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WELCOME

It's officially springtime. I don't know about you, but it doesn't feel like spring to me. Cloudy, rainy, 60 degree weather feels more like winter. Oh well, I won't complain - too much anyway :o). I'm sure we'll have our sunny, warm San Diego weather very, very soon.

My clients know I'm a proponent of speaking to groups of prospective clients and referral sources as one of the best active marketing strategies to grow your business. If you're a professional who would like to incorporate speaking into your marketing system, you'll want to read this month's article. It provides step-by-step instructions on how to secure speaking engagements. Enjoy!

ARTICLES

12 STEPS TO SECURING SPEAKING ENGAGEMENTS

1. Identify your target market (clients or referral sources) and identify topics of interest. (Hint: you may need to ask.)
2. Decide on a topic or two and create a catchy title.
3. Write a short blurb on your talk (don't write the talk itself). Include a few bullets about what the audience will learn (the benefits to the audience).
4. Create a "one sheet" that provides basic information on you and your business. Include a photo of yourself.
5. Research organizations (use Google, Encyclopedia of Associations, Source Books) of your target market.
6. Contact the Executive Directors or Education Chairs of the organizations to pitch your talk. Create a chart to keep track of your efforts.
7. Once interest is ascertained, send your topic write-up and one sheet.
8. Follow-up via phone/email until date is secured. Be persistent.
9. Now write your talk! Be sure to tailor your talk to speak directly to the needs and interests of the audience. Include a call to action and create professional handouts.
10. Practice your talk out loud. Especially practice the call to action at the end of your talk.

11. Give your talk. Collect business cards or pass around a clipboard for newsletter sign up. Distribute your handouts.

12. Follow up with qualified prospects. Set meetings and add attendees to your newsletter subscription list as appropriate.

Although securing speaking engagements may not be easy, it's certainly simple. The key is creating and implementing a system that you can follow effortlessly. Taking a proactive stance and developing a method to track your endeavors are critical components of a great system. Give it a try. You'll be speaking in front of audiences in no time.

NEWS & ANNOUNCEMENTS

Assessments. Assessments can be powerful tools for individuals and organizations alike to reach their true potential. Rainmaker Strategies offers the following assessments:

DiSC Personality Profile - The DiSC Assessment indicates one's personal communication and behavioral style. It identifies strengths and challenges and makes clear recommendations for increasing overall effectiveness and ability to communicate with others.

Time Mastery - The Time Mastery Profile provides an assessment of one's current time management effectiveness and clearly pinpoints the specific actions that will most profoundly impact productivity and effectiveness.

360 Feedback – 360 Feedback is a method and a tool that provides each employee the opportunity to receive performance feedback from his or her supervisor, peers, direct reports, and customers in addition to the employee's self assessment. A development plan can be created from the results, allowing the participant a clear path to leverage strengths and develop areas of opportunity.

Contact me at Barbara@Rainmaker-Strategies.com to find Out whether assessments are right for you and your business.

Making Rain Out of Mist Program.

If you are a lawyer ready to take your business development efforts to a new level, my Making Rain Out of Mist step-by-step practice building program may be just the thing. Consisting of a comprehensive workbook and four audio CD's, the program is designed to help you clearly identify the vision of your perfect practice, including the type of clients with which you wish to work and in what area of law. The program then helps you determine the best marketing strategies to make that vision a reality, and helps you master the subtleties of converting a prospect into a paying client without coming off like a salesperson.

Want to know more? Please contact me directly at Barbara@Rainmaker-Strategies.com or go to my web site at www.rainmaker-strategies.com and click on the Products link.

Booklet Information. To purchase your copy of my booklet, Business Development: 97 Quick & Easy Tips For Lawyers, go to my web site at www.rainmaker-strategies.com or send me an email at Barbara@Rainmaker-Strategies.com and I'll be happy to process your order. Cost is \$5.00 for a single copy (plus tax where applicable and shipping).



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