



**IGNITE YOUR SPEAKING POWER  
MODULE #4  
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**“ESTABLISH”**

- I. Review Red Carpet SPEAK(ers) Formula**
  - a. S = Select the problem
  - b. P = Prepare your presentation
  - c. E = Establish credibility**
  - d. A = Acquire clients & gigs
  - e. K = Keep on moving
  
- II. Establishing Your Brand As a Speaker**
  - a. Marketing Materials
    - i. Professional
    - ii. Sharp packaging
  - b. Website
    - i. Graphic Designer
      - 1. Upwork.com
      - 2. Fiverr.com
      - 3. 99designs.com
    - ii. Test for Clarity
      - 1. Usertesting.com
    - iii. Speaker one-page Website
      - 1. Pictures
      - 2. Recommendations
      - 3. Bio
      - 4. Types of events/recommended audiences
      - 5. Contact info



- a. Phone
- b. Email
- 6. Demo Video

### **III. Establishing Authority in Your Field**

- a. Write a book
- b. Publish Articles
- c. Host a Blog
- d. Build a Social Media Following
- e. Create a YouTube Channel
- f. Become a Professional Speaker
- g. Be a Guest on Internet Radio Shows
  - i. <http://blogtalkradio.com>
  - ii. <http://alltalkradio.com>
  - iii. <http://womenradio.com>
- h. Host Your Own Radio Show/Podcast
- i. Host Teleseminars
  - i. <http://instantteleseminar.com>
  - ii. <http://freeteleseminar.com>
- j. Host Online Events
  - i. <http://eventbrite.com>
- k. Claim Your Expertise
- l. Become a Leader
  - i. <http://meetup.com>



m. Create and Distribute Information Products

**ASSIGNMENTS:**

- Look up 5 Websites You Like
  1. Speakers or Individual Brand
  2. Look or design appeal
  3. Style that is Professional
  
- Website
  - Decide to hire?
    - Graphic Designer
      - My recommendation (Joe Potter)
      - Joe@JoePotter.com
    - Website Developer
      - My recommendation (Cynthia Lay)
      - Cynthia@SpeakerWebsites.com
  
  - Decide to do self?