

How to Turn Speaking Opportunities into a Stream of New Clients

Your Goal

What is the outcome you want from your next presentation:

Step 1. Create your offer for your presentation

Your choice depends on a number of things including your audience, how long you have and whether you are allowed to sell.

Free Offers

- Notes from your presentation
- Free Report, guide or white paper
- Complimentary session
- Webinar - as a follow up
- Video training
- Free-Trial - e.g. Free Month's Membership

Paid Offers

- Training Day
- Workshop/Masterclass
- 'Get Started' session
- Virtual offering e.g. online training course
- Group Coaching Programme

Your Ideas for Offers