

Speaking Success with **Social Media**

Get More Speaking Gigs
Using Facebook, Twitter and LinkedIn

INSTANT
Download

Special Report By:
Felicia J. Slattery, M.A., MAd.Ed.
Best-Selling Author of "21 Ways to Make Money Speaking"

The #1 Best Way to Get More Speaking Gigs Using Social Media *with a 3-Part, Can't Miss Strategy*

By Felicia J. Slattery, M.A., M.Ad.Ed.



Author of:

Cash in on Communication:

*How Small and Home-Based Business Owners Can Use the Power of Effective
Communication to Succeed*

and

5-Category Amazon Best-Seller

21 Ways to Make Money Speaking

and

Kill the Elevator Speech: Stop Selling, Start Connecting

Copyright © 2014 Felicia J. Slattery, M.A., M.Ad.Ed.

**NOTICE: You DO Have the Right
Give Away or Share the Content Herein**

As long as you do not alter the report in ANY way.

ALL RIGHTS RESERVED. No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author.

DISCLAIMER AND/OR LEGAL NOTICES:

The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update her opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor her affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional.

If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state.

Some of the links throughout this report are my affiliate links, meaning that if you click on them and at some point either now or in the future take advantage of the advanced training offered, I may make a small commission. You'll pay nothing extra in order for me to get paid, it's simply the content owners' way of compensating me for introducing their programs to you. As always, I only recommend products and services I've personally used and benefitted from or those products and services from people whom I have personally met and trust. This whole relationship-based business thing only works well if we all trust each other and continue to provide excellent content, personal customer service, and see a return on investment.

The #1 Best Way to Get More Speaking Gigs using Social Media with a 3-Part, Can't Miss Strategy

So how do I know anyway? Good question!



My name is Felicia Slattery and I'm a professional speaker, entrepreneur, best-selling author, and communication and speaking expert (and I don't use that word lightly – I have 30 years' experience speaking in front of live audiences and plenty more qualifications to say that!).

I began my current business in early 2006, and at the time knew **NOTHING** about using the Internet besides checking email and doing some basic searches. I quickly learned that in order to run a successful business from my home while I was raising my two young daughters, I'd have to figure out how to use the Internet.

At that time, there were different forms of social media than those that are popular today – some don't even exist today, or exist in different forms, such as Yahoo Groups and Ryze.com. Early on I spent a lot of time networking within various groups at those sites asking questions, reading posts and learning everything I could about running my business online.

And something else interesting happened.

Get More Speaking Gigs Using Social Media

While I didn't know a lot about the button-pushing, technical aspects of running a business online, as a communication professional with a master's degree in communication and another master's degree in training and development, along with a lifetime of speaking experience and skills teaching speaking, I noticed a lot of people asking questions on social media that I DID know the answers to. So I helped them by replying to their questions and sharing what I knew.

I did not realize it, but even before I knew how to do anything else online, I was already using content marketing to attract my market (more about that later in this report).

What that led to was the opportunity to speak and share my content and **MARKET MYSELF FOR FREE** to audiences of my ideal target market – people who wanted to learn what I could teach them. (Can you hear the halleluiah chorus?) .

Because I was already freely sharing my knowledge with my social communities, the owners of those groups began inviting me to speak virtually to their audiences through teleseminars, blog talk radio shows, and online conferences. Then, as members of those groups saw I knew my stuff... they too would invite me to speak to their audiences. Very quickly, by speaking I was able to grow my community of subscribers (known in the Internet marketing industry as my "list") and quickly began making money.



Get More Speaking Gigs Using Social Media

Going further, I also started speaking to local groups using the same content I'd share with online groups. As I honed my presentation I got to the point where every single person in a room full of my ideal clients would sign up to hear more from me.

That content became what I now call my Signature Speech™ and is responsible for my continued success. Since developing the Signature Speech™ for myself, I've gone on to have it officially registered and trademarked and taught the strategy to thousands of people around the world.

It all got started because of social media. I continue to get speech bookings, sell online products, and get private clients today from interacting with people and effectively communicating my message on social media.

So I share this knowledge from my experience and the experience of my clients and colleagues to whom I've showed these strategies. For example... here's what one of my clients had to say:



Kristen was very excited about getting booked to speak! She was thanking me here.

"It Worked... and I Got Paid!"

