

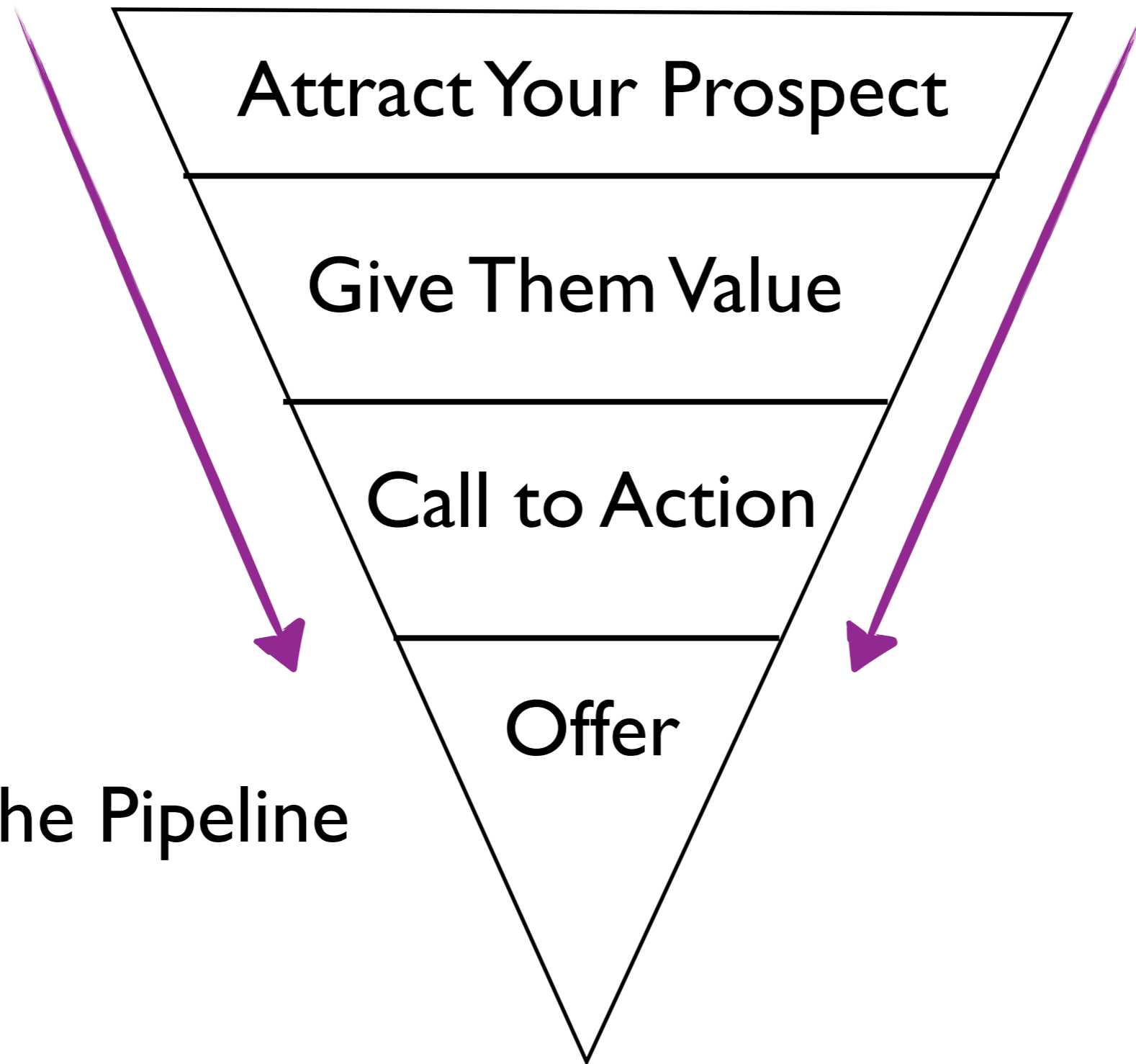
**ROCK YOUR TALK AND BIZ**

# **ROCK YOUR PIPELINE**

**(Even if you're just getting started  
and not sure what a pipeline is)**

# ROCK YOUR TALK AND BIZ

Marketplace (aka PEOPLE!)



