

# PUBLICITY AND REVENUE MAXIMIZATION



The SpeakerCareer.com Business Blueprint

## Overview:

Complete this action guide as you follow along with the complimentary tutorial video located at <https://speakercareer.com/members/blueprint/m6/maximizer/>

Along with effective client communication, you can maximize your event revenue and get media appearances in association with each booked event.

**What to do before  
your event to  
maximize  
revenue and  
exposure**

## Make the following Activity Set in your CRM

Days	Task Description	Medium
Immediate	Initiate Block-booking campaign	Insightly Campaign
60 days prior	Publication plants	Newsletter, ezine, blog post, video
30 days prior	Stack the audience	Email/Phone
21 days prior	Hire videographer/photographer	Craigslist, etc
14 days prior	Press release	Free broadcast
14 days prior	Custom Video	YouTube
13 days prior	Press release	Email direct to reporters
12 days prior	Tweet URL of release to reporters	Twitter
7 days prior	Send reminder to 'stack audience.'	Email
7 days prior	Social media flirting	Social media
3 days prior	Confirm photographer/videographer	Email/Phone