Wow! You were right! It actually worked! When I used the strategies you taught me about using social media, I thought they were so simple, and wondered if they could work. Then sure enough, a meeting planner saw me posting that I was speaking somewhere else, called me up and hired me to speak. And I got paid!

Woohoo! Thanks so much!

~Kristen Eckstein, Ultimate Book Coach and publisher at Imagine Studios

Read on and be ready to take action on what you learn!

Introduction

When it comes to social media, there are always the hot sites of the moment. For example today there is Facebook, Twitter and LinkedIn, with Google+ making its way into the mix of the most popular social media sites.

However, the **BEST** strategies are those that work regardless of venue, location, or website and the same is true for social media strategies. In this special report you'll get a strategy to use your favorite form of social media to attract more speaking gigs. This strategy will work for you no matter where you use it.

But that begs the next question...

Which form of social media is BEST for attracting speaking gigs?

Interesting question. And the answer is:

There is no single best form of social media to get more speaking gigs.

Here's why:

It all depends on where meetings planners will be looking for you. You need to know your market and where they tend to "hang out."



If you speak to corporate audiences, then **LinkedIn** is going to be your best bet. Meeting planners for many corporate audiences tend to be corporate themselves and often work for the corporation you will be invited to speak for. For social networking in the corporate world, as of this moment, LinkedIn cannot be beat. If you do not have a presence on LinkedIn and you speak to corporate audiences, stop reading now and get over there to create your profile.

If you'd like to know more about details on using LinkedIn, my colleague Lewis Howes has a wonderful training program called [Linked Influence](#) which will help you with those site specifics.



If you speak to entrepreneurs, then **Facebook** or **Twitter** will work well for you. Meeting planners for entrepreneurs tend to be entrepreneurs themselves. Many entrepreneurs are networking on Facebook in groups, at Fan/"Like" Pages of some of the guru-types, and chatting with each other on their own walls. Find them, friend them, interact with them.

If you speak to associations, try **Twitter** and **LinkedIn**. If you're on Twitter there are a few hash tag conversations to be aware of. One is #SpeakChat that happens each Monday evening at 9 PM Eastern run by @ProsperityGal, Michele Price, where speakers meet and talk about issues related to the industry. Two others that have no meeting attached to them are #AssnChat and #EventPros where



those from associations post issues relevant to their industries and event professionals of all kinds share information and conversations about the events world.

Get More Speaking Gigs Using Social Media

Of course there are far more forms of social media. As I already mentioned there's Google+, and you could count YouTube as social, and FriendFeed, StumbleUpon, Flickr, ReddIt... I could go on and on.

For the remainder of this report, unless otherwise indicated, where you go online to be social does not matter, as long as you are in front of the audience of people responsible for hiring a speaker with your expertise.

Here it is:

Your essential 3-part communication strategy using social media to get more speaking engagements follows using these three parts:

- ✓ Before you are hired and before the speaking engagement
 - ✓ During the speaking engagement
 - ✓ After the speaking engagement

In a nutshell:

“In order to get booked to be a speaker, people must first know you are a speaker!”

Therefore, your social media speaking strategy should include posts like these on all of your social networking sites. Post as your status update or a tweet:

1. The fact that you now have a speech to deliver to the world. Share the title, the audience, and a few bullets of what audience members will discover.
2. When you get your first (or next) request for information about your speech.
3. When you are on the phone with or having a meeting with an event planner to discuss the possibility of booking you for a speech.
4. When you get hired. If possible, be specific about the organization, when and where you'll be speaking (if your topic is not sensitive nor requires confidentiality, for example).

5. When you are preparing for your speech in the days leading up to the event – PowerPoint slides, handouts, etc.
6. When you are going through your personal pre-speaking ritual such as getting your nails done, hair trimmed, massage, etc. (Do not write this off as trivial. I have had surprisingly high numbers of comments on posts asking what nail color I should choose for my pedicure! People like to be social and this type of post seems less like tooting your own horn and much more friendly and accessible, while still doing the job of reminding folks that you are a speaker!)
7. The morning of the event.
8. At the event – you arrived. Share a photo of the venue, the stage, the attendees watching the warm-up speaker or speaker before you... whatever image seems interesting....
9. Immediately after the event, publicly thanking the group for having you.
10. Connecting with individual people from the event, sharing photos, etc.

You can easily leverage each speaking engagement from even before you are hired through and after your speaking date.

At this moment, you may be looking at these 10 types of announcements and thinking it may seem excessive, perhaps a bit bragging, and people might get sick of seeing you post about the same event over and over. It's not and they won't. Here's why...

