

**21 WAYS**

*You*

**CAN BE A MORE**

**BOOKABLE SPEAKER**



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## Why I Wrote This Book

I have been working with thousands of Christian speakers and event planners since 2004. I'm repeatedly asked two questions by the speakers: (1) How do I get more speaking engagements; and a variation on the same question, (2) How do I become a more bookable speaker? The answer to both is complex.

I address question 1 in the ebook [\*The Truth About Getting More Speaking Opportunities\*](#). It's available as a free download at [EmpoweringChristianCommunicators.com](http://EmpoweringChristianCommunicators.com). If you haven't read it, I would recommend reading it first.

Question 2 deals with the heart of the Christian communicator, as well as practical tips to implement. We'll explore both here in this book as I show you 21 ways to be a more bookable speaker.

Being bookable or getting more speaking engagements is about so much more than the speaker's presentation skills on stage. It starts with being called by God to be a skillful communicator, using whatever gifts, talents and tools are available.

This collection of 21 proven ways to be a more bookable speaker comes from lessons I've learned along the way working with all levels of speakers, watching their pitfalls, and walking closely with, and learning from, some of the best of the best.

My goal in sharing the following information with you is for you to avoid some of these mistakes. It won't help you leap forward or give you that "lucky break" because the reality of this business is you have to do the work to grow your ministry. Yet, you can, by learning some do's and don'ts, avoid some time wasters.

These are not the only 21 things you can do; however, by doing them you will set yourself up for success, develop your brand, grow your platform, and be in tune to who your audience is and where to reach them.

My prayer is that when you reach the end of this book you will have a clear vision, a clear plan and a clear resolve to share your message and change the world. I want you to be successful in achieving God's plan for your professional ministry.

***Success is not measured by the number of people you speak to or the number of books you sell. Real success is doing what God has called you to do ... whether it's to reach one person or one million people.***

Blessings and joy,  
Karen

P.S. Your first tip ... do not rush through this book. Take your time to read each section and do the Action Item(s) at the end of each section before going to the next one. You do not have to do them in order, but please do all of them. Some may take a few minutes and some may take a few days, or more, to complete.

## #1 - Be Skilled, Not Just Talented

In our modern society, we applaud and put anyone on a pedestal who has an ounce of talent. Television is filled with shows of people competing for large sums of money based on their talent. Audiences pay a lot of money to hear a talented singer or speaker, or buy a book by a talented writer.

Instead of just talent, which is good for starters, I look for someone who has spent time (often years in obscurity) developing that talent until they become skillful in using it.

God seeks skillful people, not talented people. Talented people are a dime a dozen. Honestly, most everyone has talent of some kind. Few are dedicated, determined, and diligent in developing that talent until they become truly skilled in using it.

Merriam Webster's Online Dictionary gives the following definitions for *talent*: a special ability that allows someone to do something well, and people who are sexually attractive.

For the word *skillful*, it gives this definition: having the training, knowledge, and experience that is needed to do something well: having a lot of skill.

Many people are paid a lot of money and given a lot of exposure because of charisma or sex appeal. Just think of shows like *The Bachelor*, *American Idol*, *America's Got Talent*, to name a few. Nashville and Hollywood are filled with people with talent but few have the drive and determination to study and hone their talent until they rise above the masses.

In 2 Chronicles 2:13-14 (NKJV), King Hiram of Tyre sent to Solomon skilled workers to design and construct the temple and a royal palace:

*“And now I have sent a skillful man, endowed with understanding, Hiram my master craftsman (the son of a woman of the daughters of Dan, and his father was a man of Tyre), skilled to work in gold and silver, bronze and iron, stone and wood, purple and blue, fine linen and crimson, and to make any engraving and to accomplish any plan which*

*may be given to him, with your skillful men and with the skillful men of my lord David your father..”*

In 2 Chronicles 34:12 (NKJV), Josiah appointed Levites all who were skillful to oversee the work:

*“And the men did the work faithfully. Their overseers were Jahath and Obadiah the Levites, of the sons of Merari, and Zechariah and Meshullam, of the sons of the Kohathites, to supervise. Others of the Levites, all of whom were skillful with instruments of music.”*

Rest assured these people were dedicated, determined, diligent, trained, knowledgeable, and experienced. They were the best of the best. They were building the place where God would abide in the wilderness.

Fast forward to today. Think about yourself. If you are a speaker, writer, singer, comedian, blogger, book reviewer, or other communicator are you talented? Probably. People tell you that you have a gift. Do you even rely on your good looks, personality or charm to get you by? Or ... have you spent your time and energy to become trained, knowledgeable, and experienced? Are you skillful?

Should those who carry the Gospel through Christian communication be talented or skillful?

Are you willing to spend hours, doing it over and over and over ... through good times and bad ... to be the best of the best ... to be a mouthpiece in God’s church, to His people, to those who need to know Him?

Here’s the challenge ... if you’re talented, take it to the next level and become skillful!

Remember ... TALENT is fleeting. SKILL is enduring!



✳ **Action Item: Write a list of all your talents and gifts that you use to communicate your message. Highlight each one that you have spent time developing further through study and practice to hone it into a skill. Now, look at the ones that are not highlighted. Beside each unhighlighted item, write one thing you can do to turn this talent/gift into a skill (i.e. hire a coach, enroll in a class, record your speaking and have someone critique it, join a writer’s critique group or a mastermind group, join Toastmasters, etc.)**

MY TALENTS AND GIFTS	WHAT I CAN DO TO DEVELOP THIS INTO A SKILL

## #2 - Have A Clear Vision

Our vision does not change. What God first gives us as a dream or vision is the same from beginning to end. As we continue along, we learn to allow for its growth, development and clarity. Where we are in the process of fulfilling that vision changes, but the vision remains the same. In the beginning, our vision should be so big that we cannot see it in its entirety. If you can see it in its entirety, then it's not being enough.

In the beginning as we try to see or describe our vision, we often talk in generalities. We can see colors and shapes. As we begin to walk it out and get further along we see the fine details. It's similar to what you see flying at 30,000 feet as opposed to 1,000 feet. At 30,000 feet you see great expanses of land and water. You see mostly color but not clearly defined shapes. When you get down to the 1,000 foot level, you can recognize buildings, cars and see people ... the details.

When it comes to vision for our businesses and ministries ... know what God's vision is for you and yet be very willing look and listen with open eyes, ears, and hearts. It's okay to be at the 30,000 foot level starting out. That's the time to dream big!

If you're clear on the overall vision, then start asking God what the next phase is of your vision. Start gradually moving down to the 1,000 foot level for the next phase or next step. Be willing to set aside what you think those big areas of color are. A brown spot from 30,000 feet could actually be a door to a new area when you view it more clearly from ground level.

If you are at this point and you don't know what your dream or vision is, I highly recommend, [\*\*\*The Dream Giver\*\*\*](#) by Bruce Wilkinson and [\*\*\*Holy Ambition\*\*\*](#) by Chip Ingram.

*The LORD replies, "Write down the message I am showing you in a vision. Write it clearly on the tablets you use. Then a messenger can read it and run to announce it. Habakkuk 2:2 (NIRV)*

Seeing a clear picture of your God-vision, you can expect change to take place in every area of your life in order to pursue and do what God has shown you.

✳ **Action Item: Write what you see. What is your vision? Have you seen it expand since you first started doing it? Are you willing to allow God to lead you in the fine details?**

**At this point, don't be worried about how you will accomplish the vision. That's a strategic plan. This is time for you to dream God's dream for your life.**

**As you write your answers to the following questions, if you feel your heart being tugged on or you start to cry, you are probably at the right spot ... keep going and go as deep, as broad, as high as you can.**

What's the vision God has shown me?

What is the purpose of this vision?

What does God want me to do?

Why me? What makes me uniquely qualified to do this? What life experiences or lessons can I use?

Who are the people I am to “announce” it to?

What are some long-term goals (6-months, 1-year, 3-years, 5-years)?

## #3 - Roll With The Changes

***Until the pain of remaining the same is greater than the pain of changing, you will never change.***

~ Unknown

Do you embrace change or fight it? Change is inevitable. You can take the hard road or the easy road but change is going to happen. Change makes life exciting, never dull, and causes us to branch out and grow deeper and stronger roots. Paradoxically, it also gives us wings to fly.

Changes happen every second of our lives. It's like standing in the middle of a stream. The same drop of water never passes by twice.

Holding on to things, people, projects, places, jobs, etc. that have changed only wastes time and energy. Doing so will only make you sick in your heart, mind, and soul.

Are you learning to embrace the good from what has changed? Have you put the past in the past?

*... but this one thing I do, forgetting those things which are behind, and reaching forth unto those things which are before, I press toward the mark for the prize of the high calling of God in Christ Jesus. ~  
Philippians 3:13-14 (KJV)*

Remember ... you cannot have a closed grasp holding on to one thing with and open your hand for the new thing at the same time. To reach that new rung on the ladder, you have to let go of the old one.

*“To everything there is a season, A time for every purpose under heaven: A time to be born, And a time to die; A time to plant, And a time to pluck what is planted; A time to kill, And a time to heal; A time to break down, And a time to build up; A time to weep, And a time to laugh; A time to mourn, And a time to dance; A time to cast away stones, And a time to gather stones; A time to embrace, And a time to refrain from embracing; A time to gain, And*

*a time to lose; A time to keep, And a time to throw away; A time to tear, And a time to sew; A time to keep silence, And a time to speak; A time to love, And a time to hate; A time of war, And a time of peace.” Ecclesiastes 3:1-8 (NKJV)*

✳ **Action Item:** Make a list of the things you are holding on to that need to be let go of ... people, places, projects, jobs, clutter in your spirit, soul, body, home and office areas. Then start taking steps to release them and embrace the new things coming your way as a result.

## #4 - Know Your Value

So many Christian speakers and writers are struggling to provide financially for their needs and that of their families based on their speaking fees and royalties alone. We can attribute part of this to the economy in the United States. Events and publishers are paying less as their budgets have been reduced. We can also attribute it to understanding one's value as a Christian communicator and the value of the messages we share.

