

A special report by:

**VICKIE SULLIVAN**

Ten Ways To Use

**PUBLIC**

**SPEAKING**

To Promote Your Expertise



# TEN WAYS TO USE PUBLIC SPEAKING TO PROMOTE YOUR EXPERTISE

By Vickie K. Sullivan, President, Sullivan Speaker Services Inc.

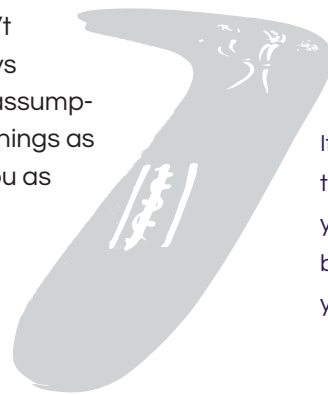
IF YOU'RE NOT VISIBLE, THEN YOU ARE INVISIBLE. THAT'S WHY MANY LEADERS PARTICIPATE IN PANEL DISCUSSIONS AND CONCURRENT SESSIONS AT INDUSTRY EVENTS. YES, SPEAKING IS A COG IN THE PERSONAL BRAND MIX. THE PROBLEM: WHEN SPEAKING HAPPENS AS A ONE-OFF EVENT, THE ROI OF ALL THAT EFFORT IS TOO LOW. HERE ARE 10 WAYS TO LEVERAGE A SINGLE SPEECH TO INCREASE YOUR IMPACT EVERY TIME YOU SHOW UP:

## {1} GO BEYOND THE GOOD IDEA.

Thanks to content marketing, provocative perspectives are available with a click. So how can your thinking stand out in a sea of good ideas? By drilling down and getting practical.

You still have to reframe and redefine the issue. Just don't stop there. Break out of the box and offer alternative ways of thinking that make sense; show how having different assumptions can create different solutions. If you say the same things as everyone else, your speech can boomerang and label you as "nothing special".

Then bring it home with simple, practical things the audience can do immediately. Ask yourself: What do I want the attendees to do? That is where the new value is.



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## {2} PACK THE HOUSE.

Who needs to know about you? Invite them. Don't depend on the audience the host provides. Find out who is coming anyway and personally invite them to your session.

And don't limit yourself to your current colleagues. Walk the trade show floor and see who you want to connect with. Are there companies you may want to partner with in the future? Other thought leaders you admire? Ask them. You'll be surprised at who shows up.

### {3} SHARE YOUR CONTENT.

You've gone through a lot of trouble developing your comments. Using the speech material in more than one format extends the value. A few ideas:

- a. an article for a national journal,
- b. material for company intranet,
- c. infographics for distribution in articles and on social media,
- d. use as a springboard for online discussion groups,
- e. and of course, social media sharing in general.

It's easy to do — just cut and paste the content in smaller chunks. Most experts do this after the presentation. Another opportunity: volunteer to help promote the event with articles and media interviews. Do this before and after the presentation. Most association editors readily print articles by the presenters in order to publicize the event.

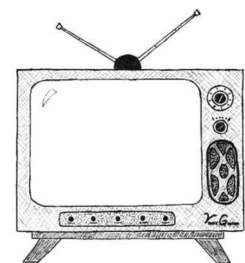
**VOLUNTEER TO HELP PROMOTE THE  
EVENT WITH ARTICLES AND MEDIA  
INTERVIEWS.**

### {4} LEVERAGE YOUR INVITATION.

Announcements to your network, such as "I'm giving a speech on \_\_\_\_\_ topic... any war stories will be appreciated. And, yes, I'll change the names to protect the guilty and the innocent." Letting friends know you are speaking without bragging can help position you as a "rising star".

### {5} DISTRIBUTE THE LINK.

Many conferences digitally record the session for virtual attendees, for the library or for many associations, to sell afterwards. Ask about getting the link or even the file of your speech. Pass along the link to your communities on social media. And send personal emails to those who need to know who you are. This is a great way to follow up on the invitees who were interested but couldn't be there.



### {6} RESEARCH TO CUSTOMIZE.

Looking for a reason to talk with someone important? Interview them to customize your speech. They'll be flattered — and you just started a great relationship! Be sure to get permission to use their specific examples or story;

ask if you can quote them (they'll almost always say yes). Then send them the digital link so they can experience their ideas through you.

### {7} SPRINGBOARD YOUR NEW VISIBILITY.

Your participation can be a springboard for further discussion. Use the comments or questions you get to develop new opportunities to participate.

Ask yourself: What else can I do for this organization to help their members with this topic? Host a webinar on follow-up issues? Create a special interest group? Conduct a poll? Many associations want to extend the interaction in their spirit of learning. (Remember, they are trying to get repeat attendees to their other events.)

And don't wait until after the speech. You can do the above before the speech to generate interest in your topic. You thus build attendance through word of mouth. And build a following.

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DO FOR THIS  
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### {8} STAY CONNECTED.

Continue to benefit from your exposure by maintaining the connection you began with your audience. Develop something as a follow-up — a weekly chat room to discuss experiences, or an informal support network you invite them to join. You get continuous visibility and the positioning deepens. The connections will pay off.