Steps of the Pipeline

# ROCK YOUR TALK AND BIZ

- ➔ Thinking its out of your control
- ➔ Not having one
- ➔ Sell too early
- ➔ Big offers with no relationship
- ➔ Turning it into a yes/no



**Speaking at Conferences/Events**

**List Building**

**Guest Interviews**

**Being in a Coaching Program**

**Showing up as a Success**

An effective pipeline can

**Systematically create an  
explosion of leads, cash, and  
clients when you want it.**



**ROCK YOUR TALK AND BIZ**

**#1**

**BELIEVE IN  
YOUR MISSION.**



# ROCK YOUR TALK AND BIZ





#2

REACH  
YOUR  
PEEPS



SPEAKING FOR F...

The 5-Step path to create a rush of clients, cash, & visibility.



# ROCK YOUR TALK AND BIZ

## Ways to connect with your audience:

- ➔ Speaking locally
- ➔ Speaking Nationally at Conferences/Events
- ➔ Social Media
- ➔ Email
- ➔ Newsletter
- ➔ Articles
- ➔ Blog
- ➔ Partners
- ➔ Sponsorships
- ➔ Ads
- ➔ Promoted Posts
- ➔ Podcasts
- ➔ Teleclass
- ➔ Webinar
- ➔ Trade Shows

# ROCK YOUR TALK AND BIZ



**HELP PEOPLE GET STARTED**

# ROCK YOUR TALK AND BIZ

Attract ideal clients into your products and programs:

- ➔ Free rockin talk
- ➔ Free Training Series
- ➔ Sharing Case Studies
- ➔ A PDF Download
- ➔ Videos
- ➔ Article
- ➔ No Brainer Offer
- ➔ Entry Level Offer
- ➔ Local 1-day Workshop
- ➔ Free 30-day Challenge
- ➔ Telesummit
- ➔ Teleclass
- ➔ Webinar
- ➔ Google Hangout
- ➔ Live Stream





# ROCK YOUR TALK AND BIZ

## Magnet Must-haves

- ➔ Solve a major problem
- ➔ Prospects have to WANT to solve it
- ➔ Market in Your Prospects Words
- ➔ Catchy Brand
- ➔ Give Results in Advance



# ROCK YOUR TALK AND BIZ

## A BRIEF GUIDE TO WORLD DOMINATION

618

comments



Dear Worldchangers,

Greetings from Seattle, Washington. Today I present to you your own copy of the promised manifesto, modestly entitled *A Brief Guide to World Domination*.

—>[Click Here to Open or Download the PDF Report](#)

\*\*\*

**Tech Notes:** The report should work in all computers with [Adobe Reader](#) installed.

### A Few Things You'll Learn in

#### the Report

- The Two Most Important Questions in the Universe
- Why Ruling and Changing the World are Interrelated
- The Clear Alternative to Being Unremarkably Average
- True Stories from Zen Habits, Kiva, Randy Pausch, and more
- The Most Important Work We Can Do
- Life Lessons from My Singapore Airlines flight to Tokyo

example: FREE REPORT a brief guide to world domination

**SEND PEOPLE TO YOUR FREE OFFER.**

**\*\*\*Don't call it your free offer\*\*\***

**Two things you can do immediately:**

- 1. Offer every other day in a fb post.**
- 2. Offer at least 1x day on Twitter.**




# ROCK YOUR TALK AND BIZ

Post

Ad

Kristin Thompson shared a link.  
June 14

Get your roadmap to a 10k payday!  
<http://www.speakservegrow.com/10kroadmap>



Roadmap to a \$10K Payday »  
Profitable presentations that sell |  
Speak to sell and serve in a...  
<http://www.speakservegrow.com/10kroadmap>

But here's the trick! The difference

CLICK HERE to access your...



I created a step by step guide for entrepreneurs who want to experience big \$10K PAYDAYS w...

Send people to an opt in page on your site.  
No menu bar or other action on page.  
Bright, easy-to-see, action buttons

# ROCK YOUR TALK AND BIZ

SEND People to an opt in on your fan page.



**GET THE STEP-BY-STEP PATH TO CREATING A RUSH OF CLIENTS, CASH, & VISIBILITY!**

We'll give you your downloadable Roadmap to a \$10K Payday plus:

- \*Discover how to **re-purpose just one talk** into many opportunities for you and your business
- \*Learn why **back of the room sales** at your talk, are just the very beginning of your plan to profit
- \***Uncover the big common mistake** that can have you leaving talks empty-handed

Just one GREAT TALK can help you ROCK YOUR BUSINESS & YOUR BANK ACCOUNT!  
Sign up now & we'll show you how!