Mary DeMuth (speaker, author, social media marketer) posted the following on her Facebook page.

### What if Someone Offered You Ten Million Dollars?

*K.P. Yohannan, the founder of Gospel for Asia, recounts an amazing story. "I remember well when, during the early days of our ministry, someone offered me all the financial assistance in the world if I would give up my calling and commit myself to advance his cause overseas. The thing that helped me walk away from this distraction was when my wife asked me, 'When the journey comes to an end and you look back, what will you answer? If for the sake of money you compromise your calling and your walk with the Lord, how will you explain this to the people who are following you?'"*

*What a challenge. What a decision. What would you do? If Bill Gates or Oprah approached you with a mind-numbing sum of money to work for any of them, would you do it if it meant walking away from God's clear calling on your life? How much does economics influence your kingdom decisions?*

*I ask that question to myself as I wrestle to eke out a living at writing (and speaking and creating digital content and blogging and...). I wonder if my pursuit of all these avenues is watering down that which God has called me to do. I wonder how I would respond if someone offered me a boatload of cash to abandon what I perceive to be God's calling.*



*Then I think about the journey God has wooed me to. He's been beckoning the writer in me for decades. For many, many years I wrote unpublished words, laboring in obscurity, wondering if I'd ever have an audience, let alone make ten bucks on my words.*

*My first book didn't hit the bestseller list. Now on book fifteen, I still haven't won any awards, become a bestseller, or achieved fame as a result of my work. I'm glad for that, actually. I would not have liked a Mary who succeeded right out of the gate. She would've become proud and unteachable, no doubt.*

*Still, as bills loom and I peck at the keyboard and wonder how we'll continue to tackle college tuition, the temptation to give into a large sum of money grows. I'm sad to admit it here on the stark white page of this post. I wish I could assure you of my piety. But I can assure of my brokenness. And my heart to do what Jesus wants me to do, despite the temptation.*

What would you do? What could you do for ministry and God's Kingdom purposes if you were given a large sum of money? Should we focus on hard work and money at all, or should we solely trust God to provide? Is there balance in working and trusting?

There's a huge difference in being paid to fulfill someone else's vision or being paid to do the vision God gave you and me to fulfill HIS vision for HIS Kingdom's eternal purposes. If someone offered me \$\$\$\$\$\$\$ to focus on and do the vision God gave me to fulfill, I'd really consider taking the money to do the work for God's Kingdom ... but I wouldn't take it to build someone else's kingdom.

I understand my skills, experiences, expertise and what my business/ ministry has to offer have value on a financial level. I understand what it's worth on an eternal value scale as well. Yet, I'm not in this business for the money; otherwise, I'd be back in corporate America. I'm in it for winning souls for the Kingdom and the eternal value. It takes balance to have both money and do the work for eternal purposes. I'm trying to move forward

and be the kind of business owner/ministry leader like the man in Matthew 25:14-30 who, when given five talents, multiplied them for his master. I believe that God has given us the ability to do work, that we must understand being skillful and the value of the work we do, and that He rewards work that is well done.

As Christians, do we have a poverty mentality? Do we swing to the opposite side of the continuum from those with a prosperity gospel mentality? Is there a balance in understanding one's value, making money, and being a Christian? Can it be done? Can we be financially stable and eternally minded?

### **What are some practical things we can do?**

- Attend webinars and teleseminars led by star performers in the areas of building my business, blogging, marketing, social media, information products, and more.
- Combine efforts and energy with that of other Christian communicators who work diligently to spread the word about their messages and create products/content.
- Be more focused and consistent in your marketing efforts.
- Step up your prayer effort for your business/ministry and those who partner with you.
- Believe that prayer, a consistent work ethic, and trusting God's plan will be worth it in the long run.

### **Believe in your value!**

- Do not sit back and hide the gifts that God has given you to share with others through music, speaking, writing, comedy, blogging, reviewing books, etc. – Christian communication.

- Do not feel like you are less than others who are doing similar things. God made you unique .... express and share your true self!
- Do not believe the lies you've told yourself, that others have told you, or that the enemy wants you to believe.

Your time spent preparing and developing, honing and delivering your message through various methods has value.

Your Christ-centered message has the ultimate value.

Remember ... you and your message have value ... financially and eternally.

**✳ Action Item: What are some things you can actively do to reinforce or increase your value?**

## #5 - Get Started

Many people get started as a Christian speaker because they have a story to tell. Often they share their story with a small group of friends or at the church they attend. Someone from that group asks them to speak at their church or for another group of friends ... and BAM! ... a Christian speaker is born. Many people think it's really that simple ... but is it ... REALLY?

SCREECH!!! APPLY THE BRAKES! Not so fast Sparky!

All that has happened is this person has shared their story with a few groups of people. There's been no thought or steps taken to ensure this will be anything more than that ... just sharing their story. And yet, often times when this happens the story-teller hangs out their shingle and proclaims, "I am a professional Christian speaker!"

Consider this ... does flying a radio-controlled airplane make you a pilot? Certainly not. At best, it makes you interested in a specific field, an enthusiast, a hobbyist, or an amateur. To be a pilot takes training and hours of flying before getting a license to fly an airplane alone. If a pilot fly commercial airplanes, it takes even more training and certification at a higher level. So why, when it comes to speaking, do many people think they can go from zero (sharing their story) to the professional level in one easy step? There is confusion and misinformation among people who consider themselves to be professional speakers. Many believe if they've been invited to share their story or maybe even been paid for just one event that they are now a professional speaker. Somehow (they don't know how it works) the event planners will start beating a path to their door.

I'm not trying to be harsh or burst anyone's dreams, yet, I've seen this pattern repeatedly. The end result is the person doesn't reach the expectations they had. Eventually they end up frustrated and/or giving up. Sadly, the world has lost the opportunity to hear this person's story about what God has done in their life. A story that might change someone else's life.

To complicate the process, if they do take some steps and attend a speaker or writer conference, often the training they get sets unrealistic expectations without giving them solid information and tools to build a strong foundation.

FYI ... not everyone who attends a speaker (or writer) conference will become, or wants to become, a professional speaker or author ... and that's okay.

If you have a story to tell, topics to teach, or have a passion for a certain area and want to share that with as many people as possible, first:

- Pray about this, seek wise counsel, and believe this is the path God is directing you to take.
- Settle it now that you are convinced you are to do this and willing to work long and hard to see it manifest.
- Step back and review what you should be doing during your first year of speaking. (If you have been speaking longer than one year and aren't getting the results you expected ... keep reading. You might want to go back and shore up the foundation you already have.)

### **Let's look at the 8 steps to start your speaker journey:**

1. Get speaker-skills training by the best you can afford in the industry . It's preferable if this person has a proven track record of developing successful professional speakers. Don't be afraid to learn from a speaker trainer who is not a "Christian" speaker. If you want to be a cut above, you might have to find someone who has similar values as you do but has had success as a professional speaker in other arenas. You might find some of these people are Christians too!  
BONUS!
2. Get a cell phone, a laptop, internet access for researching your topic, and a quiet room in which you can work. Treat it like a real job (maybe one day it will be).

3. Develop a speaking presentation based on your story or area of passion and purpose.
4. Practice, practice, practice ... and practice some more (in that quiet room you have). Record yourself and critique yourself. You're not ready for the world to hear you quite yet. Knock off the rough edges of your presentation as much as you can.
5. Create a basic website (domain name = your name.com) that includes your bio, the title and description of your presentation, and contact information. It can be 2-5 pages at the most for now. You will want to be able to send people to your website as you meet them in various places and tell them what you are doing. NOTE: If you are not truly gifted in graphic design or tech skills, hire someone to get you started. Your website, from the beginning, should be professional looking ... not homemade or amateur looking.
6. Create business cards with your name and contact info (include your website URL). Distribute these whenever you have the opportunity or when someone asks what you are doing.
7. Contact everyone you know - churches, local library, women's or men's clubs (depending on your gender), civic groups or schools (if your topic is appropriate) - anyone who will allow you to do a 20-45 minutes presentation to their group during one of their meetings or luncheons. You will be speaking for no fee at these events; however, in exchange, you will gain experience before a live audience and the opportunity to hear their feedback. This will allow you to tighten up and hone your presentation to make it even better. It will also make you more sure of yourself and have better stage presence. Be sure to continually implement what you learned in step 1. Stay within a one-hour drive of where you live so that you do not over-invest in travel expenses. If you do have a group interested in having you speak that is more than an hour away, ask them to cover your travel expenses and if needed, meals and lodging.

8. Go out and speak to the groups that invite you and RECORD THE AUDIO OF EACH PRESENTATION. Listen to each presentation. Have a trusted friend who can offer objective feedback listen to them. Hire a coach to listen to them and provide feedback. Then incorporate this feedback into the next presentation you give. Repeat.

Do these steps for the first year. Dedicate your time to this as if it were a full-time job ... because that is what you want to be at some point, a full-time, paid, professional speaker ... right?

Do ALL of these steps and your plate will be full getting prepared, gaining experience, and honing your speaking skills. If you are focused on anything else during this time (i.e. writing a book, recording videos to sell, etc.), you are putting the cart before the horse.

During this first year, it's all about developing your speaking skills. PERIOD.

**Here's a hint:** Most speakers in the Christian speaking arena do not do this. They jump into the deep end first and then wonder for the rest of their "career" why they aren't getting invited beyond their local radius to speak.

