



44 WAYS TO SEDUCE YOUR NEXT CLIENT FROM STAGE, PODCAST, RADIO, VIRTUAL SUMMITS AND VIRTUAL NETWORKING

By Jackie Lapin,
Your expert on getting booked,
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Speakertunity cities™
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NEED A BUNCH OF RECURRING
VIRTUAL NETWORKING EVENTS TO
PROMOTE YOUR NEW FREE OFFER?

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Time to Identify Your Key Targets!



As a speaker, it's critical to understand how to get prospects to engage with you and turn a presentation to those prospects into a list or client-building opportunity. From there, being very specific about the vast array of options, you will be able to entice your next client.

Where can you deliver your free gift in order to attract clients?

Radio

Broadcast Radio Shows

- National or Satellite Radio
- Syndicated Shows
- Local Radio

Internet Radio Shows

- General Networks (such as VoiceAmerica)
- Vertical Networks (such as BBS, Progressive, HealthyLife)
- Private or Localized Networks (Blogtalkradio, LA Talk)

Podcasts

Virtual Summits

Stages

- Conferences and Summits
- Local Professional Meetings
- Associations
- Special Interest Groups
- Venues
- Virtual Conferences
- Breakout Rooms in Virtual Networking Opportunities

Becoming a Changemaker starts with engagement!

What are some of the ways that you get audiences or potential prospects to know, like and trust you?

The details that your offer must include!

- A taste of your expertise and a "promise" of what they will experience when they take advantage of your offer.
- You should only ask for an email in return for that first offer.
- Present something that they really need in order to solve a problem that they are currently dealing with on a day-to-day basis.
- Craft the offer so that it is as relevant as possible to them and their current situation.
- Generosity! A first offer should reflect something truly valuable that prospects will see as worthwhile!

Make Your Offer Easy to Secure by Choosing the Easiest Option for the Format or Venue!

- Have a simple landing page.
- Put it on the front page of your websites.
- SMS or Text Autoresponder Campaigns.
- An easy to remember URL or even a standalone domain.
- Capture an Email Address or a Mailing Address if you're offering a physical product such as a book or a sample.

There are dozens of ways to bring your client into a free offer or consultation. Here are 44 ways to get started!

Ways to Offer YOU or Your Time

- A 20 or 30 Minute Free Consultation
- A 20 or 30 Minute Strategy Session
- A 20 or 30 Minute Free Evaluation
- A 20 or 30 Minute Free Makeover
- A 20 or 30 Minute Free Reading

Documents You Can Create and Offer

- A list of 10 Valuable Tips
- Contacts for Influencers
- A list of Valuable Resources they wouldn't have time to gather themselves
- Product Reviews
- An Insider's Guide
- A Free Report or White Paper
- A Checklist

Interactive Items Offers

- A 5- or a 30-Day Challenge
- A Personalized Product (such as an Astrological Chart) Based on Information they submit
- A Chart that let's them see "Where They Fit."
- An Intriguing Self-Evaluation Quiz
- A Game that Creates Engagement
- Anything Experiential!



I'm Jackie Lapin

Your EXPERT on Getting Booked!

Jackie Lapin is a leader in helping leaders, entrepreneurs, authors, practitioners, speakers and messengers connect with their next followers around the globe. For the past 10 years, her internationally acclaimed **Conscious Media Relations** has been providing, radio/podcast tours and speaking engagements to support the growth and revenue of change-makers. Her clients have included Don Miguel Ruiz, Dr. Joe Vitale, James Twyman, Denise Linn, Arielle Ford, Hay House and more.

To help leaders get booked easily and quickly, Jackie has most recently launched **SpeakerTunity Cities™**, which provides direct contacts for thousands of speaking opportunities instantly at one's fingertips in their market of choice.
(www.SpeakertunityCities.com)

She also offers three subscription services: **SpeakerTunity™ Speaker Leads**, the twice monthly transformational speaker leads tip sheet that provides speakers with the direct contacts to book themselves on stages across North America; **SpeakerTunity Radio Insider™**, with leads to book radio shows and podcasts; and **SpeakerTunity Summits™**, with contact information for virtual summit hosts who have open guest-presenter spots. (www.Speakertunity.com)

Audio Offers

- A Guided Meditation
- An Audio Download from a Teleseminar, Webinar or other Live Recording
- An Excerpt from or a Complete Audio Product
- Free Original Music from You or Related to Your Product/Subject
- Interviews with Luminaries or Experts

Video Offers

- Video or Video Series on Some Aspect of Your Teachings
- Interviews with Experts from a Teleseminar, Webinar or other Live Recording
- A Repurposed Older Video Product
- 10 Video Tips
- Video Reviews of Products
- A Guided Meditation
- A Movie

Continuity Offers

- Free Membership in a Club, Organization or Membership Organization with Appealing Benefits
- Irresistible Sequence of Emailed or Video Tips
- A Daily Dose of Your Wisdom or Expertise
- A Newsletter
- Alerts on Breaking News In Your Industry
- Ongoing Updates of a Personal Nature (Astrological, Spiritual, Numerological, Health)



Sample Giveaway Offers

- A Product
- A Raffle
- A Sample
- A Useful Digital Tool for Their Advancement
- The First Item in a Series which Requires Payment for the Rest

Big Ticket Items

- Free Ticket to Your Event
- A Spot on a Virtual Summit
- An Opportunity to Meet and Greet a Luminary or Leader Who's Access is Limited
- An Interview on Your Podcast
- Entry to Win a VIP Day or Private Dinner

Final Thoughts...

Be creative with the way you work your free gifts into conversations or presentations and be sure to keep it as organic as possible! There are always new ways emerging to deliver your gifts, so be sure to stay connected with us as we can tell you what works and where to find those opportunities.

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