



How to use LinkedIn & Presentations to get more Speaking Gigs & Clients



This is for you if:

- **Consistently** generate **new business** or **speaking gigs**
- Get a marketing assistant to help you keep business coming in the door
- Simplify your marketing
- Willing to follow the **Step by Step Action Plan**
- Invest \$300 per month into your business
- Have **Authority** to do what you deliver



This is NOT for you if:

- Not willing to invest in marketing or advertising.
- Want everything for free.
- **Don't have experience or authority** in your field.
- Question everything.
- Are a reason “not to” person.
- Don't believe in yourself.



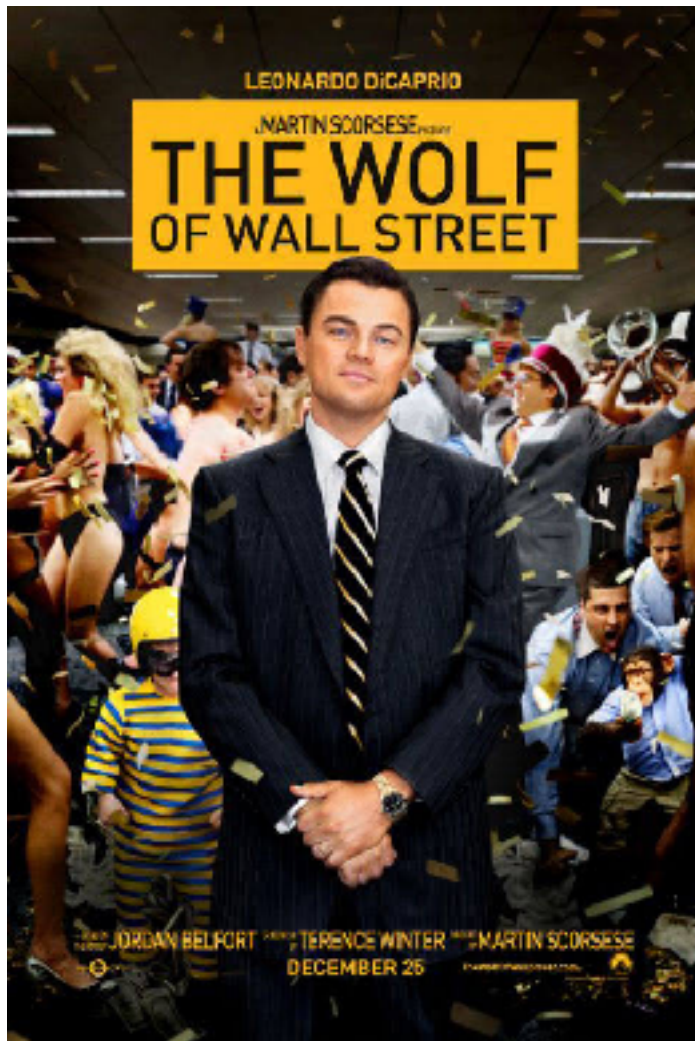
About Me



- Sold IT Company worth \$US1M at 25
- CEO of Motivational Speakers
- Created over \$30million in Front End “How To Programs” **mostly over the phone**
- Create 400 New Consulting Prospects in 30 Minutes, creating \$250,000 in 6 weeks
- Created **70 sales appointments in 8 weeks** for a 1-man start up



getting to work with amazing people like...



FOCUS ON ONE THING

SALES
PRESENTATIONS

WEB
TRAFFIC

SALES
CONSULTATIONS

GET MORE SALES



FOCUS on ONE THING

LiveOutLoud



VISABILITY





System has created...

- \$150,000 to \$1M+ worth of **new** business for our clients
- Starting ground of building **Motivational Speakers Showcase** events
- Created **70 sales appointments in 8 weeks** for a book publisher in LA
- Created on **average 4 speaking gigs per annum** with light use
- combining with presentations brings **shorter sales cycles**



About LinkedIn

- over **500 Million Active** users
- **90%+ are Decision Makers**
- **International Audience - direct to market**
- **Great Targeting** - can be used like a CRM
- Turn on and off as you need it!



Why LinkedIn may not be working for you?

Find it hard to generate high quality leads consistently.

Struggle to get your message in front of key decision makers.

Find it difficult to stand out and build influence in an overcrowded marketplace.

On LinkedIn but no idea how to leverage the platform to grow their business.

WHAT YOU WANT

- Number of Programs/Services for next Year
- Number of Sales Required
- Time Off
- What are your Rules & Boundaries?
- What does your time look like?
- What is your team's contribution?

