



## **LVS CONSULTING SERVICES**

# **THE TOP TEN WAYS TO CREATE MASSIVE GROWTH IN YOUR SPEAKING BUSINESS**



We will help you bring out only the best in your brand

**LVS Consulting Services**

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We pride ourselves with building your speaking brand by taking your vision for your business and helping it reach its fullest potential



# YOUR TOP TEN THINGS YOU NEED TO DO NOW!

*Let us help you!*

As you start this journey – or even if you are well established in your area of expertise, these ten tips will help you up your presence and open new doors as you grow your business to the next level.

As the behind the scenes support staff to top thought leaders in multiple genres, my team has developed some tips that YOU can do to grow your presence in social media and your industry of choice.

## 01

Find your passion/expertise to share - and hone your skills and message so you are ready to talk about it in any situation. If you know your stuff...people will gravitate to you and ask for your advice.



## 02

Build your social media presence. Even if you have never tweeted.....get on Twitter and start following the top people in your field (Who do you want to be when you grow up?!) and share and comment on their posts. This will get your name out to the influencers (and their followers) in your community. Now do this for LinkedIn, Facebook and Instagram as well! Based on your topic focus on the platform where your clients are active. For B2C....it will probably be Facebook, Pinterest and Instagram. If it's B2B focus more on LinkedIn and Twitter.

## 03

Create your speaker packet! This will include a bio, headshot (get a professional picture taken – it's not that expensive), topic descriptions and take-aways for the audience, a highlight reel or video of you speaking, and at least two recommendations. This needs to be a compelling document to catch the clients' attention.

**Let us know if you need help! We are here for you!**



# 04

If you are an established speaker earning 10k per speech, get your speaker packet/materials into every speaker bureau, booking agent and subscribe to the speaker sites that post upcoming events and opportunities.

# 05

Become a writer....whether it be blogs on your site (which can be posted on ALL your social media sites as well, or articles in the magazines your clients read...start writing! Be consistent in your posts.....if it's easy and you have a lot of content....do it every week (same day of the week).... if you are still developing your message start with once a month and work toward bi-weekly. You can repurpose what you have, if it is still pertinent.

# 06

If you have a book, feature it on your website and in all your speaker materials. Also create its own website. Create 100+ tweets that can drive attention to your book. If it's just being launched....all the more important!

**Need help? We are here for you!**



**07**

Invest in a CRM system. This is a customer relationship management system. **AND KEEP IT UP TO DATE!** There are many inexpensive options out there.

**08**

If you are just getting started, Volunteer to help at an event you wish to speak at in the future. This way you get to know the program managers and staff and they will be more inclined to give you a shot if you are truly helpful and effective in your role. It's all about networking!

**09**

Be consistent in all you do and **FOLLOW UP, FOLLOW UP and FOLLOW UP!** Though you don't need to flood their inboxes with offers (and we have all seen this way too often) – you need to stay in touch and let them know when you are speaking elsewhere or have something valuable to share.



# 10

Once you have your plan in place – if you find yourself spending more than 40% of your time on administrative minutiae.....it's time to hire others to help grow your business. YOU need to do what you do best – you will grow so much faster if you hire others to support you! You can't scale yourself before you need to...

If this seems overwhelming to do all these steps we are here to help you navigate the process of becoming the speaker you wish to be in the world. Asking for help may be the smartest thing you ever do to grow your business.

**Feel free to check out our website  
at [www.LVSConsultingServices.com](http://www.LVSConsultingServices.com).  
We are here to help!**