Very few people (if any) will read every single post you place in social media. Plus, if you are actively using social media, you won't be posting each of these 10 in a row, one right after another. You'll have plenty of other posts in between such as

Get More Speaking Gigs Using Social Media

links to useful content, sharing photos of fun moments in your world, engaging your social following with questions and conversation-provoking ideas, and more.

When you do mention your speaking engagements, then, it becomes part of the fabric of your regular existence online – which is how you want people to perceive speaking for you. Speaking is part of who you are and what you do as a part of your professional life.

Read on for more details on this strategy.



Don't underestimate the "social" aspect of social media. I often share my pedicures for special events. I always get LOADS of comments—more comments than fit on the page!

Felicia Slattery Getting a bday pedi & trying to choose a fun bright color for summer. Which one do you think?
Like · Comment · Unfollow Post · Share · Edit · June 2 via mobile

Mit Theivendran, Sherrie Rose, Tina Williams and 4 others like this.

Sharon Mayers I love Orange but the Blue looks awesome!
June 2 at 4:35pm · Like

Nettie Bebb McFarlan Badgley Purple! ;)
June 2 at 4:35pm · Like

Michelle Shaeffer The pink/purple on the left gets my vote!
June 2 at 4:35pm · Like

Rebecca Quinn Purple!
June 2 at 4:37pm · Like

Jackie Nees Loving the orange but I agree with Sharon, blue is my fave!! :D
June 2 at 4:37pm · Like · 1

Felicia Slattery Thanks ladies!
June 2 at 4:42pm · Like

Barbara Rozgonyi Hi Felicia - how fun! Anything with sparkles works for me. :) Lasts longer, too.
June 2 at 4:48pm · Like

Nettie Bebb McFarlan Badgley Happy Birthday and we want pictures!
June 2 at 4:51pm · Like

Nancy Marmolejo Glitter!
June 2 at 5:02pm · Like

Lisa Dierks Orange!!!
June 2 at 5:06pm · Like

Cathy Subber I like tge purple! :)
June 2 at 5:21pm · Like

Brennan Kingsland It's probably too late, but I vote for orange!
June 2 at 5:23pm · Like

Before You Get Hired and Before Your Speaking Event

This section is divided into two parts:

1. Before you get hired
2. After you get hired and before the speaking event

Before You Get Hired (and how to get your first/next gig!)

According to a recent article posted on Entrepreneur.com content marketing is king.



THE DAILY DOSE

Why Content Marketing Is King

BY MIKAL E. BELICOVE | October 20, 2011 | 194

Like 1k | Tweet 3,611 | Share 2,644 | +1 192

When it comes to marketing strategies, content marketing has just been crowned king, far surpassing search engine marketing, public relations and even print, television and radio advertising as the preferred marketing tool for today's business-to-business entrepreneur.

Late this summer, HiveFire, a Cambridge, Mass.-based internet marketing software solution

What does that mean to you as a speaker, expert or entrepreneurs who wants to make money from your speaking? It means in order to get noticed and recognized as the true expert that you are, you've got to share some of your expertise in the world in places where potential audience members and meeting planners can find it. Say, like, in **SOCIAL MEDIA**.

In order to get booked there are a few ways to market your content online using what's known as "pull marketing." Instead of being a pushy sales person, you pull your market to you with your useful content. They find your content and seek you out. You're in essence pulling people to you like a magnet rather than pushing yourself out with advertising or direct mail (which also both have a place in marketing!).

Here are 3 ways to use social media to share your content to get noticed by a meeting planner:

- 1. Make YouTube Videos:** Present your content in quick one- to two-minute tips on video and post them on YouTube and your blog. Then share the link with your social media friends. YouTube even has an automated tool to post your new videos directly to your social media accounts so you don't have to remember to make the rounds! Want to learn more about YouTube marketing, my colleague James Wedmore has a [first-rate video traffic course I used myself to get found on YouTube with some simple to implement tips](#).
- 2. Write and Post Articles:** Another way to drive traffic to your website and highlight your content on social media using some automated tools is to

write and submit articles to online directories. In particular EzineArticles.com is my favorite because they have a ton of traffic to see your articles, and they have automated tools that post your content announcement on social media the moment it goes live on their site.