*Talent is a factor in what level market the speaker will be able to serve, but speaking skills are more important for overall success in the business. Positioning and marketing are both important, but you have to have the goods in this business to make it. You can't market your way to the top. Once you get in front of a live audience, it's just you and them. And if you haven't been trained in how to hold their attention, you're dead. No amount of slick marketing will save you. You cannot fake your way to success in this business. Again, you can't be a pretender in this business and succeed. Audiences aren't stupid. You either have the skills or you don't, and if you're not trained when your opportunity presents itself, you're going down in flames. Most new speakers focus on the sexy parts of the business, but the smart ones focus on the most important aspect: their speaking skills. [How to Become A Million Dollar Speaker by Elliott Saltzman]*

If you focus ... really focus ... on developing your speaking skills during your first year, then you can take the next set of steps to being a professional speaker:

- setting speaking fees,
- developing your social media network,
- growing your website,
- working on that book proposal or writing your book to self-publish,
- recording a video to sale,
- and starting to do A LOT of marketing and promotion.

I attribute the paraphrase of the following quote to Randy Ingermanson as it applies to everything you do from this point forward ... if you consider yourself a professional communicator.

*If you continue to do things in an amateur manner, you will always be considered an amateur.*

✳ **Action Item: Look back over the list of “8 steps to start your speaker journey” on pages 21-23.**

Which ones are you currently doing?

Which ones do you need to start doing?



## #6 - Focus on Your Presentations

An often asked question by speakers is “how many speaking presentations should I have or offer?” Is there a magic number of presentations to offer? Let’s do some math first.

Let’s say the average speaker does 2-4 events per month. In the course of one-year, that would be 24-48 different events or audiences. Some of these events may be keynote presentations while others might be multiple presentations for a conference or retreat. For our purposes, let’s focus on the number of events, not the number of sessions.

Many speakers offer 12-20 (some more) different presentations from which event planners can choose ... and they also offer customized sessions. For most speakers the key focus should not be on offering a plethora of speaking topics or presentations.

### Hone your presentations for better delivery

Using the numbers above, if a speaker speaks 2 times per month, they only speak before 24 groups a year. If they offer more than a handful of presentation topics, they in no way can speak more than a couple of times on any one topic (if they are equally distributed among the 24 groups.) Delivering a presentation for the first time, or infrequently, tends to make the speaker nervous, and reliant on using notes. The audience often can sense that the speaker isn’t as familiar with the content as they should be. Event planners begin to wonder if they spent their resources wisely on someone who claims to be a professional speaker but comes off as an amateur due to lack of experience with their presentation.

Would a speaker be able to hone 12-20 different presentations very well with only 24 opportunities to do so?

While it’s okay to have a few notes on stage, delivering a presentation many times allows the speaker to know what makes an audience laugh, what touches their hearts, or what doesn’t work and needs to be removed or tweaked. With multiple opportunities for delivering the same material, the

speaker becomes more confident, relaxed and better able to make a few small adjustments to that presentation for the audience's specific need. Eventually, the speaker can deliver the presentation without notes and speak from the heart, not from a piece of paper.

### More is not necessarily better

It seems many speakers want to be all things to all audiences when that isn't practical, reasonable, or what they are called to do. When a speaker knows their core message area and where their passion lies, they find a power that only comes from a God-given source. By spreading themselves and their presentations across the board and trying to reach any event planner or audience, they water-down their effectiveness, impact and brand. There is NO WAY a speaker can speak on every topic. They don't have life experience or great stories for every topic. God has not taught them a lesson that can apply to others on every topic.

One of the speakers I've personally worked with and consider to be a Master Communicator had three core messages. This person could speak to audiences of any gender, age, or anywhere in the world and do multiple sessions on these three presentations. The presentation length could vary from 30-minutes to 3 days. With each audience the presentation was tweaked and made relevant to them. I heard this speaker speak live many times and each time it was basically the same presentation at it's core, but it sounded fresh and held my attention every time.

### Your brand should be reflected

Oh, there's that nasty word ... BRAND! Are you absolutely sure what your brand is? Can an event planner look at the presentations your offer and see it clearly? Or do event planners have such a wide variety of topics that they are left unsure how you will reach their group's needs?

If you are thirsty for a diet cola being offered a myriad of carbonated drink choices may only confuse you. You might change your mind entirely. **Information overload!** Yet, when given a clear choice of which carbonated

soda you wish to drink ... Coca Cola or Pepsi ... you can instantly make a decision.

It's the same with speakers and their presentations. The speaker has to know what their brand is, what core message resounds deep in their spirit and who their audience is that needs to hear it.

Which brings us to ...

### **Know your audience and what they need!**

Each type of audience can hear a similar message from your core message group, yet each audience has a different need. Find that pain-point, meet that specific need or solve their specific problem, and you have a winner!

Have you ever talked with or surveyed your audience to assess their needs? So often we forget this one very basic and important part in the speaking equation. Instead, as the speaker, we give our audiences what WE think THEY need without really connecting with them.

There is a vast wealth of information that can be gathered by connecting to your greater audience via asking questions on your blog and various social media sites such as Facebook, Twitter, Instagram, LinkedIn, Pinterest, etc.

Ask your tribe/audience questions. Listen to them. Find where they need help the most. THEN and only then ... look at your areas of experience, skills, expertise, and lessons learned. Be specific in the solution you offer to speak into their lives ... a specific solution that will help their specific problem.

Take a few minutes to stop and review the presentations you offer.

- Do they all fit your brand?
- Do they all meet your audience's need, or are they meeting YOUR your need?

If you narrowed down your presentations to a handful that most closely align with your audience's specific problem, your core message, down to the ones that are most effective, most requested, best received and most offered, you will be more bookable as a speaker.

If you work with a speaker bureau, they can more easily pinpoint the event planners who might be interested in booking someone who wants or needs what YOU have to offer.

Event planners will be able to totally "get it" when it comes to what you can do for their group and the needs they are trying to fill and goals they are trying to accomplish by bringing in an outside, professional speaker.

Don't try to be all things to all people. Be content to share your highest and best message with those God has called you to reach.

**✳ Action Item: From your 5 favorite presentations, answer the following questions.**

**Presentation 1 Title:** \_\_\_\_\_

Does it reflect my brand? \_\_\_ Yes / \_\_\_ No

Is it relevant to my audience? \_\_\_ Yes / \_\_\_ No

Does it solve a problem my audience has? \_\_\_ Yes / \_\_\_ No

Is it requested often by event planners or audiences? \_\_\_ Yes / \_\_\_ No

Do I need to continue doing it? \_\_\_ Yes / \_\_\_ No

**Presentation 2 Title:** \_\_\_\_\_

Does it reflect my brand? \_\_\_ Yes / \_\_\_ No

Is it relevant to my audience? \_\_\_ Yes / \_\_\_ No

Does it solve a problem my audience has? \_\_\_ Yes / \_\_\_ No

Is it requested often by event planners or audiences? \_\_\_ Yes / \_\_\_ No

Do I need to continue doing it? \_\_\_ Yes / \_\_\_ No

**Presentation 3 Title:** \_\_\_\_\_

Does it reflect my brand? \_\_\_ Yes / \_\_\_ No

Is it relevant to my audience? \_\_\_ Yes / \_\_\_ No

Does it solve a problem my audience has? \_\_\_ Yes / \_\_\_ No

Is it requested often by event planners or audiences? \_\_\_ Yes / \_\_\_ No

Do I need to continue doing it? \_\_\_ Yes / \_\_\_ No

**Presentation 4 Title:** \_\_\_\_\_

Does it reflect my brand? \_\_\_ Yes / \_\_\_ No

Is it relevant to my audience? \_\_\_ Yes / \_\_\_ No

Does it solve a problem my audience has? \_\_\_ Yes / \_\_\_ No

Is it requested often by event planners or audiences? \_\_\_ Yes / \_\_\_ No

Do I need to continue doing it? \_\_\_ Yes / \_\_\_ No

**Presentation 5 Title:** \_\_\_\_\_

Does it reflect my brand? \_\_\_ Yes / \_\_\_ No

Is it relevant to my audience? \_\_\_ Yes / \_\_\_ No

Does it solve a problem my audience has? \_\_\_ Yes / \_\_\_ No

Is it requested often by event planners or audiences? \_\_\_ Yes / \_\_\_ No

Do I need to continue doing it? \_\_\_ Yes / \_\_\_ No

## #7 - Do The Little Things

What do you do when you are starting your speaking and writing career and your family is still very much a priority? Whether it's small children or an aging parent, managing all the activities of ministry and family is just more than can be done in a 24-hour day.

Here are a few thoughts for consideration.

### **Family is your first priority ... after God.**

Your children will grow up all too quickly. Your aging parent will not be around forever. Enjoy them now.

You can write while your children are in school. Speak at some MOPS/ Moms groups during school hours and hone your skills. As you are able, step out further into speaking as the your family's schedule allows. So often in wanting to "be out there," we miss being there for those we love the most.

Knock and God will answer and open doors for you as His plan and timing are always right. Spend this time learning, writing, and building a firm foundation for your speaking/writing ministry. Get to know your tribe and grow your following on the social media platforms where your tribe gathers. Many just launch out with no infrastructure for their ministry and then are baffled when nothing happens.

Don't worry about speaking before BIG audiences. That might happen later if it's in God's plan for your life, family, and ministry. Unfortunately, having been behind-the-scenes, I have seen first-hand speakers who put their careers ahead of their family and then later were left to pick up the pieces of their grown children's issues.

The Bible says to be a good steward over the little things ... THEN ... He will make you ruler over much. Stay focused on NOW, be a good steward NOW and let God figure out how "big" you'll be later.

Matthew 25 shares the parable of the valuable coins in which the master tells the first and second servants upon their returning with more coins than originally given, “You’ve been faithful over a little. I’ll put you in charge of much.”

### What are “little things” for a speaker or writer?

In addition to tending to your family when they are young or elderly, let’s turn the focus on activities that should be a part of any speaker’s or writer’s day if they consider themselves to be a professional.

Activities such as:

- regularly posting on social media;
- sending out emails to keep the different groups you’re connected with in the loop (e.g. event planners where you’ve spoken, people in your audiences, visitors to your web site who have signed up for your email list, people who have purchased and/or read your books, etc.);
- working and communicating with your agents — literary and booking — if you have either;
- developing new products;
- promotion of your message to event planners;
- promotion of your products;
- attending conferences, reading books or watching DVD’s to hone your craft (speaking, writing and business);
- writing book proposals and/or the manuscripts;
- being actively present in the day-to-day right here and right now tasks to grow your speaking and writing career ... not merely waiting for it to somehow mysteriously appear.



