

SPEAKER



Robert McKee,
creator of the
"Story Seminar"

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SURVIVAL KIT**
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**BUILD SALES WITH
THE POWER
OF STORY**

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**HOW TO CUSTOMIZE
STORIES**

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**5 WAYS
TO CREATE
BRAND-BUILDING
CONTENT**

The Business of **STORY**

*Screenwriting lecturer Robert McKee explains
how masterful storytelling can persuade,
influence and motivate audiences*

MILLION-DOLLAR IDEAS

Winning money-making strategies

Expand Your Digital Footprint to Get Bookings

Attracting bookings like a magnet is the goal of every professional speaker. But what happens all too often is a speaking business built primarily on referrals that may have begun to slow down. Sound familiar?

Referrals used to be a safe bet, but in today's over-stimulated world, your prospects are now bombarded with marketing messages and influenced by social proof, making it harder and harder to stand out from the competition.

Just take a look at your calendar. If you're happy with what you see, that's great. But if you'd like more leads, bookings and product sales, you need to expand your digital footprint.

Think of it this way: the more visibility you have online, the larger your footprint and the easier it is for your target prospects to find you and vet you as a credible resource. There are many things you can do to expand your digital footprint, but I'm going to focus on just three.

The first one is a biggie—your website. Ask yourself, “Is my website congruent with the quality of products and services I provide? Would I do business with myself?” If your website is old, outdated, confusing, lacks style, has a poor marketing

message, or simply doesn't communicate the quality or value you offer, it's time for an overhaul.

Second, is your website mobile-enabled? Chances are, unless you've specifically designed a mobile site, it isn't fully functional on an iPhone, iPad or any other mobile device.

Mobile phones have become like a remote control for nearly all aspects of our lives, so if your website isn't mobile-enabled, you're missing out on one of the fastest growing segments of web users.

Finally, as a professional speaker, you should already have great content. But have you expanded your reach utilizing your value-added content on your blog, Facebook, Twitter, LinkedIn, YouTube, Google Plus and association websites?

If it's not already, a top priority should be creating a YouTube channel around your topic of expertise and shooting a short clip related to the topic each week. The most important thing to remember is to optimize your videos! The title, description and tag fields should be utilized, complete with keywords and phrases you'd like to get ranked on.



Ford Saeks

So that's it. You're already an expert in your field. Now you just need to make sure your website is congruent with your level of expertise, your website is mobile-enabled and you're expanding your reach utilizing your value-added content on your blog and other social media sites.

Before long, you'll have expanded your digital footprint and be attracting bookings like a magnet!

Ford Saeks, president and CEO of Prime Concepts Group, Inc., is a business growth specialist. He is the mastermind behind the marketing efforts, websites and public events for a host of well-known CSPs, CPAEs, authors and consultants. Saeks serves NSA's board of directors and is a member of the prestigious Speakers Roundtable. Learn more at: www.PrimeConcepts.com or contact Ford directly at FordSpeaks@PrimeConcepts.com.