- 3. Answer Questions on Social Media Sites:** Spend some time visiting various groups where people in your target market hang out. Answer their questions thoughtfully and with some detail and people will quickly see you as an expert.

As you are creating and presenting your content using social media, the only way for people to know that, in addition to having brilliant information to share, you're also a speaker!

And now...

After Content Marketing & Before Your Speaking Event

It's simple to use social media to get the word out about your speech topic.

Here's how one of my clients recently did just that:



DrDaisy Sutherland

I am sooo excited to be booked as a speaker!! But what do I talk about?? Wow!! Lots!! But for the sake of time ... I narrowed it down to ---> Turning Chaos into Clarity ...oh yeah..it's possible:)

Unlike · Comment · Tuesday at 5:03pm near Tampa, FL · 🧑

After you get your first (or next) booking you want to shout it to the world. You can do so any number of times leading up to the event. It can be as simple as this:



Dave Taylor

Pleased and honored to be selected as a speaker for the Dad 2.0 Summit in March. Haven't heard of it? Check it out, should be great: <http://www.dad2summit.com/>

Then the more you speak, you can begin to share posts like this:



Mike Whitmore

Three upcoming appearances between this week & next -> <http://bit.ly/rq4BYw>

 Like · Comment · December 6 at 12:31pm via TweetDeck · 

Also notice that Mike Whitmore used a free social media tool called TweetDeck to share his content on both Twitter and Facebook, which is where I saw this post. If he had only put this announcement on Twitter, I would have missed it. Remember: cross-platform posting is important and there are plenty of free and low-priced tools to help you do that.

During- As Your Travel and the Day of Your Speech

As you prepare to leave your home for a speech, whether it's to a local event or if you're getting on a plane, post about that too. If people see you traveling for a speech, they will know that's part of your offerings as well.



Bob Burg

Well, time to get packing for today's flight. Very quick trip. Speaking in Chicago land tomorrow for the awesome Christie Vodden Ruffino and the DPWN gang. If you live in the area, I hope you can join us. <http://bit.ly/oudU38>. Back late tomorrow night...and not leaving home again until 2012. (Except to go to Dunkin'. Otherwise, literally not leaving home) LOL

Get More Speaking Gigs Using Social Media

Whenever you can tag or talk about sharing the stage with others, especially those who are well-known in your niche, include them as well. The more your name is associated with other successful people in the marketplace, the more you will be perceived as successful as well, and you will get more invitations to speak.



As you speak, you'll also want to encourage your audience members to connect with you on social media. In fact, many of them will open their mobile devices and connect with you on the spot. Very simply if using PowerPoint, include a slide near the beginning of your presentation that looks like this:

Before we go on... Connect with me!

- ◉ Twitter: @FeliciaSlattery
- ◉ Facebook, LinkedIn, & YouTube:
Felicia Slattery



FeliciaSlattery

Copyright 2011
Felicia Slattery

Unless you are a tech or Internet marketing speaker, it's likely not everyone in your audience will know how to connect with you -- and that's ok. Those who do will and you will get some great testimonials you can share with or retweet to your followers. So now you've moved from **YOU** telling the world you're a speaker to your audience members telling the world you're a **GREAT** speaker!

One point you'll want to be aware of: On Twitter participants can use a hash tag symbol (#) to track other tweets while at the event. Many events will actually keep a live tweet stream running on the screen during an event and your speech. As a speaker, be aware of that – and encourage happy tweets. At the particular event I spoke at represented in the next image, there was no live tweet stream, but you'll notice two of the four tweets about me use #simple4:



Get More Speaking Gigs Using Social Media

Of course photos from the road are also fun for your followers, fans and friends to see as well. I snapped this picture as I was walking through the Orlando International Airport, walking by a bookstore and happened to spot one of my friend's books. I shared it, tagged him, and got to share I was in the airport traveling (and based on the other posts around it was obviously headed to a speaking engagement).



Felicia Slattery

Right in the front of the bookstore at MCO airport!! Exciting to see my friend's continued success. Yay Bob! — with Bob Burg.