## Prioritize Your Next Steps:

1. Keep your priorities and house in order before striking out to change the world! God first, marriage second, family third, speaking/writing ... hmm... at least fourth.
2. Build a firm foundation for your ministry (HINT: It is a business and as such should be established on sound business principles and practices.)
3. Focus on being here, present in the NOW. Let God take care of the future of your ministry ... whether you'll be, as several have told me, "speaking to thousands in stadiums" ... and yet are unwilling to focus on each next step that will lead them there ... wherever **there** may be. (Chances of them making it? *Only by the grace of God! Bless their hearts.*)
4. Be faithful in the small things. Some "small things" are actually the doorway to HUGE THINGS! Don't miss out because you feel you are "too good", "too important", or "beyond that."
5. Yearn to hear the words that the master spoke to the his servants in Matthew 25:21-23.
6. When you are old, you won't be impressed any longer by the number of books you've written or the number of people who have heard you speak. You will be longing for the days when you're kiddos were young, when they climbed up in your lap and gave you messy kisses.

When asked if he would rather speak before thousands or for a small group, Cecil Murphey's response was, "I'd rather speak before a small group because that's when I can really connect with the people and share my passion." Cec is an internationally known speaker and a New York Times best-selling author for cowriting ***90 Minutes in Heaven***.

Before you have earned the privilege of standing before thousands to speak, or having thousands read your books, you will have to spend an inordinate amount of time doing the daily grind. It never ends regardless of where you are in the process.

Being a professional means having a profession — a vocation — and being successful and achieving the goals you have dreamed of, requiring you to show up daily and doing the work ... the little things.

✳ **Action Item: What are some little things that you can do starting today that can make a big difference in the overall effectiveness of your professional ministry?**

## #8 - Tend Your Garden

Do you say you have a professional ministry? If so, are you being mindful to cultivate that ministry, your garden ... or are you spending your time tending to other things? Or other people's gardens?

Anyone in ministry needs encouragement, prayer, and support from others. Yet, so many people (i.e. speakers, writers, other communicators) who say they are called by God to reach others with the message He's given them spend more time in other gardens than their own. Then they wonder why they are not producing the crops they had wanted. Translate that to speaking events or product sales.

***The garden that yields the best crop  
is one that is tended to daily by the gardener.***

### Check your focus

If God has given you a message to deliver, then do all that is necessary to produce the results He desires. But foremost, your focus must be on God, not someone or somewhere else.

*“Remain in me, and I will remain in you. No branch can bear fruit by itself; it must remain in the vine. Neither can you bear fruit unless you remain in me.” John 15:4 (NIV)*

### Don't get caught sleeping

*“Jesus told them another parable: “The kingdom of heaven is like a man who sowed good seed in his field. But **while everyone was sleeping**, his enemy came and sowed weeds among the wheat, and went away. When the wheat sprouted and formed heads, then the weeds also appeared. The owner's servants came to him and said, ‘Sir, didn't you sow good seed in your field? Where then did the weeds come from?’ “An enemy did this,’ he replied.” Matthew 13:24-28 (NIV)*

*“I went past the field of the sluggard, past the vineyard of the man who lacks judgment; thorns had come up everywhere, the ground was*

*covered with weeds, and the stone wall was in ruins.” Proverbs 24:30-31 (NIV)*

## **Check the amount of time, energy, and resources that you spend on a daily basis**

What takes your time? Are you over-investing in someone else’s garden and leaving yours to be pillaged and become less fruitful than it should be? When you stop to work on your own ministry activities, do you find you have no energy left? Are you doing things that are time-wasters and that do not yield a good return on your investment?

*“And he told this parable: ‘A man had a fig tree planted in his vineyard; and he came seeking fruit on it and found none. And he said to the vinedresser, ‘Lo, these three years I have come seeking fruit on this fig tree, and I find none. Cut it down; why should it use up the ground?’”  
Luke 13:6-7 (RSV)*

## **Do not go broad before you go deep**

A very wise friend shared this with me many years ago and it stuck. It has guided me in how I launch out with new ventures. Without a good, deep, and extensive root system, the plant will fail to grow to maturity or produce the crop it should. Many people see the budding and growth above ground and are more impressed with the foliage than the depth and strength of the plant.

What does this look like?

*“He continued teaching. “Watch out for the religion scholars. They love to walk around in academic gowns, preening in the radiance of public flattery, basking in prominent positions, sitting at the head table at every church function. And all the time they are exploiting the weak and helpless. The longer their prayers, the worse they get. But they’ll pay for it in the end.” Mark 12:38-40 (The Message)*

## Cultivate deep roots that will sustain

You do this by:

- being focused and knowing your passion, purpose, core message, and audience.
- working every day, committed, and with a plan for consistency.
- finding training to update and upgrade your skills.
- finding people with skills to supplement your areas of weakness and those who will allow you to work in the areas you do best ... speaking, writing, developing new products.
- hiring a coach, joining a mastermind group, and having accountability partners.
- operating your professional ministry with excellence, honesty, and integrity.

*“The good get planted on good land and put down healthy roots.” Psalm 37:29 (The Message)*

*“He is like a tree that is planted near a stream of water. It always bears its fruit at the right time. Its leaves don't dry up. Everything godly people do turns out well.” Psalm 1:3 (NIRV)*

## Be present and protect your garden

Basically, show up every day. If you are everywhere but in your office developing, maintaining, and working, working, working, your garden will fall into disrepair. Weeds will sprout up. The crops will fail. You will not reach your full potential.

*“Remember how you brought a young vine from Egypt, cleared out the brambles and briars and planted your very own vineyard? You prepared the good earth, you planted her roots deep; the vineyard filled the land. Your vine soared high and shaded the mountains, even dwarfing the giant cedars. Your vine ranged west to the Sea, east to the River. So why do you no longer protect your vine? Trespassers pick its grapes at*

*will; Wild pigs crash through and crush it, and the mice nibble away at what's left." Psalm 80:8-16 (The Message)*

## Go from producing some fruit to producing MUCH fruit

Get the training you need to grow and mature to your full potential. Focus on delivering your message with excellence. Touch EVERY life you are called to reach with the Gospel of Jesus Christ.

*"Blessed is the man that walketh not in the counsel of the ungodly, nor standeth in the way of sinners, nor sitteth in the seat of the scornful. But his delight is in the law of the LORD; and in his law doth he meditate day and night. And he shall be like a tree planted by the rivers of water, that bringeth forth his fruit in his season; his leaf also shall not wither; and whatsoever he doeth shall prosper." Psalm 1:1-3 (KJV)*

## Regularly check every part of your garden

So how's your garden ... professional ministry ... growing?

*"The LORD will guide you continually, watering your life when you are dry and keeping you healthy, too. You will be like a well-watered garden, like an ever-flowing spring." Isaiah 58:11 (NLT)*

✳️ **Action Item: When was the last time you stopped and did a good survey of your garden/professional ministry? In which area(s) do you need to refocus, prune, pull some weeds, fertilize or water it with the Word of God?**

## #9 - 10 Things to Thrive

*“What you feed lives. What you starve dies.” ~ Burt McDaniel*

The above quote is true of just about anything ... gardening, our body, our spirit, our business.

From my personal experience. I have several friends (who are speakers and writers, imagine that) and who along with me have recently started a physical fitness program. We are all doing various types of activities and watching what we eat. As I talk with these friends, we all have in common several things, such as: age, gender, sedentary jobs (many hours in front of a computer), and all are at some stage of menopause. If we do something NOW, and daily, we can manage our weight, energy, and overall health.

How does this relate to speakers who often ask, “how do I get more speaking events?”

Much like getting our bodies in shape, we have to do things to get and keep our professional speaking ministries in shape. Are you feeding your ministry with activities and tasks that generate more speaking opportunities? Or, are you starving it by doing anything but focusing on specific tasks and then expecting healthy results?

The question I would ask is this: “What will you do (or have you done) today to feed your professional speaking ministry?” If at the end of one week, you can give me a list of things you’ve done daily, BRAVO! If not, then read on ... there’s still hope!

### **Do these 10 things every day and you will go from alive to THRIVE!**

1. Contact a church or organization that might use outside speakers for their events. Make a phone call, send an email, and/or drop a note or postcard in the mail ... or a combination of these is better.
2. Connect with your audience. Post something of value on your professional Facebook page, on your Twitter page, and/or on your blog.



3. Check your web site. Is it up-to-date? Is it the same-old-same-old? Make a change. Offer something for free. Create a special discount for one of the products you sell. Don't have product? See #5 and #6.
4. Update your database of past speaking contacts and then contact them about one of your speaking topics. Hopefully, you have something they haven't heard before.
5. Review your vision plan and strategic plan ...you have these, right? Work on the next step for something that is yet to be done.
6. Spend 15-30 minutes working on a new product ...tip sheet, audio CD, video, ebook, etc.
7. Review your notes for your next speaking engagement. Don't have one? Start with #1.
8. Attend a writers' critique group in your area. Don't have anything to share? Start with #6
9. Watch a top-notch Christian speaker's video on YouTube, GodTube, Vimeo, or their web site. Find someone with a similar style to yours. Take notes of what works, what's funny, what is distracting, what camera angles they use, etc. and then do the same for your speaking videos. How do they align? What might you work on to improve your video quality?
10. Review your marketing/promotion materials. Is your personality and core ministry message clear? How old is your professional head shot? If more than 2 years old, it's time for a new one.

Just like exercising our physical bodies, one day of exercise is a good start but it isn't enough. It takes daily discipline.