The background of the slide is a blurred photograph. It shows a person's hands holding a dark-colored smartphone. Below the hands, a laptop keyboard is visible, with keys in shades of blue and white. The overall lighting is soft, and the colors are muted, giving it a professional and tech-oriented feel.

3 Ways to Leverage LinkedIn

Media | Partnerships | Leads

WHAT SALES ACTIVITY WILL HIT YOUR KPIS?

SALES
PRESENTATIONS

WEBSITE
TRAFFIC

SALES
CONSULTATIONS



STEP 1: Connect with Ideal Clients

Start your Advanced Lead Search 0 results Search ×

Profile filters

Keywords Enter keywords ... ×	Geography + Add locations	Relationship +
Industry +	Postal code +	School +
First name +	Last name +	Profile language +

Role & tenure filters

Function +	Title Current ▼ +	Seniority level +
Years in current position +	Years at current company +	Years of experience +

Company filters

Company Current ▼ +	Company headcount +	Past company +
Company type +		

Other filters

Tag +	Groups +	Member since +
Posted content keywords Enter keywords ... ×		

STEP 1: Connect with Ideal Clients


691
Total results

5
Changed jobs in past 90 days

5
Mentioned in the news in past 30 days

64
Posted on LinkedIn in past 30 days

Selected filters (5): 1001-5000,5001-10,000,10,000+, CXO,Partner, Postal code: 70461, 3 to 5 years,6 to 10 year... [View all filters](#)




Charles Rice · 2nd | Entergy New Orleans Inc

President & CEO
8 years 6 months in role | 8 years 7 months at company
Greater New Orleans Area

Shared Connections (1) | Related Leads

Save as lead ***




John Cas... · 2nd | First American Title Insurance ...

President
44 years in role and company
Greater New Orleans Area

Shared Connections (1) | Related Leads

Save as lead ***




Picou Andrea · 2nd | On Your Business

CEO
1 year 7 months in role
Greater New Orleans Area

Shared Connections (1)

Save as lead ***






Mark Romig · 2nd | New Orleans Tourism Marketin...

President and CEO
6 years 7 months in role and company
Greater New Orleans Area

Shared Connections (1) | Related Leads

Save as lead ***



Bryan O'Rourke, MBA · 2nd | Vedere Ventures  

Principal and Chief Executive
1 year 5 months in role and company
Greater New Orleans Area

Shared Connections (3) | Related Leads

Save as lead ***

motivationalspeakers.tv/LI-review

STEP 1: Connect with Ideal Clients

Company headcount

1001-5000

5001-10,000

10,000+

+ 1-10 (773)

+ 11-50 (725)

+ 51-200 (562)

+ 201-500 (245)

Function

+ Add types of roles

+ Business Development (453)

+ Entrepreneurship (181)

+ Education (137)

+ Operations (88)

Title

Current ▾

+ Job titles or boolean

Seniority level

CXO

Partner

+ Owner (545)

+ VP (1,239)

+ Director (2,418)

+ Manager (7,320)

Tag

+ Add tags

+ 12-2016 Syd F%2FU

+ 12-2016 Syd F/U

+ Andrew Church

+ Clients

Postal code

United States: 70461

Years in current position

3 to 5 years

6 to 10 years

More than 10 years

+ Less than 1 year (11)

+ 1 to 2 years (31)

Years at current company

3 to 5 years

6 to 10 years

More than 10 years

+ Less than 1 year (36)

+ 1 to 2 years (93)





STEP 2: Prove Authority & **Build Relationship**

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CONSULTATIONS

GET MORE SALES



STEP 3: Presentations





STEP 4: Sales Conversation





Caryn



- used the System
- led to presentation
- created **big client off LinkedIn in Fiji**
- runs **Lunch & Earns** to her target market
- sets up her year!
- in front of the **RIGHT PEOPLE**

Book in a LinkedIn Strategic Review
motivationalspeakers.tv/LI-review



Matt

- used the System
- **led to Lunch & Earn**
- created 10+ clients
- **runs Lunch & Earns to target market - whenever he wants!**
- launched to international markets from South Africa
- created an **flow of ongoing sales appointments**



Book in a LinkedIn Strategic Review
motivationalspeakers.tv/LI-review



Speaker



- used the System
- **just for speaking gigs**
- created 5 speaking gigs
- **now asking for 2 times more in 2018!**

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Q&A Examples

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Linked In

Set Up to Convert

- Deep Dive into
 - ✓ Your Market
 - ✓ Your Sales Messaging
 - ✓ Your Sales Process
 - ✓ Your Presentation
- Improve Your Conversions & Consistency

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