[Like](#) · [Comment](#) · [Unfollow Post](#) · [Share](#) · [Edit](#) · September 29 via mobile

Album: Mobile Uploads · 10 of 43

Share with:  **Public** ▼

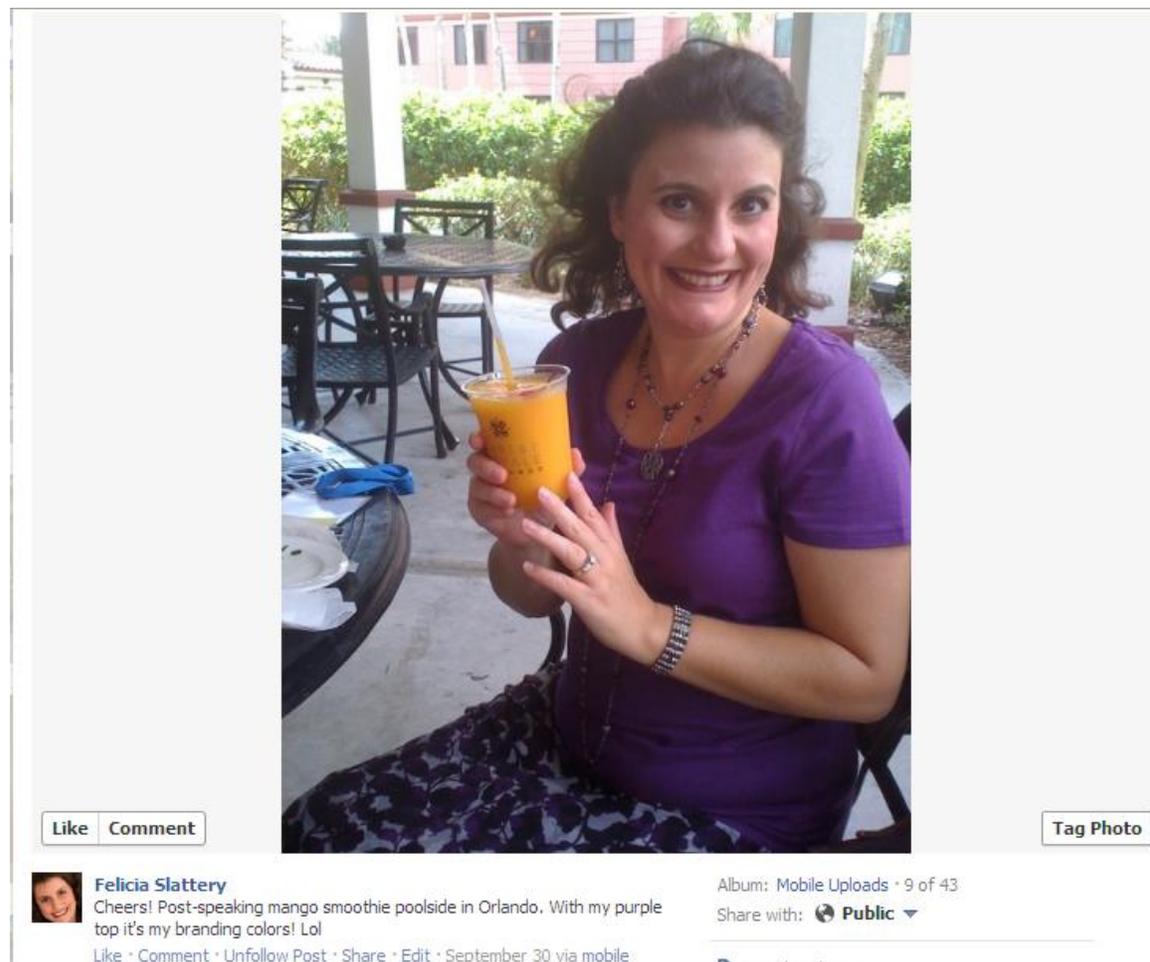
[Tag this photo](#)

Get More Speaking Gigs Using Social Media

Even a short post to let people know today is the day you're going to be a featured speaker somewhere and mentioning your topic will continue to solidify you as a speaker for folks in your industry like this:



One of the best uses of social media is photographs and images of you not only speaking, but at speaking engagements in various locations. Clearly, in this photo I'm not in my backyard. This is a patio at a conference hotel and if I was framing the photo better, I would have included the pool in the background. You can see the conference badge with the blue lanyard on the table next to me.



After the Event

Once you've returned home from your speaking engagement, your social media fun doesn't end. Take photos while at the event and create an album so people from that event can continue to interact with you. It's fun to keep the connection going, and beyond that it is profitable. Those you meet at an event can easily become your clients and others may invite you to speak at their events. Here are two of my albums:



It's also important to thank the event planner for hosting you. My colleague and friend Barbara Rozgonyi not only tagged the photo of speakers at an event, but also tagged the event planner and thanked him publicly. If you want to be invited back, you've got to show your appreciation and gratitude. And other event planners need to see you being gracious as well. Meeting planners do not like to work with diva-types; remember these are the people who will help you pay your bills. Be good to them!

