

Market Yourself Like a Pro

5 Branding Tips for Emerging Speakers

Guide for Emerging Speakers



by Bryan Caplovitz



Did You Know That 31 out of 32 Speakers Fail?

That's right! 31 out of every 32 speakers who try to launch a speaking business fail — because they don't understand that speaking is a sophisticated *business*.

For an emerging speaker like you who is trying to get a speaking career off the ground, understanding the industry dynamics is crucial. Successful speakers understand that being found (and seen) by meeting planners is key to their success. A proven strategy involves building a reputation by speaking to as many audiences as possible, often for minimal or no direct fees. This guide provides innovative strategies for gaining valuable compensation beyond direct payments as you enhance your reputation and a demand for your speaking services.

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Don't let obscurity be your downfall. SpeakerMatch helps emerging speakers catapult their speaking careers by making sure you're noticed by people seeking speakers. **It's not possible for a meeting planner to book you if they don't know you exist.** We make sure they do.

We know that speaking is not just about delivering a great session; it's about building a sustainable business. SpeakerMatch is committed to your long-term success, providing continuous educational resources to refine your skills and enhance your business savvy. Grow your audience, and your revenue, by mastering the business of speaking.

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Introduction

Elevate your speaking career with insider tips and proven strategies to build a strong personal brand that resonates with your target audience. In the competitive world of public speaking, standing out is crucial. This guide will help you position yourself as an expert, attract more speaking engagements, and distinguish yourself in a crowded market. Effective branding can open doors and create opportunities you never imagined. By mastering the elements outlined in this guide, you'll be able to develop a compelling personal brand that not only captures attention but also inspires trust and credibility.

We'll begin by exploring how to define your unique brand. Understanding what sets you apart from other speakers in your niche is the first step in creating a powerful and memorable brand. Next, we'll delve into creating a professional online presence. In today's digital age, having a polished and engaging online presence is essential. From building a professional website to maintaining active social media profiles, we'll cover all the bases.

Creating compelling marketing materials is another crucial aspect of branding. Discover how to craft impactful one-sheets, business cards, and other promotional tools that leave a lasting impression. We'll also discuss the importance of leveraging testimonials and reviews. Feedback from past engagements can significantly enhance your credibility and help you build trust with potential clients.

Finally, we'll look at networking and partnerships. Building strategic alliances and networks can enhance your brand and open new



opportunities. By forming connections with other professionals in your industry, you can expand your reach and increase your influence. This guide will provide you with the insights and strategies needed to effectively market yourself and elevate your speaking career to new heights.

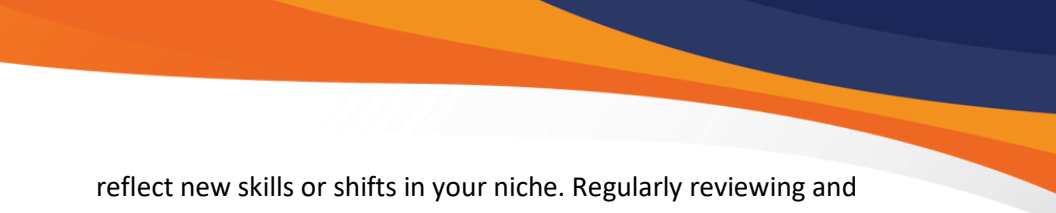
1. Define Your Unique Brand

Understanding and defining your unique brand is the cornerstone of building a successful speaking career. It starts with identifying what makes you different from other speakers. This could be your expertise in a specific subject, your unique delivery style, or your personal experiences and stories. Take time to reflect on your strengths and what you bring to the table that others do not. This self-awareness will help you articulate your unique selling proposition (USP) and position yourself effectively in the market.

Once you have identified your unique qualities, it's essential to articulate them clearly. Your USP should be concise and compelling, capturing the essence of what you offer. This statement will serve as the foundation of your brand and should be reflected in all your marketing materials. A well-defined USP not only helps you stand out but also makes it easier for potential clients to understand the value you bring.

