

Leveraging Your Events & Time with eSpeakers



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Interviews



Joe Heaps

What is eSpeakers' History?

- Art Berg started eSpeakers
- Quadriplegic
- Wanted to improve technology and bring together bureau reps and speakers.
- Scheduling software
- Art passed away in 2002
- Since then, service has grown into a platform and system for speakers to manage their events and calendars.



eSpeakers

Success Stories

- Now meeting planners can book speakers directly on eSpeakers
- Great successes: Chad Hymas
- Marilyn Sherman
- eSpeakers offers profile tune-ups
- 3 new bookings in 2 weeks for Sherman after tune-up





- Established and trusted tool & directory service in the speaking industry
- Powers 80+ directories on the web
- Gives great opportunity to be seen and receive additional exposure

Biggest Problems in Speaking Industry

(eSpeakers solves all of these)

- Connecting with meeting planners used to be the biggest problem
- Staying up-to-date with technology
- Problem is no longer 'how to connect.'
- Now it's how to sift through the massive amounts of information.
- Filtering through the noise is the biggest issue for meeting planners finding speakers
- Managing calendar and your time.
- Administration of office and company
- Speakers speak about themselves. They need to become audience-centric.

What Reach Can eSpeakers Give You?

- You manage and maintain your own profile.
- Meeting planners can then filter and find what they are specifically looking for.
- When you compete on Google, you are competing with all the other noise.
- Directories eliminate the noise which makes it much easier to get found and get a bunch of exposure.

What Makes an Effective Profile?



- eSpeakers → support → downloads = SEO ranking chart for eSpeakers
https://www.espeakers.com/wiki/ESpeakers_Downloads
- Free vs. paid profiles
- **Video is #1 most important.** 3-5 Minute video that shows you on stage
- Personal topic videos are doing very well.
- *"Hey my name is Joe and I'm an expert on team building. When I speak at your event your audience will leave with these three new skills..."*
- Go make your video!
- **Recommendations and testimonials are 2nd in importance**

What Makes an Effective Profile?



- eSpeakers will verify your recommendations and testimonials.
- You get to control your reviews. They're going to be all positive.
- **Calendar is 3rd in importance.**
- Keep your calendar fresh.
- You can make your calendar look busy based on anything happening in your life. Don't want to speak on weekdays? Have a wedding? Block them off.
- Meeting planners don't see your whole calendar.
- **Program descriptions are 4th in importance.**
- **Your fee is 5th in importance.** Make a realistic range.

Fee Considerations



- Make your fee range realistic
- Consider local pricing
- Consider packaging 1-3 breakout sessions for higher fee
- You can teach from your book at breakout sessions to help with product sales.

Final Elements of a Great Profile



- Photos
- Articles
- book jackets
- PDFs
- Room layouts
- One-sheets
- Social media
- Facebook is huge for speakers. Twitter is huge for meeting planners.
- LinkedIn is also helpful

Awesome eSpeakers Features:

Automated email marketing

Everything pivots on one date.

System finds contacts near the event and automatically emails them for bookings and networking.

Status toggle... each setting triggers various features.

Awesome eSpeakers Features:

Thousands of Local Leads

'Local lead pool.'

Based on location of the event.

Report merges your own contacts as well as chambers of commerce, media, corporate meeting planners, and association meeting planners.

You generate the report and begin contacting for media appearances and block bookings.

Steve Gilliland Postcard Marketing



- Postcards announcing his appearance
- One side full color, printed 'coming to town'
- Reverse side has information about the event
- Merges addresses of local lead list with Word
- 6 jobs at \$15,000 just off of that.

Awesome eSpeakers Features:

Internal Call Service

eSpeaker can call 10-11 contacts per hour and they get booked and do get interviews. 1-2 hours per city has a chance of getting new jobs.

3 Required Office Tools for Speakers

CRM

Event Management

Financial Software

Awesome eSpeakers Features:

1-Click Contracts & Documents

Merges agreements with all necessary fields and auto-completes and emails the contract for you.

Awesome eSpeakers Features:

Bureau Blast

They provide a great pathway for getting gigs if you're okay with paying them 20%-30%

Once you've completed your profile, you can submit a bureau blast to up to 500 bureaus worldwide

30-45 day waiting period

Costs \$349

How to Move Forward:

1. **If you have an account**, email support@espeakers.com for your complimentary profile tune-up.

2. **If you don't have an account**, email support@espeakers.com and they'll get you set up with a free account. Refer to this call. Your goal is to set up your profile!

www.espeakers.com/marketplace to see others.
www.espeakers.com/speakers/

What Would Make a Star Student?

1. Great online presence.

Have a compelling story and a profile that reflects it.

2. Get your calendar online.

Upgraded profile sells so much better.