Get More Speaking Gigs Using Social Media



Barbara Rozgonyi

Great day speaking with Joe Cross, Felicia Slattery and Dov Baron on Saturday thanks to Chicagoland's Sharpest Entrepreneurs with Steve Sipress! — with Felicia Slattery, Chicagoland's Sharpest Entrepreneurs with Steve Sipress and Steve Sipress.

Unlike · Comment · Unfollow Post · Share · November 21

✓ On your timeline · Remove

Album: Wall Photos · 1 of 45

Shared with: Public

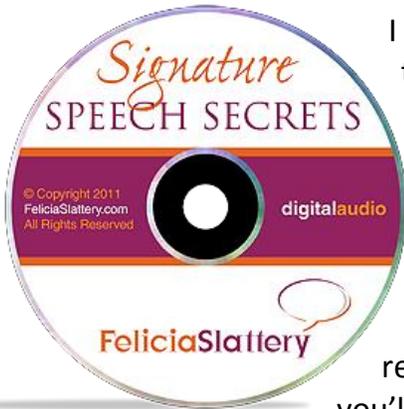
Get Started Now

The best way to get started with your social media speaking success is to have your speech ready to deliver at a moment's notice. When people know you are the go-to expert in your field, and they know you have a speech to deliver, you'll get calls to speak; most with plenty of advance notice, but occasionally perhaps as the last-minute-need-you-to-save-the-day kinda opportunities.

When you have your own [Signature Speech™](#) ready, you'll be able to say confidently say yes to those opportunities and not have to send me one of the many "speaking 911" emails I get on a regular basis.

Start Making Money Speaking!

With this can't miss social media strategy you can easily begin making money from speaking by having just one speech open all the doors for you. It's called your Signature Speech™.



I invite now you to visit www.SignatureSpeechSecrets.com to download a 30-minute totally FREE audio recording where you'll discover what YOU can do to take advantage of this amazing and powerful tool to achieve massive success in your business.

After listening to this recording, you'll know exactly what you need to do to get your Signature Speech™ ready to work for you. And you can start immediately! Soon you'll see results for yourself.

What to do now:

1. Visit www.SignatureSpeechSecrets.com and enter your first name and primary email address.
2. Click the link in when it arrives in your inbox to verify your email address for your Signature Speech™ Secrets and more great tips to follow!
3. Listen and get ready to deliver your own Signature Speech™!

Ready to Get Serious about Speaking?

If you find you're ready to take the plunge and be the in-demand speaker you know you can be, get your speech ready starting TODAY by visiting www.SignatureSpeech.com. You'll discover everything you need including:

- Choosing a money-making topic
- Planning and organizing your speech
- The most powerful ways to start your speech
- Where specifically to deliver your speech
- How to adjust your speech for local audiences to virtual audiences
- Everything you need to make money from your Signature Speech™

About The Author:

Felicia J. Slattery, MA, M.A.Ed.



Felicia J. Slattery, M.A., M.Ad.Ed., is on a mission to motivate, inspire and train smart business owners and entrepreneurs to create meaningful connections through effective communication and public speaking. An internationally-acclaimed, award-winning speaker, best-selling author, and the creator of the trademarked [Signature Speech™](#) system, Felicia presents to audiences large and small on topics related to communication, speaking, and being a successful

entrepreneur in spite of everything life can throw at you.

As a cancer survivor, Felicia's enthusiastic passion for communication is contagious because she knows that one important message delivered with power can transform a life. She works with experts and entrepreneurs, as well as CEOs and celebrities to help them more effectively communicate their messages on and off stages while building and maintaining strong relationships locally, nationally, and globally, both in person and virtually using the Internet.

She holds two Master's Degrees: one in Adult Education and Training and another in Communication. Her enthusiastic passion for communication is contagious because she knows that one important message delivered with power can transform a life. Mom to two young daughters and wife to an entrepreneurial hottie hubby, Felicia's family makes their home in Chicagoland. She speaks on topics related to communication, interpersonal relationships at work and at home, and being a successful entrepreneur in spite of everything life can throw at you. You can find out more about Felicia at <http://FeliciaSlattery.com>.