Building a strong personal brand also involves consistently communicating your USP across all platforms. Whether it's on your website, social media profiles, or promotional materials, your unique brand message should be clear and consistent. This consistency helps to reinforce your brand and build recognition over time. Potential clients should be able to quickly grasp what sets you apart and why they should choose you for their speaking engagements.

It's also important to continually refine and evolve your brand. As you gain more experience and insights, your brand may need to adapt to



reflect new skills or shifts in your niche. Regularly reviewing and updating your USP ensures that your brand remains relevant and competitive. Staying attuned to changes in the market and feedback from your audience can help you make informed adjustments to your branding strategy.

In summary, defining your unique brand involves identifying your distinctive qualities, articulating a clear and compelling USP, maintaining consistency across all platforms, and continuously refining your brand. By mastering these elements, you can create a powerful personal brand that sets you apart from other speakers and attracts more opportunities.

2. Create a Professional Online Presence

In today's digital age, a professional online presence is essential for any speaker looking to build their brand and attract more engagements. Your website and social media profiles serve as the digital face of your brand, making it crucial to present yourself in the best possible light. A polished and engaging online presence not only captures attention but also establishes credibility and trust with potential clients.

Your website is the cornerstone of your online presence. It should be clean, professional, and easy to navigate. Include key elements such as a biography, a list of your speaking topics, testimonials, and a portfolio of your past engagements. High-quality photos and videos of your presentations can also enhance your website's appeal. Ensure that your contact information is easily accessible, making it simple for potential clients to reach out.

Social media profiles are equally important in building your online presence. Platforms like LinkedIn, Twitter, and Instagram allow you to connect with your audience, share valuable content, and showcase your expertise. Keep your profiles professional and consistent with your brand message. Regularly update your content to stay relevant and engage with your followers. Sharing insights, articles, and updates about your speaking engagements can help you stay top-of-mind with your audience.

Search engine optimization (SEO) is another critical aspect of building a professional online presence. Optimize your website and social media

profiles with relevant keywords to increase your visibility in search engine results. This makes it easier for potential clients to find you when they are looking for speakers in your niche. Invest time in learning basic SEO techniques or consider hiring a professional to help you optimize your online presence.

Engagement is key to maintaining a strong online presence. Respond to comments, messages, and inquiries promptly. Show appreciation for feedback and engage in meaningful conversations with your audience. This interaction not only builds relationships but also demonstrates your commitment to your audience. Active engagement can help you build a loyal following and enhance your reputation as a speaker.

In conclusion, creating a professional online presence involves building a polished website, maintaining active and consistent social media profiles, optimizing for search engines, and engaging with your audience. By mastering these elements, you can create a strong digital presence that attracts attention, builds credibility, and opens doors to new speaking opportunities.

3. Develop Compelling Marketing Materials

Effective marketing materials are crucial for promoting your brand and securing speaking engagements. Well-designed promotional tools such as one-sheets, business cards, and brochures can leave a lasting impression on potential clients and help you stand out in a competitive market. Developing compelling marketing materials involves a combination of strategic content, professional design, and consistent branding.

A one-sheet is a powerful marketing tool that provides a snapshot of your expertise and offerings. It typically includes your biography, speaking topics, key achievements, testimonials, and contact information. The design should be clean and visually appealing, with high-quality images and a professional layout. A well-crafted one-sheet can be a valuable asset when pitching to event organizers and meeting planners.

Business cards are another essential promotional tool. Despite the digital age, a physical business card remains a powerful networking tool. Ensure that your business card design is professional and consistent with your brand. Include essential information such as your name, title, contact details, and website. Adding a QR code that links to your online portfolio or a specific landing page can also enhance the card's effectiveness.

Brochures and flyers can provide more detailed information about your services and expertise. These materials are particularly useful for

conferences, seminars, and networking events. Ensure that the content is clear, concise, and visually appealing. Highlight your unique selling proposition and the benefits of hiring you as a speaker. Professional design and high-quality printing can significantly enhance the impact of these materials.

Digital marketing materials are equally important. PDF versions of your one-sheet, brochures, and flyers can be shared via email or downloaded from your website. Ensure that these digital materials are optimized for viewing on various devices. Interactive elements such as clickable links and embedded videos can enhance the user experience and make your materials more engaging.