Here's a personal story:

*As I work with my personal fitness trainer, I connect with her every day after I walk. If a couple of days go by and she hasn't heard from me, guess what? I get a text message from her asking what my plan is for my next activity. I have also downloaded a couple of apps for my iPhone to help me track my activities and diet. I'm finding that accountability is a*

*very important factor to the success of me wanting to do what I said I wanted to do ... get my body in shape!*

*I have found that when I finish walking for 30 minutes, just being able to share that small victory with someone who cares makes all the difference. A simple return text message from my trainer saying, "YAY!" encourages me to keep on going.*

Remember, I'm the one who said I wanted to get in shape. Many speakers say they are professional and want more speaking opportunities. Who is responsible and accountable here?

Do you need an accountability partner or coach? If so, find someone in your community, online, via phone or text and report to them. Do you need someone with expertise in the speaking/writing area to not only encourage you but also offer insight and guidance for next steps? Find a conference to attend, or check with a speaker bureau or agency to see if they offer coaching services. Some do on a limited basis (for a fee, of course.)

Being a professional speaker implies two things:

1. There is a profession ... a job with activities that validate the fee charged;
2. The person being hired to do the job has a level of expertise and implements certain activities/tasks to stay at that level.

What if you were the event planner and after having hired the speaker found out they really did not spend much time on a daily basis doing things one would expect of a professional speaker? Instead, the event planner connects with the speaker on Facebook (it happens) and sees the speaker's daily posts about shopping, playing with friends, or eating out at every chance, etc.

My fitness trainer did something that surprised me when I started with her. Rather than having me start out by doing the three workout DVD's she created (and that I have), she asked me to simply walk for 30-minutes three times a week. Sure, I can do that!

Start with an activity you CAN do ... and build. Let's feed our ministries, get them in shape, and take the Gospel of Jesus Christ to the world!

✳️ **Action Item: Take a minute to review the list of 10 ideas above and then do the following:**

- Which ones are you already doing?
- Which ones do you need to start doing?
  - Pick one and for the next week do it every day or 3 times a week.
  - The second week, add another item to what you are doing, and so on.

## #10 - Reflect Jesus

In the past few years, much like in other areas of life and business, it seems the integrity level in our industry has taken a nose dive. That sounds harsh; however, if you've been in the Christian communication industry long enough, you've seen a publishing deal go sour, or a speaker who pads their expenses for an event, and worse. Before we pick up the phone, pen, laptop, or microphone, let's remember this Bible verse:

*"Don't be in any rush to become a teacher, my friends. Teaching is highly responsible work. Teachers are held to the strictest standards."  
James 3:1, The Message*

Replace *teacher* with speaker, writer, singer, comedian, trainer, coach, Bible teacher, agent, publisher, ministry leader, etc. — in general, *Christian communicators*, as we all have a function of teaching.

Singer/songwriter [Christine Vales](#) has a song on her **Evergreen** album called "[Oh to be the Moon](#)." It talks about how like the moon reflects the sun, we as Christians are to reflect the Son, Jesus Christ. This song really has been stirring in my heart and mind for the past few weeks. Please click on the song title and take a minute to listen to it.

Unfortunately, our Christian communication industry doesn't have any regulations (maybe it should? Oh right, we have the Bible!). Anyone can pick up a microphone or pen and start teaching. That's why agents and editors (for literary agencies, speaker/booking agencies, record labels), publishers, conference leaders, and others who are gatekeepers play a very important role. It's up to us to look at, get to know, and stay in touch with the person behind the pen or mic, and to offer a level of accountability for these people before their message and/or life impacts the masses.

It's time to have an open discussion about this. It's time for some self-examination and God-examination, starting with me, you, and anyone reading this who is willing to do so.

*“Let the words of my mouth, and the meditation of my heart, be acceptable in thy sight, O LORD, my strength, and my redeemer.” Psalm 19:14 (KJV)*

Ministry leaders who book speakers directly with a speaker should be concerned in what they are getting ... not just the performance on stage, but the whole person. A valid reason for working with a speaker/booking agency, especially if it's a Christian agency, is that there should be a level of screening and getting to know the speaker, as a whole person, and their Christian testimony and background, as well as adding a layer of accountability to the process. This helps to ensure, as much as possible, a level of conduct in keeping with James 3:1.

As a Christian communicator, you often work alone on a daily basis. It is easy to become somewhat isolated with no accountability measures in place. Take time to connect with other writers, speakers, online and in person, and stay connected and involved in a local church or Bible study. Have people in your personal and professional circles with whom you can discuss issues in confidence and who will also point out areas of improvement for you.

*“Search me, O God, and know my heart; Try me and know my anxious thoughts; And see if there be any hurtful way in me, And lead me in the everlasting way.” Psalm 139:23-24 (NAS)*

**✳ Action Item: Spend some quiet time this week asking Holy Spirit to reveal areas where you might not accurately reflect Jesus in your personal and professional life. Do you need to find an accountability partner to help you stay on track?**

## #11 - Be Relevant

**Relevant ... appropriate, fitting, suitable, important, meaningful, significant, sensible, and useful.**

Do any of these words closely apply to you, your speaking presentations, your book topics, your social media posts, and/or to the audience you are trying to reach?

Many writers and speakers really don't know how relevant they are to their audience or to the needs of their audience because they've never asked their audience what **they** need. Instead, the speaker or writer delivers content based on their own needs or what they are interested in teaching. Sometimes these two intersect. Often, these speakers/ writers and their audience have a connection ... sometimes strong, sometimes weak.

What if we stopped and evaluated the needs of our audience before developing our next presentation or writing that next book ... and give them what **they need**? Might that be more impactful and life-changing?

Keep your finger on the pulse of the Christian communication industry. Read newspapers and watch the news. Go to current movies and read books on the best-selling charts. Stay in God's Word as often as possible. Listen to leaders in ministry, social media, marketing, fashion, music, business, and other areas related to your specific area of passion and expertise.

You can take a presentation that you've given many times and add in a statement about a current world or local event that brings a newness and breath of fresh air to it.

The key to being RELEVANT is something we all stumble on in our busy lives: Don't bury your head in the sand ... or focus so deeply into YOUR ministry that you forget others and the world around you. Get out and live, explore, and share what God has done TODAY in your life!

In a nutshell ... if you're a writer, read books and watch movies by others in your genre and other genres. If you're a speaker, get out and talk with every day people. Go out and be a part of life. Take a class. Broaden your horizons!

✳ **Action Item: Review and implement the list of 8 things below that you can start doing today to keep yourself and your presentations RELEVANT.**

<b>R</b>	Review your bio. Does it include a statement(s) about your passion and purpose? Is that made applicable to how it can touch a reader's or audience member's life?
<b>E</b>	Evaluate your topics. Whose need is being met?
<b>L</b>	Listen to the feedback and comments from your audience. How did something you said or wrote touch their life? Is this reflected in your topic descriptions?
<b>E</b>	Eliminate anything not related to your passion and your audience's needs.
<b>V</b>	Verify your findings (before throwing out anything) with your experts, advisors, board members, ministry team, or close trusted friends.
<b>A</b>	Align your web site, presentation topics and descriptions, marketing materials to so that the information matches.
<b>N</b>	Never settle for the same old same old. Update, refresh, and be alert to life to bring in a freshness to your presentations.
<b>T</b>	Take time to review your topics and materials at least once a year (more often if possible) to stay RELEVANT!

## #12 - Promote Your Message

As a Christian communicator have you've been known to say, "I really don't like promoting myself!" Maybe you haven't said that ... but you've thought it at some point ... right?

Let's take a minute and clear up one myth specific to Christian communicators ... IT'S NOT ABOUT YOU!

When a person knows their value (what their message has to offer the listener/reader), and focuses on that value, then promotion becomes about conveying the benefits of that value. It's not about the person delivering the message. The focus shifts to the proper perspective ... the message.

It doesn't matter how big of a celebrity you are, people will begin to lose interest, especially in the Christian arena, if it's all about the person. However, many communicators in this arena rarely stop to analyze and decide what their value is.

What is our value? It's the why ... not the how. If we just talk about the how, we're talking about features. But the why is where the meat is, the depth, the benefits.

The bottom-line of our message is to reach a lost world with the Gospel of Jesus Christ. If we just talk about how Jesus died for our sins (the how) and forget to talk about **why** He did, we leave out the most important part: because He loves us, wants a daily relationship with us, and wants to spend eternity with us.

Here's an example of how it would look if Jesus did this for His ministry. The HOW column would include: cross, whips, nails, crown of thorn, Roman soldiers, etc. The WHY column would simply contain: unconditional love, eternal life, grace, peace, forgiveness, etc.



Some examples of your WHY could be:

- You know what a struggle it is to be a single mom or parent
- You were tempted in your marriage and you don't want others to fall into this trap.
- You know the pain of addiction.

✳ **Action Item: Take a sheet of paper and draw a T chart. On one side label it HOW and on the other side label it WHY. Then write down the features in the HOW column and focus on the benefits of your message (what the listener/reader will gain) and write them in the WHY column.**

HOW	WHY

Now ... you're ready to begin promoting your message to your audience. Use the information you listed in the WHY column. (If you don't know your audience — hint: it's not "the whole world" as that was Jesus' audience.)

Remember, it's not about YOU ... it's about your valuable message.

## #13 - Develop A Clear Brand

***Dreaming of Krispy Kreme doughnuts! What's the matter with me? I see that enticing HOT sign flashing before my eyes and I'm at home minding my own business! Goodness sakes alive!*** (From a Facebook post by a friend.)

Now THAT is the power of branding. We all have jingles and images from commercials that are forever stuck in our brains. When we least expect it ... sometimes YEARS later ... they surface.

Do you remember this jingle ... *"Wouldn't you really rather have a Buick? A Buick? A Buick?"* Where did that come from? How many years has it been since you have heard that one?

As speakers and authors, we often overlook the benefits of branding ourselves. We lumped ourselves together into a HUGE category called "Christian authors" or "Christian speakers" ... possibly separated by genre, but otherwise we all basically look the same to event planners or those buying books. While we know we are not the same, the differences or uniqueness of our message is very weakly conveyed in our promotional materials.