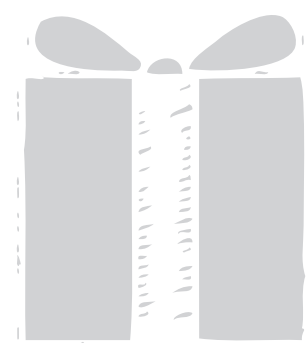
### {9} CREATE TOOLS.

Creating tools and processes allow you to be seen as more than a talking head. Go beyond recommendations and standard models to create a list of questions that spur thinking or a process that can be easily applied. You will be known as the creator of the "\_\_\_\_\_ process". Such a list can take on a life of its own — much to your benefit.

### {10} GIVE GIFTS.

Put your list of questions or infographic on an oversized business card and laminate it. Your audience has it for easy reference and will keep it long after the notes are tossed. But don't substitute this for handouts and notes.

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Public speaking is like any other tool — your results depend on how you use it. Good luck and we'll see you — visible — at the podium!  
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## VICKIE SULLIVAN

President, Sullivan Speaker Services Inc.

Vickie Sullivan is internationally recognized as the top market strategist for experts. Specializing in branding for high-fee markets, she has launched thousands of thought leaders since 1987. Ms. Sullivan is a popular speaker throughout the U.S. and Canada on why buyers buy in lucrative markets and strategies that position experts for those opportunities. Her market intelligence updates are distributed to experts in the U.S. as well as 17 other countries.

Ms. Sullivan has served twice on the editorial board for Professional Speaker Magazine, and currently serves as contributing editor for RainToday.com, a prominent community of 120,000 service professionals. Her articles have been published in other publications such as Presentations and USA Today magazines and the Handbook of Business Strategy. Ms. Sullivan has also been quoted in mainstream media such as Fortune.com, The New York Times, and Investor's Business Daily. Her work and views have appeared in books such as Bright-Sided: How Positive Thinking is Undermining America by Barbara Ehrenreich, Secrets of Six-Figure Women by Barbara Stanney, and Getting Started in Consulting by Alan Weiss.

Ms. Sullivan's groundbreaking work has earned her an appointment on the Women's Leadership Board for the Kennedy School of Government at Harvard. As a former member of the mentoring committee, she has given three presentations to the student body there on personal branding and prominence. She also serves on the international advisory board for SpeakerFile.com, the fastest growing network of corporate and professional speakers.

The first in her family to graduate from college, Ms. Sullivan earned her bachelor's degree in Journalism, Public Relations emphasis at the University of Oklahoma. She lives in Tempe, AZ with her husband Larry, her favorite geek.



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## OTHER RESOURCES

All of these products are available for purchase through Vickie's online store.

Visit  
[www.vickiesullivan.com/store](http://www.vickiesullivan.com/store) today!

### **VICKIE SULLIVAN'S SPEAKER SUCCESS KIT: AN EXCLUSIVE 3-CD SET**

Your ultimate, need-to-know source to start playing the speaker's game. In these three CDs—jam-packed with winning content and offered together for the first time—you'll get the pre-eminent scoop from Vickie on the common mistakes and pricey pitfalls you can avoid in starting your speaking career. The CDs include *Get Those Bookings: Marketing Strategies for Professional Speakers*, *Speaking in the Strike Zone: How to Get in Front of a Buying Audience*, and *Speak to Sell: Using Public Speaking as a Marketing Tool*.

### **YOUR POSITION OF POWER: PACKAGING YOUR EXPERTISE FOR HIGH-FEE MARKETS**

Ready to make yourself P.O.P. in the marketplace? You can with Vickie's four CD set that shows you how to flex your own unique Position of Power. Here, she provides a strategic, step-by-step approach to positioning—and communicating—your expertise in ways that will make you a must-have speaker... and draw in your most profitable customers.

### **TALKING TO STRANGERS: EFFECTIVE SALES CONVERSATIONS FOR EXPERTS WHO SPEAK**

In this amazingly comprehensive 7-CD set Vickie downloads the info to make every conversation count so you can turbo-charge your success...right now. She breaks down—CD by CD—how to make every phone call more effective, how to communicate how valuable you are, how to respond to budget-blues excuses, and how to implement top-tier closing strategies.

Vickie's masterful approach will have you summoning your innate courage to speak to strangers... and command the highest fees possible.

### **SPRINGBOARD MARKETING**

Looking to create currency with a business that prominently plays up your intellectual capital? In this CD set, Vickie enthusiastically unspools a winning consultant program previously revealed only in pricey one-on-one sessions. It plots out the plan to build an infrastructure—driven by speaking—that sets your expertise apart, fine-tunes message development and turns a single speech into a powerful, revenue-generating machine.

### **GET THOSE BOOKINGS: MARKETING STRATEGIES FOR PROFESSIONAL SPEAKERS**

In this CD, you'll find out what to know before you market yourself, how associations and corporations select speakers they pay for, and how you can influence the committees that decide which speakers get hired.

### **SPEAKING IN THE STRIKE ZONE: HOW TO GET IN FRONT OF A BUYING AUDIENCE**

This fast-paced CD features Vickie giving the very latest on market expectations and how you can tailor your format for the highest return.

**SPEAK TO SELL: USING PUBLIC SPEAKING AS A MARKETING TOOL** Specifically targeted to those who want to give presentations to sell products, procure clients or promote their ideas, this CD offers a tested, systematic approach to create captivating topics that sell.