**Yes! I want a Roadmap to a 10K Payday!**

FB Ad cold traffic:  
45% conversion  
(as high as 80%)

One Time Offer  
No Brainer  
Under \$100

**\*Special One Time  
Only Opportunity\***

**Workshopapalooza! Discover how to create a  
rockin, profitable workshop & get butts in  
seats!**

- ✔ How can I bring on another speaker at my event?
- ✔ How many people should be at my workshop?
- ✔ How often should I hold my workshops?
- ✔ How to power up your profits and your visibility with workshops!
- ✔ 5 ways (no wait!) 11 ROCKING ways to get butts in seats & sell out your room!
- ✔ The simple secret to squash workshop “no shows”, and assure you have a full room!
- ✔ The secret to leveraging the “free ticket” strategy, without eroding the value of your workshop!
- ✔ The secret strategy that helps pay for your workshop costs & fill the room at the same time!

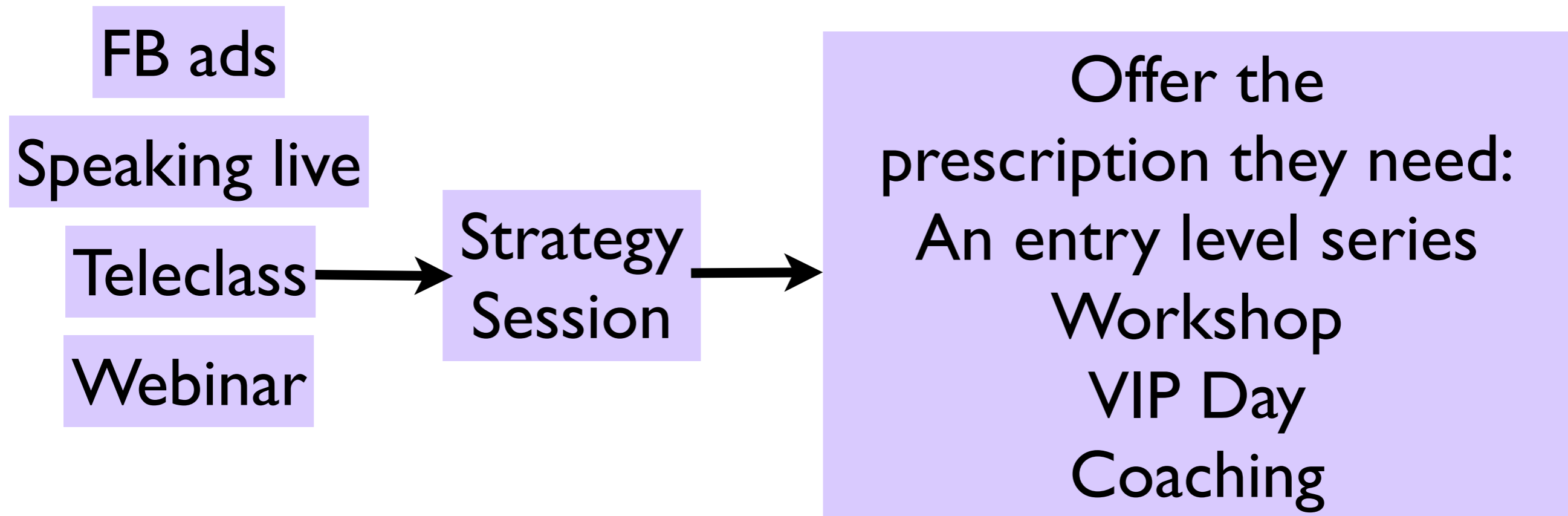




# ROCK YOUR TALK AND BIZ



# ROCK YOUR TALK AND BIZ



# ROCK YOUR TALK AND BIZ

Social Media Post

Newsletter

Blog or Video

Free Offer

Strategy Session  
Application

Offer the  
prescription they need:  
An entry level series  
Workshop  
VIP Day  
Coaching





**ROCK YOUR TALK AND BIZ**

**TO GROW YOUR BUSINESS  
YOU MUST  
REACH OUT TO PEOPLE  
WHO NEED HELP & WANT HELP  
AND YOU MUST OFFER  
TO HELP THEM.**

# **ROCK YOUR TALK AND BIZ**

## **ACTION STEPS**

- 1) Have a rockin free offer**
- 2) Create it in the next 7 days**
- 3) Choose 3 ways to promote it**