That's where branding comes in. It differentiates, distinguishes, separates, and shows our unique qualities. When you hear an author's name like Beverly Lewis, Kay Arthur, Francine Rivers, or Carol Kent, you know exactly who they are, what genre, and what, as the reader or listener, you can expect. That's branding.

Think of it like a two-sided coin.

- One side is about you ... your passion and purpose, core message, the value you



bring, the genre, your level of excellence, personality, etc.

- The other side is your audience. This is equally as important. Your brand contains elements regarding who they are, where they are, when they are available to interact with your message, and what they need.

Look at it this way ... do you prefer Coke or Pepsi? Most people have a preference. It may be based on taste. They may have grown up where one was more prevalent than the other. They might like the commercials of one better than the other. There is no right or wrong answer (unless you're trying to sell Coke or Pepsi). It's the same for speakers and writers.

Branding isn't always an in-your-face action. It's often subtle ... a picture, a tune, a message. If it is clearly conveyed, it can stick in someone's mind to surface years later.

As Christian speakers and writers, we want our message ... the Gospel of Jesus Christ ... to stick in the hearts and minds of those who hear or read it. We want them to think of it when they are in need of help and healing. We want them to recommend our message in whatever form it is to others who need it. Branding helps them to do that!

Branding helps you move out of the pack of all the Christian speakers or writers on the planet to where you are the one with the right message for right now!

### ✳ **Action Item 1: Developing your brand**

Who is your favorite Christian Speaker? \_\_\_\_\_

<b>Characteristics that instantly come to mind when you think about them</b>	<b>Why do you like their speaking and/or writing?</b>

Do these match what you see as this person’s brand? Is it reflected in their promotional materials, on their website, Facebook page, etc. in words, colors, pictures, the overall look and feel?

NEXT ... let's look at you.

<b>Characteristics that instantly come to mind when you think about yourself as a speaker and/or writer</b>	<b>What are people saying to you about your speaking and/or writing?*</b>

*\* Go and find the emails, cards, notes, and feedback sheets from your speaking events, anything that you've received from someone who has heard you speak or read your writing.*

Do you see a pattern forming? Do these match what you see as your brand? Is it reflected in your promotional materials, on your website, Facebook page, etc. in words, colors, pictures, the overall look and feel?

A picture is worth more than a 1,000 words. Let's "draw" the picture. In addition to having a great professional head shot ... you are your own brand ... is there a graphic or logo that helps capture this "feeling" or enables your audience to see, not just your face, but the core of your message?

## #14 - Spend Your Time Wisely

I received an email from a speaker asking for feedback about an idea she had for promoting her speaking to a particular group. She had a great idea! The demographic group that she's targeting needs to hear what this speaker has to share with them.

My reply to her was, "Go for it!" And then I added, "Be careful about the amount of time you spend promoting to this group as they usually have very little money and if you spend too much effort there, you won't have time to promote to other groups who can pay your speaking fee."

There needs to be a plan when promoting your speaking ministry. Consideration needs to be given about the balance of spending money, time, energy and resources versus the return on the investment (ROI).

*"And he who had received the five talents came forward, bringing five talents more, saying, 'Master, you delivered to me five talents; here I have made five talents more.' His master said to him, 'Well done, good and faithful servant. You have been faithful over a little; I will set you over much. Enter into the joy of your master.'" Matthew 25:20-21 (ESV)*

Where are you spending your promotional time? How much time are you spending? Are you getting any ROI (i.e. paid bookings) from this effort? Are you being a good steward?

Many speakers are struggling to make ends meet themselves in this current economy. Many speakers also spend their promotional time, energy, and funds focused on a group that can't give them much of a return on their investment. In other words, the group doesn't have the funds, won't have the funds and yet, will take as much of the the speaker's time as possible.

Where are you spending your time, energy, money, or other resources to reach the audience God has given you to reach with your professional speaking ministry? We have been instructed to be good stewards of the resources that God has given us to reach the world for His glory.

*And the Lord said , Who then is that faithful and wise steward, whom his lord shall make ruler over his household, to give them their portion of meat in due season? Luke 12:42 (KJV)*

✳ **Action Item: When you are ready to start your next promotional campaign, answer these questions:**

1. Who is your audience? Are you targeting a specific group, or are you just trying to engage anyone who will give you few seconds of their time?
2. Where are these people you're trying to reach? Are they using social media and, if so, which one(s) do they use the most? Why spend all of your effort on Pinterest, or Twitter, or Facebook, or blogs, if that's not where your audience is? What if your audience is on Instagram instead? You may have to use a social media platform that is not your preferred one to use in order to reach your audience.
3. If you can't answer the first two questions, STOP! Get solid answers before moving forward. If you don't know, you will be wasting much of the investment you make in question #4.
4. How much time, energy, and money are you going to spend? If you get at least one booking from this campaign will it be equal to or more than you spent? Is the ROI equal or greater than the investment?



## #15 - Tell What You Know

The number one area of inconsistency among Christian communicators in their professional ministries is a lack of promotion. There's a myriad of classes, articles, and downloadable sessions on the subjects of how to create a buzz, how to grow your professional ministry, and how it's not about self-promotion. Still ... very little changes.

### A Real World Example

*I was recently discussing this topic with a speaker/writer after she had told me about her soon-to-be-released book. When we began our conversation, she was excited and rattled off a list of new things she was doing, creating, and going to be involved with over the next few months.*

*I asked what she was doing, or planning to do, specifically to promote this new book.*

*Her response, "I know I should be" [said in a tone as if I'd asked her to carry ten tons up a mountain].*

*I asked if she had sent out anything to her email list. Again, "no" was her response. Followed by "I don't know what to say."*

*So I asked her, "Do you think you could just tell your email list and your Facebook followers what you just told me ... that list of things you were excited about and rattled off with ease?"*

*"Yes, I think I can do that!" was her response.*

BINGO! Just tuning in to what she was doing daily and sharing that on social media, she would tell those who follow her ministry what she told me ... it's that simple. Pretty easy ... spreading the word about her ministry and book by sharing every day life events ... easy, low-hanging fruit type of promotion.

Here's an easy tip for **anyone** who wants to fully be promoting their message, ministry, books, or other products ... ***just tell what you know:***

- what you are doing,
- where you are going (events, special things, not every day tasks)
- what's coming up (new book, new product, photo shoot, special event)
- whenever possible SHARE PICTURES of all the above!

Having a marketing plan is valuable; however, do not get hung up and stalled out thinking you need to have a marketing plan before you can start promoting your latest book, event, project or product.

Do this one simple thing ... ***just tell what you know!***

✳ **Action Item:**

1. Write down a list of activities you are currently doing, that are related to your ministry, new projects, speaking events, etc.

2. Begin sharing about them on your website, email, and social media.

## #16 - Use Hashtags on Facebook

Do you use hashtags when you post on various social media? Did you know that you can use them on Facebook (on a **professional business page**, not your personal page)? Do you use hashtags in your other social media posts?

### What's a Hashtag?

Depending on what decade you were born in, this symbol (#) has several names. Many of us (not saying any dates here) know it as either the pound sign or the numbers sign. Both are still true. For those using this symbol on social media, it's known as a **hashtag**.

By using hashtags, you can greatly broaden the reach of your readership.

- Hashtags need to be relevant to your brand and the content of your post. Examples I've used: #Empowering #ChristianSpeakers #Speakers #Writers. Pick a select few that represent your core message, brand or audience.
- Hashtags broaden the reach of those seeing the post. They take your post beyond where you or others "share" and "like" it.
- Hashtags create or join a page specific to that hashtag. On Facebook, when you click on a hashtag, you are taken to another page with a list of posts by others who have used that same hashtag. Someone on Facebook searching for #christianspeakers will be taken to a page with posts by anyone who uses (or used) that hashtag. They can then find new pages they might not have otherwise discovered.
- Hashtags related to your brand words should be used consistently ... for every post. This builds and strengthens your brand.
- Hashtags are simply a new doorway on the Internet for people and search engines to find you. Much like tags that make a category on a blog post, the hashtag makes a category of content from everyone

using the same #hashtag. People might not click on your URL, but they might on your hashtag ... especially younger readers.

✳ **Action Item:**

1. Make a list of 3-5 hashtags that are relevant to your brand and topics.

2. If you have a professional Facebook page (not a personal page), start including #hashtags in your posts. You can also use them on Twitter, and Pinterest, and Instagram.

## #17 - Use QR Codes on All Your Materials

### A real-life scenario

Imagine that you are meeting with an event planner or publisher. Rather than just telling them about yourself, SHOW THEM! Hand them your business card with your QR code on it. Open your cell phone and (have the app ready and easily accessible), next, locate the QR Code Reader app. Then scan your code and pull up your website on your phone. You can then show them what you have available, play a video, and sign them up on the spot for your email list, and more. A bonus is that they will be impressed that you're using the latest technology to promote your professional ministry. It might be all the technology you know, but they don't have to know that.

### What is a QR Code? The formal answer

*Although initially used for tracking parts in vehicle manufacturing, QR codes are now used in a much broader context, including both commercial tracking applications and convenience-oriented applications aimed at mobile phone users (termed mobile tagging). QR codes can be used to display text to the user, to add a vCard contact to the user's device, to open a Uniform Resource Identifier (URI) or to compose an email or text message. Users can also generate and print their own QR codes for others to scan and use by visiting one of several free QR code generating sites.*

*QR codes storing addresses and Uniform Resource Locators (URLs) may appear in magazines, on signs, buses, business cards, or almost any object about which users might need information. Users with a camera phone equipped with the correct reader application can scan the image of the QR code to display text, contact information, connect to a wireless network, or open a web page in the phone's browser. This act of linking from physical world objects is termed hardlinking or object hyperlinking.*

*Google's mobile Android operating system supports QR codes by natively including the barcode scanner (ZXing) on some models, and the browser supports URI redirection, which allows QR codes to send*

*metadata to existing applications on the device. Nokia's Symbian operating system is also provided with a barcode scanner, which is able to read QR codes,[3] while mbarcode[4] is a QR code reader for the Maemo operating system. In the Apple iOS, a QR code reader is not natively included, but over 50 free apps are available with reader and metadata browser URI redirection ability. As for BlackBerry devices, the App World application can natively scan QR codes and load any recognized Web URLs on the device's Web browser. [See Source: [http://en.wikipedia.org/wiki/QR\\_code](http://en.wikipedia.org/wiki/QR_code)]*

## **Why should you use a QR Code?**

Much like your name and face are your brand as a speaker and author, your unique QR Code is just as important in these days of technology. If you have an iPhone or Smartphone and have tried to type in and locate a website, it's not always quick, fast, and/or easy.

