

Get More Leads When You Speak

Picture this: You just made the decision to add speaking to your marketing mix so you get in front of your ideal prospects. You land your first gig. You are thrilled because you have your first real shot at getting in front of a room filled with your ideal prospects.

So, you work for hours getting your speech down cold. You spend a lot of effort working out your presentation.

You deliver your speech and are quite pleased with your presentation. You're relieved to finish your talk, the audience claps, and some people take your card.

Then you wait. And wait. And wait.

You check your phone to make sure it's working.

Confusion turns into frustration.

You simply don't understand why you're not getting calls because so many people came up to you and loved your message. All of that time, effort, money, travel and nothing to show for it.

If you added speaking to your marketing mix and wonder why you're not getting leads, you're not alone. Many experts add speaking to their marketing mix so they can get in front of their clients but miss out on an important factor: systematic follow up.

It's simply not enough to present your information without giving your audience members who are inspired to step up. With a steady stream of messages filling up their inbox, your words simply will not last in the minds of your audience members.

Determine ways to continuously connect and engage your audience. At the end of your speech, give them a way to keep in touch. If you don't give them a way to keep in touch and give continuous value, you've missed out on a key outcome of serving your audience as a speaker: inspire positive action.

One way to do this is to add a QR Code to the back of your business card or place the QR Code on your handout. When they scan your QR Code, they instantly receive a copy of your slides, an ebook, and/or are registered to receive weekly tips from you. You'll want to clearly state that they will be added to your Ezine list on your handout, too.

There are many sites that make it easy and convenient to generate a QR Code or place your QR Code on all kinds of nifty gifts. One site that helps you generate a QR code is www.grstuff.com

When you make the decision to add speaking to your marketing mix, be sure to have a mechanism to keep in touch. When you do, you'll continuously engage your new prospects and turn them into invested clients.

Lisa Mininni is a best-selling author and President of Excellerate Associates, home of the sought-after Entrepreneurial Edge System, showing business owners how to automatically bring in pre-qualified prospects and turn them into invested clients. Read her blog for additional tips on keeping in touch systems or pick up her free ebook Get More Clients Now at www.freebusinessplanformat.com.