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## WELCOME

Last month I gave you step-by-step instructions on how to secure speaking engagements. This month I want to take it one more step and help you leverage your speeches and maximize the chance to connect with prospects. Enjoy!

## ARTICLES

### LEVERAGE YOUR SPEECHES

It's true that giving speeches is a top notch active marketing strategy. That said, just giving a speech in and of itself is NOT going to lead to getting business. Nope. You can't just give a speech and leave and then expect business to come to you. You've got to leverage the chance to connect with prospects who are attending your presentation.

Whether you are giving a presentation at a professional association, an industry conference or for continuing education credit, one of the biggest missed opportunities for building relationships is before and after giving your speech. Typically, in an audience of 50 to 100 people, there are likely five to 10 good prospects. Your goal is to identify them. While some of these prospects may become evident during the question and answer part of your presentation or perhaps directly following your presentation when attendees tend to come up to speakers to talk, I'd like for you to challenge yourself to not leave this to chance. Rather, identify top prospects before you give your speech and create a reason to connect with them either before or after you give your speech.

How can you do this? Well, there are a couple of options. First, try to obtain a list of attendees, including contact information, from the conference organizer. Review the list and identify possible prospects. You may want to review company websites and even Google attendees' names to help you put together your list. Then, you simply contact the best prospects either before or after the conference.

If you call before the conference, say something like, "I see that you are attending my presentation next month. Is there anything in particular you'd like me to address?" End with letting the person know you'd like to speak to them at the conference.

If you call the prospect after the conference, say, "I see that you attended my presentation. I'd really be interested in your view of the issues I discussed. I'd also like to hear more about your business. Are you interested in setting up a time to meet?"



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