Using a QR Code allows the user to simply scan the code and instantly the URL comes up on the screen. In seconds and with ease, the website can be instantly located.

## **How to create your own QR Code**

1. Find a QR Code Generator online. There are many that are free to use. You can find one with a simple internet search for the term.
2. Use a QR Code Generator to create the graphic and needed HTML code.
3. Save the graphic and the HTML code that are generated in your computer folder for future use.

## How do you read a QR Code?

You will need the following:

- An iPhone or a Smartphone.
- There's an app for it ... search for QR Code Reader and download it. You can find them for free. Note: Consider using a QR Code that is "private" which means it reads the code but doesn't give out your information.

## Isn't it scary using this technology?

Honestly, yes it is a bit scary. However, why not use technology for good ... to point people to the Gospel of Jesus Christ, to messages of hope and healing, and for positive eternal life change?

If you haven't tried reading a QR Code before, and you have an iPhone or Smartphone, try it. Download a free QR Code Reader app and use the camera function for QR Code Reader. Open the app. Hold your phone's camera lens up to the QR Code on this page and let it scan the code. If you are instantly taken to [EmpoweringChristianCommunicators.com](http://EmpoweringChristianCommunicators.com), it worked!



## What do you do with it?

PUT IT ON EVERYTHING ... business cards, website, handouts, anything, and everywhere.

This is now your digital fingerprint.

### ✱ Action Item:

1. Download a QR Code reader on your smartphone.
2. Follow the steps on page 61 to create your own QR code for your website.
3. Start using your QR Code on all of your promotional materials.

## #18 - Create A Dynamic Business Card

Do you often return from meetings with a handful of business cards? Are they marked up or missing critical contact information? Have you taken a good look at your business card lately? Go ahead and grab your card to review as you read this article.

What message does the quality of your card convey? The quality of a business card relates to the information included on it, as well as the look and feel of the design, and the quality of paper. Your business card is important as this is often the first piece of marketing material you possess and distribute. Do you wish to convey that you are a professional in your industry?

I recently attended a conference of speaking and writing professionals with various levels of experience and came home with about 20 business cards from other attendees. I was shocked at the quality of this batch of cards. Many of them lacked critical contact information. Others were outdated and had been marked through with new information handwritten on them. Some attendees didn't have a business card at all. I'm sad to say the overall grade that I would give this batch of business cards from this group of Christian speakers and writers would be a C-.

I spoke with one person who was on faculty about their card and was given the response of, "Oh, I did it quickly." That really is no excuse. If someone is going to take the time to create a new card, then adding critical contact information takes only a little more time. You only get one opportunity to make a good first impression. Don't blow with your business card.

Cost and convenience are not relevant factors these days when it comes to creating a good looking and useful business card. There are many inexpensive online companies to use for creating your card such as [VistaPrint.com](http://VistaPrint.com) and [GotPrint.com](http://GotPrint.com). With both companies, you can create a great looking card from their standard templates (most of which are customizable) or upload your own customized graphic. It pays to compare pricing and special deals for your specific needs with any company. I've been satisfied with both companies and the cards I've produced.



I met someone who offered a SIMPLE SOLUTION for business cards ... include your photo, your name, and your website URL (only if your phone number and other contact information are listed and easily accessible on your website.) That's quick and easy. Anyone receiving this card can find out more information on your website ... this also helps drive traffic to the website.

Most of us would rather provide more information to make it as easy as possible for someone to contact us. The goal being that we want the person who received the card to remember us, know what we do (i.e. name, photo, tag line), and be able to connect with us in the manner they prefer (i.e. website, phone, social media). If you prefer to include more than just a website URL on your card, listed below are what I consider essential elements for any business card.

Here's the card I use for Christian Speakers Services:



## Business Card Checklist

Make sure you have the following items on your business card:

- Business / Ministry Name, if applicable
- Your name
- Tag line
- Telephone number
- Email address
- Website URL
- QR Code to website
- Your primary social media URL
- Your professional head shot photo ( A MUST if you are a speaker or writer! Your face is a main part of your brand. If this is a business rather than a person, your head shot photo can be helpful but it's optional.)
- Mailing address – OPTIONAL. Not really necessary as this information can be obtained from your website and would give the person a reason to visit your website.
- Logo – a must if you operate under a different business or ministry name

## Other Tips

- ALWAYS have business cards with you when attending professional meetings, conferences. In general always have at least one on hand, you never know when you'll meet someone in the grocery store who needs your card.

- Do NOT ... mark out or cross through information. If you have to cross through information and write new information, it's time for new business cards!
- Always pay the extra amount to have the Printer's advertising removed from the back of the card. Leaving it there is a sure sign that you are an amateur.
- Don't be afraid to put information on the back side of the card about your business, ministry, or services. However, many people leave the back side blank so that the person receiving the card can write a note to help them remember something about you or your services.
- While folded cards are nice, they are more expensive and usually have a lot of wasted space. They also are not conducive to using in a card holder as they have to be removed to access the full information on the card.
- Optional information: Include URLs to social media network(s) where you have a professional page (i.e. Facebook or Twitter)
- Need help from a graphic designer? Hire one! Better to spend a few dollars and look professional than not and continue to look amateur.
- Keep the design of your business card consistent with the design, look and feel of your web site and other marketing materials.

✳ **Action Item: Pull out your current business card and review the “Business Card Checklist” on page 65 and the “Other Tips” on pages 65-66. Do you need to make any adjustments to your card? If so, do so.**

**If you do not have a business card, follow all of the above the steps.**

## #19 - Lighten Your Load

Are you tired of watching the leaders — the big boys, if you will — who are always sharing their latest **secret tip** on how to be successful, make it to the top or become a standout? If you're like most people, and you are, you have watched their webinars, listened to their teleseminars, attended their live conferences and then later thought, *"Sheez, I'm working pretty hard, following the dream, doing what they say and yet I'm not making it. In fact, I'm almost ready to quit believing and give up!"*

As I looked through my most recent batch of in-bound emails, of course, there is at least one with the latest 3-step formula for making anyone's business so much better. While reading the latest insight from a famous leader, my wise inner voice spoke up with a reminder, *"the big boys and girls have something you don't that makes it look really easy for them ... and it's spelled ... S T A F F."*

Sure, if we had a staff of people working on our behalf, we could do a lot more, go farther faster, and make it all look so easy in the process ... just like the big boys.

Chances are ... it's just you. Right?

So here's one simple step:

***Stop making yourself crazy trying to do everything you see, hear or read that everyone else is doing!***

What if you can't afford a staff to help at this point? What if running a one man or one woman sweatshop for a little while longer is your reality?

There are a few simple things that you can REALLY do without STAFF:

- Look for ways to automate your process.

- Check into businesses that specialize in having people who can help you. Check into [fiverr.com](https://www.fiverr.com), [99designs.com](https://www.99designs.com), a virtual assistant, an intern from a nearby college, the support services at [EmpoweringChristianCommunicators.com](https://www.EmpoweringChristianCommunicators.com).
- Give yourself some grace.

Rome wasn't built in a day and neither will your business/ministry. What things can you do to help make your workload lighter and simplify the process?

**✳ Action Item: Are you feeling overwhelmed with all the tasks that you need to do daily to operate a success professional ministry**

What can you do to automate some of your processes?

Check out the resources listed that specialize in helping and supporting business owners like you. Which one(s) should you contact today?

## #20 - Check Your Motives

Have you been speaking and/or writing ... sharing your message ... for years and it seems you just can't make any headway, no matter how much or how hard you push?

Let's stop and look at why this might be happening.

- There is more learning, growing or preparation to do, lessons to learn, or connections to make. It's a maturity or timing issue.
- Is it due to heart issues or wrong motives? Check to see if "me, me, me" or "I, I, I" is what you talk or write about most often. If so, shift the focus from you to your audience ... your tribe and their needs.
- It could be that God isn't promoting your message any longer. That's a difficult one to swallow. "But God loves ME! I'm sure He would want ME to have a ministry to share MY story of what He has done in ME!" Yikes! Circle back through the first two reasons if you are thinking this.

The sad but true fact is that God quits promoting when:

- We are no longer willing to deal with our issues.
- Our motives are wrong,
- We will not let go of something for which the season is over.
- We are no longer willing to diligently do the work He has called us to do.

God will shut down the process and no matter what you try to do, it just won't happen. His agenda is for us to do one thing ... go out into a lost and dying world and share JESUS with them. Yet there are some who are willing to go but it's all about their agenda or their story. The focus is on them, not the people they have gone to minister to. We have all seen

speakers and writers who use their platforms for just that purpose. It's not pretty.

In her training course for online messengers, international speaker and best-selling author, Donna Partow explores motives in-depth. She says:

- We get to share our story and our life experiences ... but that must never be our heart motive.
- If our heart motivation is to be heard, to tell your story, then there is more heart work to be done.
- Our heart-set must be to equip others with resources to succeed.

