 offer = \$1,800 per gig
- d. Speak 3 times per month = \$5,400 per month or 65G per year

2. **ONLINE STRATEGY** for Being a Guest on a Podcast or Radio Show: If you're making a low-ticket offer, refer them to an online Landing Page.

- Have something special for the first x people.
- Give them the option to purchase at a special price or add a bonus.
- You can offer a strategy session (one-on-one call) as part of the offer.

### 3. LIVE SPEAKING

a. **MEDIA ONE SUMMARY SHEET (SKILL 21)**: Give the person who will introduce you an impressive Bio / Introduction and your Speech Title. In this system you'll learn... (This will be covered in your intro).

b. **BACK OF THE ROOM SALES:** At every event, there are three distinct groups of people: **Audience** (participants), the **Host** and the other **Speakers, Sponsors and Featured Guests**.

- **SELLING:** Ask the Promoter “How do you feel about my making a special offer for your people?” Don’t ask if you can sell something.
- **COMMISSION:** “Can I do this presentation online with your audience, through your website?” Give your host 1/2 of what you sell.
- **LEADS:** Ask the Promoter, Can I put out a sign-in sheet with name and email. Don’t spam them. Send them an email with link to free gift (opt in page).
- **HOLD A DRAWING:** If the promoter says “No order forms, etc.”, Hold a Drawing. Take business cards or have name and email on drawing page. Get leads from the drawing.
- **FREE TELE-CLASS:** I’m giving a free webinar this week. Give me your name and email and I’ll send you a free link.
- **OTHER SPEAKERS:** Are they potential affiliates? Do we have a common audience? “Let’s compare notes on other places we’re speaking. Call me back”. Give each other leads. **Get them** into places you’ve spoken. Do any of you have a connection for speaking engagements that would like to hear my speech? Brain Storm everywhere you could possibly speak. Think of People who are in groups that could host you.

c. **KEEPING THE SALES YOU MADE (Stick Strategies)**

**CHECK FORMS WELL.** The credit card number is wrong and your customer says, “That’s a sign. I’m not doing it.”

**PROCESS ORDERS QUICKLY.** At multi-speaker events, people register for many events. Their Credit cards are overdrawn by the next day. Have someone process the forms immediately.

**GET THEM STARTED.** Don’t wait until buyer’s remorse sets in or they find something else they want to do. Have a receipt in their inbox. Worksheets and pre-work gets them started right away. Have audio, etc., in their inbox right away. Email them a Survey. Make sure that you abide by the legal guidelines in the place you talk. Most countries offer a 3 day return policy, whether or not there is a guarantee by the provider. These policies are in place to prevent emotional buying that isn’t fully informed.

## FOUR STAGES OF PROMOTION

You are taking your potential client on a journey through four stages:

**1. ATTENTION** (Publicity): During Step (1), you are simply getting the public's *attention*. Publicity turns strangers into contacts. The goal of *publicity* is to make something *public* - to reach people who don't know you're there. Advertising is *adverting* (turning) attention towards something.

**2. INTEREST** (Relationship Building): Here, you are generating *interest* in what you do. Relationship Building turns contacts into relationships. What are their needs and interests? What problems are they trying to solve?

**3. DESIRE** (Education): Here, you are generating *desire* in your guest. You know what your guest's needs are by now. You are now offering them tangible solutions to their greatest challenges.

**4. ACTION**, is up to them. But, you can facilitate action in Skill 32, your Enrollment Journey.

**MARKETING**  
**FOUR STAGES**

- 1. Attention:** Email
- 2. Interest:** Free Gift
- 3. Desire:** Your Offer
- 4. Action:** Your Program

# PUBLICITY



To make something **public**

**GAIN ATTENTION**

STEP

ONE:ATTENTION

## EVENTS



**TRAINING!**

**Interest and Desire**

STEPS 2 AND 3: INTEREST AND DESIRE

## YOUR PROMOTION PLAN

USING IDEAS FROM THIS SECTION, CREATE YOUR PROMOTION PLAN

A. PROMOTE YOUR PROGRAM: Incorporate three ideas:

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

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B. PROMOTE YOUR EVENTS: Incorporate three ideas:

1. \_\_\_\_\_

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2. \_\_\_\_\_

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3. \_\_\_\_\_

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C. PROMOTE YOUR SPEAKING: Incorporate three ideas:

1. \_\_\_\_\_

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2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

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