

Boost Your Business With a Talk

Monday Call, May 21, 2012

- Tuesday Night Live – Kevin Robbins and Al Bala at 7:30 PM CDT at Corporate Offices or www.mannatechlive.com
- Tuesday, May 29 Sam Caster... you do not want to miss it
- Non-Profit video from Sam Caster will be ready on Thursday... Keep an eye on www.givingchangepseverything.com

Article by Patrica Fripp

1. Have you ever wondered how a higher visibility in your community could increase your business?
 - a. Service clubs have presenters all the time...can you do better?
 - b. Speaking at Rotary, Kiwanis, breakfast clubs can build your business
2. Why should you give free talks?
 - a. You are paid in something far greater...goodwill, referral
 - b. Every club, group is looking for a free speaker for this next week
 - c. Brings you recognition and business leads...exactly what you are looking for.
3. What should you talk about?
 - a. What do you know that other people want to know?
What do you know that other people should know?
 - 1) How to Achieve Optimal Health
 - 2) Social Entrepreneurship: What is it and how it can change your life and the world
 - 3) How You too can be an Ambassador to end Global Malnutrition in Children
 - 4) How Dallas/Ft Worth can BE the difference in the battle against malnutrition in Texas
 - 5) Entrepreneurship is the Answer to America's Future Economic Stability
 - 6) Home Based Business: A Real Answer for the Unemployed
 - 7) Take Back Responsibility for your own Health
 - 8) Reversing Our Local/National Health Care Crisis Lies within Each One of Us
 - b. People are not interested in hearing a sales pitch
Your Goal is to be interesting, informative, and even entertaining.
Result: audience members want to have a conversation with you.

A conversation leads to a friendship, a referral a customer, a partner.

4. How do you get invited to speak?

a. First, develop your speech.

Develop your speaking skills (if need be) through Toastmasters, or other like organizations.

b. Second, tell all you know you are available to speak at local clubs, programs, etc.

c. Search online for service clubs in your town or city.

The local Chamber of Commerce will be at the top of your search.

d. Find the program chairperson ("Who is in charge of your weekly/monthly programs/speakers?")

"An entertaining, interesting talk on any subject that is professionally delivered is always well received. You now have a chance to make yourself and your business more visible in the community."

5. How do you maximize the experience?

a. Be easy to work with.

Write your own introduction, the title of your speech, and why you are the one to give it.

Make your biography available for their newsletters/websites to promote the event.

b. Go early to the event.

Meet as many people as you can, and give your card to others so they can schedule you as well.

c. Have a handout or flyer.

Develop a one page flyer detailing your key points and information on your topic. Make sure everything you offer has your contact information on it.

d. Collect business cards.

You can hold a drawing for some small prizes but collect as many cards as possible.

e. Drive traffic to your website or blog.

"Speaking before a group might be a little intimidating at first. However keep in mind that this can be the beginning of many long term relationships. Start today and with time you will sharpen your skills. Step up on the podium and profit from the experience."