

## **FREE Marketing Report - for Small Business Owners**

# **Six Mistakes People Make When Speaking about their Business - and How It Can Cost Them Thousands**

I'm excited to share my insider secrets on how to speak about your business in a way that will get you more clients. In running my own business, I've found that giving talks and presentations is one of the most effective marketing techniques. My one-to-one clients are also having great success with this method.

## **Why Is Speaking Such An Effective Marketing Tool?**

To share some of my own valuable market research with you, I found that the revenue I've generated from speaking is greater than for any other promotional tool I've used. From one talk I gave I have so far generated over £14,000 and this talk was for only 90 minutes.

### **Speaking is a powerful marketing tool because:**

1. You can save time by promoting your business to a large group of people all at once instead of speaking to each person individually.
2. You can build rapport and a personal connection with potential clients more powerfully than you can with written communication such as brochures, email or website.
3. It builds your credibility just by being there on the stage and often leads to you being perceived as an expert.
4. You know your audience is interested in what you offer, otherwise they probably wouldn't be at your talk, therefore you are selling to a warm crowd which is usually much easier than cold-calling.
5. It increases your visibility and helps you to get known in your field.

Unfortunately not everyone is successful with this marketing technique, I have spoken to many people who have spent considerable time and energy speaking to groups, only to receive very little if any business from it.

## **What Are The Six Mistakes People Make?**

### **Mistake 1. Not offering your service**

This might seem an obvious one, but you do need to offer your service at some point in the presentation. Quite a number of people I've spoken to find it easy to give their audience lots of free information and advice, but they are not sure how to link their service and present it smoothly without sounding like a sales person. It's not enough to simply impart information to everyone at your talk and hope that they will call you, although I see many people trying this tactic, unfortunately it is not as easy as that. You *need* to know how to package your service and offer it in a way that makes it easy for people to buy.

### **Mistake 2. Not knowing how to get booked as a speaker**

Having a written presentation profile prepared can help you to get opportunities to speak. Being organised in this way demonstrates your professionalism as a speaker and, if you do a good job with your profile, it will help you to sell your talk. You want to keep it fairly short and snappy, usually no more than a single sheet of A4 works well.

Some of the key things you want to include in your presentation profile are; a title for your talk which demonstrates the value you'll give; a talk summary giving an overview of the content you'll cover and the key things the audience will learn by attending.

### **Mistake 3. Speaking without planning how you are going to follow up with people**

When you speak you need to have a strategy for getting in touch and following up with people after the event. You also need to have a conversion process that works which takes them from being interested to being a signed-up paying client. This is a whole topic in itself and makes a critical difference to the number of new clients who go on to work with you.

### **Mistake 4. Presenting your talk and then moving into a sales pitch**

If you deliver a presentation giving a lot of valuable information and then towards the end you shift into a sales pitch, it can feel very rocky and uncomfortable. This technique doesn't work very well for getting new clients as the audience often begin to switch off and not fully listen to you if they feel they are being sold to.

It works far more effectively if you plan to incorporate your marketing messages throughout your talk. This is called *seeding* and it means you are creating interest and desire within your audience during your whole presentation not just at the end.

### **Mistake 5. Talking to the wrong audience**

If you are talking to an audience who are not your target market (or the type of people who usually buy from you), then you are unlikely to make very many, if any, sales. No matter how much time and attention you spend crafting your talk and your offer, if you are speaking to the wrong group then you are likely to be wasting your time.

### **Mistake 6. Making your subject material too generalised**

Your talk material has to be specific enough to get people interested in attending your talk in the first place. Attracting people with the right subject material is an essential part of getting new clients by speaking. If your topic is quite broad, it maybe worth looking at a specific area you can go into detail on rather than being too generic.

If you would like some help in getting started you may be interested in the complimentary "Get clients by speaking" strategy session below.

## **What's The Next Step?**

Many people I talk to are struggling with the problem of how to get business from presentations. Which is a shame because it can be easy once you know how.

To help you get started quickly, I'm offering a complimentary "Get clients by speaking" strategy session. In this 40-minute consultation I will help you to:

- ✓ Create a clear plan with the steps you need to take to get business from presentations
- ✓ Discover the No. 1 thing that's stopping you from getting as many clients as you want from speaking
- ✓ Identify the one simple step you can take immediately to get into action

Numbers are limited so if you would like to apply for a session please email:  
[lisa@inspiredmarketinguk.com](mailto:lisa@inspiredmarketinguk.com)

## **My Background**

Lisa Farr specialises in helping small business owners to get more clients. She has twenty-five years experience in marketing and is a Fellow of the Chartered Institute of Marketing, which puts her in the top 3% of marketers worldwide.

She is also an experienced speaker and a Member of the Professional Speakers Association. She has spoken in a number of countries around the world including India, Vietnam and China as well as the UK to audiences of up to 500 people.

## Client Comments

**"I gave a presentation to a group of 11 people about a small business mentoring group I am setting up. The result is that I now have the 6 people I required signed up** for my six-month mentoring course.

Achieving this outcome is a huge success for me, as in terms of percentages it really beats the trends. As I put the presentation together, I used a specific technique Lisa and I discussed which made a huge difference to the results. Coaching from Lisa really gave me a clear insight into how marketing works best and how to use language and examples to my advantage. Very many thanks."

*Wilma Allan, Business Coach and Mentor*

"I was delighted with the results from my next presentation, the content we'd worked on sold itself. **My two closes went extremely well with 100% of the audience wanting further information and 80% wanting a follow-up meeting with me.** Already one person is interested in working with me one-to-one."

*Paul Palmer, Paul Palmer Ltd, Business Advisor, [www.paulrpalmer.com](http://www.paulrpalmer.com)*

**"I implemented the marketing strategy in my first follow-up meeting, it was a great success and resulted in a new client very easily.** As a result of the day on 'Getting Clients By Speaking' I now have a clear way of bringing everything together as a cohesive strategy to reach more potential clients.

I've acquired some transferable skills which I can use in other aspects of my business such as structuring meetings with a prospective client. Now, I know how to tell them what I can do for them rather than giving them detailed advice. Before, these meetings could run up to two and a half hours and now I've got them down to 45-60 minutes so it saves a lot of time."

*Carolyn Burchell, Composure Accounting and Taxation Ltd, [www.composureaccounting.co.uk](http://www.composureaccounting.co.uk)*

"From giving a talk I gained 11 new clients using some of the techniques I learned from Lisa. Two of them became long-term clients and two years later I'm still working with one of them regularly."

*Debbie Watkins, Health Screening Practitioner*

### **Lisa Farr - Marketing Consultant and Coach**

Fellow of the Chartered Institute of Marketing

#### **Inspired Marketing**

**T:** 01903 787506

**E:** [lisa@inspiredmarketinguk.com](mailto:lisa@inspiredmarketinguk.com)

**W:** [www.marketingmybusiness.co.uk](http://www.marketingmybusiness.co.uk)

Reprint Permission: You are welcome to use the material in this report and copy it to friends and colleagues as long as you include my name and contact details as above.