Guest Appearances

You have so many inspired ways to help others. You've told everyone you know and asked your friends and family who they might know that would benefit from your services. Now, how about the rest of the world? How do they find out about you and how you can help them?

- 1. Start a weekly live & online appearance of your own, so that:
 - everyone can get to know you, benefit from you, and want to continue to work with you.
 - you might be able to reciprocate others as guests or advertise for them.
- 2. Start engaging on formats that you'd be a good fit as a guest.
 - Show up on their show, social media, youtube, etc. and be helpful and complementary.
 - This will also accelerate your ideas of ways to improve your offerings.
- 3. Set up several guest appearances to take place every month, now and for the next three months.
 - Invite them to check out your "show."
 - 2. Ask them to be a guest or advertiser on your "show."
 - 3. Offer to be a guest on their "show."

- Or, get everyone to sign up on your link so you can collect new email addresses.
- So you can follow up.
- You must get at least 20 new emails or this was just all for fun.
- ⇒ Introductions should be Name + Benefits
 - Who are you and how can you help them?
 - Said in a way that an eight year old could easily understand.
- ⇒ Talk about how you can help them. They really don't care that much about your credentials

⇒ Tell a story about yourself or one of your clients in relation to how you can help them.

Get them to participate.	
- Raise their hands.	
- Share their story.	
- Ask a guestion.	

- ⇒ Always have a special offer for attendees only.
 - Get them to go to your website.
 - Make it super easy to sign-up in one click on the top of the page, before the scroll.
 - Collect email addresses and phone numbers.

○ ⇒ Follow up

- You must follow up or all of this was just for fun!