Consistency is key when developing marketing materials. Ensure that all your promotional tools reflect your brand's visual identity and message. Use the same color schemes, fonts, and logos across all materials to create a cohesive and professional image. Consistent branding helps to reinforce your identity and makes it easier for potential clients to recognize and remember you.

In summary, developing compelling marketing materials involves creating impactful one-sheets, business cards, brochures, and digital tools. Focus on professional design, strategic content, and consistent branding to ensure your materials leave a lasting impression. These promotional tools can help you effectively market yourself, attract more speaking engagements, and build a strong personal brand.

4. Leverage Testimonials and Reviews

Testimonials and reviews are powerful tools for building credibility and trust with potential clients. Positive feedback from past engagements serves as social proof, demonstrating your expertise and effectiveness as a speaker. By leveraging testimonials and reviews, you can enhance your reputation and increase your chances of securing more speaking opportunities.

Collecting testimonials should be an ongoing process. After each speaking engagement, request feedback from event organizers and attendees. Ask for specific comments about your performance, the impact of your message, and any unique aspects of your presentation. Written testimonials can be included on your website, one-sheet, and other marketing materials. Video testimonials are particularly impactful, as they add a personal touch and can be easily shared on your website and social media profiles.

Displaying testimonials prominently on your website is essential. Create a dedicated testimonials page where visitors can read about the experiences of past clients. Include a mix of written and video testimonials to provide a comprehensive view of your strengths and successes. Highlight key quotes and endorsements that emphasize your unique qualities and the value you bring to your speaking engagements.

In addition to collecting testimonials, actively seek out reviews on public platforms. Encourage clients to leave reviews on LinkedIn, Google My Business, and other relevant review sites. Positive reviews on these

platforms can significantly enhance your online reputation and improve your visibility in search engine results. Respond to reviews promptly, thanking clients for their feedback and addressing any concerns professionally.

Using testimonials and reviews in your marketing materials can also boost credibility. Incorporate key quotes and endorsements into your one-sheet, brochures, and business cards. Highlighting positive feedback can reassure potential clients of your expertise and effectiveness. Ensure that the testimonials you use are genuine and relevant, reflecting the experiences of real clients and attendees.

Regularly updating your testimonials and reviews is important for maintaining credibility. As you gain more experience and feedback, add new testimonials to your collection. Highlight recent engagements and the positive impact you've had on your audiences. Keeping your testimonials current demonstrates that you are actively engaged in your field and continuously delivering value to your clients.

In conclusion, leveraging testimonials and reviews involves collecting feedback, displaying it prominently, seeking out public reviews, using testimonials in your marketing materials, and regularly updating your collection. By effectively using positive feedback, you can build credibility, trust, and a strong reputation as a speaker. These testimonials and reviews serve as powerful endorsements, helping you attract more speaking engagements and elevate your career.

5. Networking and Partnerships

Building a successful speaking career involves more than just delivering great presentations. Networking and forming strategic partnerships are essential for expanding your reach, enhancing your brand, and opening new opportunities. By connecting with other professionals in your industry, you can create valuable alliances that support your growth and success.

Attending industry events and conferences is a great way to network with other speakers, event organizers, and potential clients. Participate in networking sessions, workshops, and social events to meet new people and build relationships. Exchange business cards, follow up with new contacts, and stay connected through social media and email. Building a network of industry contacts can lead to new speaking opportunities and valuable collaborations.

Joining professional associations and organizations can also enhance your networking efforts. Associations like the National Speakers Association (NSA) provide valuable resources, networking opportunities, and industry insights. Membership in these organizations can help you stay informed about industry trends, connect with other speakers, and access professional development opportunities. Being part of a professional community can enhance your credibility and provide a platform for growth.

Forming strategic partnerships with other professionals can open new opportunities for collaboration and mutual support. Partnering with

event planners, coaches, and other speakers can help you access new audiences and expand your reach. Collaborate on joint events, co-host webinars, or cross-promote each other's services. These partnerships can provide valuable exposure and help you build a stronger brand.

Networking is not just about making connections; it's also about nurturing and maintaining relationships. Follow up with new contacts, stay in touch, and offer support when possible. Share valuable resources, refer clients, and collaborate on projects. Building strong, long-term relationships can lead to ongoing opportunities and mutual success. Be proactive in maintaining your network and providing value to your connections.

Leveraging social media for networking is also crucial in today's digital age. Platforms like LinkedIn, Twitter, and Facebook provide opportunities to connect with industry professionals, share insights, and participate in relevant discussions. Join industry groups, engage with posts, and share your expertise to build your online presence. Social media networking can help you stay connected with your audience and expand your reach.

In summary, networking and partnerships involve attending industry events, joining professional associations, forming strategic alliances, nurturing relationships, and leveraging social media. By building a strong network and forming valuable partnerships, you can enhance your brand, open new opportunities, and achieve greater success in your speaking career. Effective networking is a powerful tool for growth and can help you build a lasting and impactful presence in your industry.

BONUS TIP: Practice, Practice, Practice!

The ONLY way to build a truly successful speaking business is to get out there and do what you do best — SPEAK! Remember that even the top-level professional speaker will speak for free to try out new material, market themselves, and just stay fresh. Don't let the lack of a speaking fee be an obstacle to your building a successful business.

Practice is the cornerstone of a thriving speaking career. Whether you're refining your delivery, testing new material, or simply staying sharp, consistent speaking engagements are essential. Even seasoned professionals understand the value of speaking for free to cultivate their skills, expand their reach, and remain relevant in a competitive industry.

Key Strategies for Success:

Continuous Improvement: Treat every speaking opportunity as a chance to refine your skills and enhance your performance. Seek feedback, evaluate your delivery, and strive for continuous improvement with each engagement.

Test New Material: Experiment with fresh content and innovative ideas, even if it means speaking for free. These opportunities allow you to gauge audience reactions, fine-tune your message, and discover what resonates most effectively.

Market Yourself: Use free speaking engagements as a platform to showcase your expertise and expand your visibility within your target



audience. Leverage each opportunity to network, build relationships, and attract future paid speaking engagements.

Stay Flexible: Embrace the fluidity of the speaking industry and be willing to adapt to changing circumstances. While speaking fees are important, don't let the absence of monetary compensation deter you from pursuing valuable opportunities to grow your business.

Remember: Success in the speaking industry is built on a foundation of practice, persistence, and continuous learning. By seizing every opportunity to hone your craft, you position yourself for long-term success and fulfillment as a professional speaker.

SUMMARY:

Market Yourself Like a Pro

Define Your Unique Brand: Defining your unique brand is the cornerstone of a successful speaking career. Identify what sets you apart from other speakers and articulate a clear and compelling unique selling proposition (USP). Consistently communicate your brand message across all platforms and continuously refine your brand to stay relevant and competitive.

Create a Professional Online Presence: A professional online presence is essential for building your brand and attracting speaking engagements. Develop a polished, engaging website and maintain active social media profiles. Optimize your online presence for search engines and engage with your audience regularly to build relationships and enhance your credibility.

Develop Compelling Marketing Materials: Effective marketing materials are crucial for promoting your brand and securing engagements. Create impactful one-sheets, business cards, and brochures that reflect your brand's visual identity and message. Use professional design, strategic content, and consistent branding to leave a lasting impression.

Leverage Testimonials and Reviews: Testimonials and reviews are powerful tools for building credibility and trust. Collect feedback from past engagements, display testimonials prominently, seek public reviews, and use them in your marketing materials. Regularly update

your testimonials to demonstrate ongoing success and enhance your reputation.

Networking and Partnerships: Networking and forming strategic partnerships are essential for expanding your reach and opening new opportunities. Attend industry events, join professional associations, form alliances with other professionals, nurture relationships, and leverage social media for networking. Effective networking can enhance your brand and support your growth and success.

By mastering these five key elements, you can market yourself like a pro, build a strong personal brand, and achieve greater success in your speaking career. This guide provides you with the insights and strategies needed to effectively position yourself as an expert, attract more speaking engagements, and stand out in a competitive market.

What are you talking about?
What ***are*** you talking about?
What are ***you*** talking about?
What are you ***talking*** about?
What are you talking ***about***?

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