### How do our heart issues and motives become skewed?

*“By losing touch with God, by getting into a position where we aren't connected with His Holy Spirit. It isn't so much that God says, “no more” as that we lose the way to get more. Sin always separates us from God. If there is enough sin in our lives, we are separated to the point where God's power can't flow through us. King Saul is an example of this. Even though God clearly stated through the prophet Samuel that Saul had lost his kingship, Saul continued as king over Israel for many years afterwards. Although his authority originally came from God, he continued in his own authority even after losing God's.” ([How to Lose the Anointing](#) by Rich Murphy)*

Jesus only did, said or went where His Father told him. It wasn't His agenda. It was never about Him. It was always His Father's agenda and about the world for which He came to serve and give His life as the supreme sacrifice.

### What does the Bible say about promotion?

*For promotion cometh neither from the east, nor from the west, nor from the south, but God is the Judge: He putteth down one, and setteth up another. Psalm 75:6-7, TMB*

✱ **Action Item: If you find yourself pushing, pushing, pushing and nothing is happening, then it's time to do some checking, checking, checking. What have you been pushing that is not working any longer?**



## #21 - Stay the Course

When trying to figure out next steps, sometimes it's good to go back to the last thing God told us to do and do that before worrying or wondering what the next thing is. Sometimes we ask for a new word or new direction because we don't like our current situation ... and yet, God has already given us instructions on how to get through it. If God wants us to change direction, He is certainly capable of letting us know that for certain through a myriad of ways. Maybe it's time to start doing what He told us to do the last time we asked.

Here's another thought to add to that ... if God hasn't told us to do something else (or something new), keep doing what we're doing. Until God tells us differently ... stay the course!

*“And let us not grow weary in well-doing, for in due season we shall reap, if we do not lose heart.” Galatians 6:9*

Many times we just need to stop, be still, listen and watch God unfold His plans instead of always wanting to know all the details ahead of time. Just wait and watch ... and be amazed by letting God do what He has promised. In other words, we need to give God an opportunity to reveal His plans ... for a change.

*“Trust in the LORD with all your heart and lean not on your own understanding; in all your ways acknowledge him, and he will make your paths straight.” Proverbs 3:5-6*

✳ **Action Item: What was the last thing God told you to do? Have you completed it?**

## BONUS #1 - Plan a Successful Year

Each year around November and December, begin to look through the past year's activities. Spend time reviewing your websites, blogs, events ... basically any activity related to your business/ministry. Then compare what you have achieved and completed to your **vision plan** and **strategic plan**. These two documents are very important and are the navigation tools that set the course for why you do what you do, where you want to go, and what you want to do (components of the vision plan) and how you are going to get there (the strategic plan).

Take this time and process seriously because having a Christian owned and operated, faith-based business with a ministry heart has impact on lives around the world for eternity.

Some people prefer to get away to a retreat by themselves so that they can minimize distractions, however, running a multifaceted business yourself doesn't always allow you to do so. So be sure to at least find quiet time to pause and take this seriously. Spend time taking specific areas of your business over the course of a few weeks or couple of months and look for what worked or didn't work this past year.

The following are some simple tools to use as you to determine what goes forward into the next year.

### Stop, Start, Change, Continue

This is as easy as it sounds. As you are reviewing various aspects and activities of your business, simply ask this series of questions, "Should I stop doing it?", "Should I start doing something else in it's place?", "Should I make changes?", or "Should I continue doing the same thing"? Then, act accordingly to the answers to these questions for that specific area.

### Zap the Gaps

This next tool comes from a book based on the same name, *[Zap the Gaps](#)* by Ken Blanchard. The basic premise is to (1) determine where you would

like to be during the next year; (2) determine where you are now, and (3) determine what is keeping you from reaching your goal. If you have control over that gap in #3, then you can take the necessary action steps to close or narrow that gap to reach this goal.

If you feel as if you are, or have been moving in circles or you just need to return to your original vision and goals, then it might be time to refocus and clarify. Rather than reviewing your strategic plan (how you are going to do something), instead, go back to your vision plan (the who, what, and why) of what you are called to do with your business or ministry.

A good source of encouragement on finding your direction again is [\*\*\*The Dream Giver\*\*\*](#) by Bruce Wilkinson. I've recommended this book to many speakers who are beginning their journey as well as to those who feel stuck somewhere along the way. In [\*\*\*The Dream Giver\*\*\*](#), Bruce Wilkinson shares how to identify and overcome the obstacles that keep millions from living the life they were created for. He gives readers practical, biblical keys to fulfilling their own dream, revealing that there's no limit to what God can accomplish when we choose to pursue the dreams He gives us for His honor.

## **You are not alone**

The good news is that you are not in this alone! When it comes to planning for our businesses and ministries, there are many resources but none better than our Heavenly Father who knows past, present, and future. Who knew you while you were still being formed and while He was connecting your brain and heart, and the dreams that go along with them. It's always a good time to stop and reflect on these Scriptures when preparing for next year's activities.

*"Trust in the LORD with all your heart and lean not on your own understanding; in all your ways acknowledge him, and he will make your paths straight." (Proverbs 3:5-6 NIV).*

*"For I know the plans I have for you," declares the LORD, "plans to prosper you and not to harm you, plans to give you hope and a future." (Jeremiah 29:11 NIV)*

Again ... you are not alone! God arranges and puts people in our lives, businesses, ministries ... our paths ... who have more expertise and experience than we do. At any point in your speaking/writing journey, it's wise to use these human resources to avoid costly mistakes and/or to have someone to discuss with and ask questions of. There are many conferences across the country to help in this process; however, it's often difficult due to time limitations to have a lengthy conversation with one of the faculty. It's also not the place to spend the amount of time needed to have that expert help you in-depth with specifics of your plan. It is time to consider having a personal coach. Someone who has longevity in the industry you are pursuing so that they can discuss pitfalls and help you plan next steps that are specific to your goals. Might I suggest ... me? Please check out my [Coaching Program](#).

One more time ... you guessed it ... you are not alone! If at all possible, find a way to make the investment in having a coach, taking an online class or attending a conference. Maybe you just need a few quick tips to brush up some specific areas of your business/ministry. Check out these resources that can help you at [EmpoweringChristianCommunicators.com](#).

*“Commit thy way unto the LORD; trust also in him; and he shall bring it to pass.” (Psalm 37:5 KJV)*

✳ **Action Item:**

What do you need to start, stop or continue?

In what areas do you see gaps that you need to close? What will you do to close them?

Do you need to hire a coach to help you determine next steps, brainstorm, hold you accountable?

## BONUS #2 - Stay Focused On These 8 Things

For many years, I have been talking with, listening to, and praying for many speakers and writers. It seems they are dealing with similar issues when it comes to marketing, promotion and getting results ... and that's impacting their ability to continue doing what they love and feel called to do on a full-time basis. Several have gotten another job to supplement the dream. Some are very discouraged. Others are on the verge of just throwing in the towel. Ha! ... that's exactly where Satan wants those who communicate the Gospel of Jesus Christ ... defeated. Feel or sound familiar? Regardless of how many hours you put in each week ... WAIT. HOLD ON. TRUST GOD!

I have also been listening to some of the "experts" from both the Christian side and the secular side of business. Without naming names, these experts are making a living selling their "secret" to success. After a few minutes of listening to any of them, I know their secret ... it's a consistent use of basic Marketing 101 principles, doing what they do best, working a lot of long hours, and praying a lot of prayers. Okay, so now I can start selling MY secret! 😊

As I was pondering this, I wrote down the following random thoughts.

Marketing is a numbers game. Sales training teaches how to build a pipeline and customer relationship management. Speakers and writers are taught about building a platform. It's basic math ... the more people you reach, the higher the percentage of making a sale(s).

Let's not forget how to plan a strategy. Hope is not a strategy; neither is passion.

Stay focused on these 9 things along your speaking journey:

1. Seek first the Kingdom of God.
2. Make your plans and commit your ways to God and He will direct your steps.

3. Sow seeds daily and you WILL reap a harvest beyond your wildest dreams.
4. Count the costs.
5. Love extravagantly.
6. Delight in the Lord and He will give you the desires of your heart.
7. Believe in God's promises for your life and ministry.
8. Pray without ceasing.
9. Get wisdom and understanding.

✳ **Action Item: Write down the 9 things from the above list and post it where you will see it daily.**

Congratulations ... you made it! As you can see, the answer to the question of how to be a more bookable speaker isn't just based on one area of your professional speaking ministry. It comes from within, from education, from learning technology, from implementing what you know, and listening to God's direction.

If you would like to find more ways to share your message in a changing world, check out the free ebook, [\*\*\*The Truth About Getting More Speaking Opportunities\*\*\*](#).



## About the Author



**Karen Power is on a mission to equip and empower Christian Communicators to share their messages and change the world!**

While focused on delivering the message, Karen has connected the two sides of the coin with her businesses. For event and meeting planners, Christian Speakers Services is a speakers bureau with a ministry heart. It offers speakers for a variety of faith-based and non-faith-based events. For speakers, authors and other communicators, Empowering Christian Speakers offers professional development opportunities and support services.

Karen has 40 years experience in the Christian communication industry. She started at the age of 11 as a drummer and later served as a bass guitar player for Christian music bands. She has been on virtually every side of events and the stage as a musician, song writer, speaker, author, event planner, concert promoter, coach, book tour manager, speaker bureau owner and booking agent.

While Karen has been focused on helping speakers and authors take their messages to the world, she has also written several stories that appear in the following books: **Your Spiritual Personality** by Marita Littauer, ***Making the Blue Plate Special*** by Florence Littauer, Marita Littauer and Lauren Littauer Briggs, and **The Authentic You** by Anita C. Lee. She has written ebooks specifically for professional development of Christian communicators such as: [\*How To Create Irresistible Promotional Materials\*](#), [\*The Truth About Getting More Speaking Opportunities\*](#) and [\*21 Ways to Be A More Bookable Speaker\*](#). She has also managed virtual book promotion tours for New York Times best-selling authors such as

Francine Rivers and Cecil Murphey and for other top authors in the CBA market such as Carol Kent, Thelma Wells, Kathi Macias and more.

Since 2004, she has focused on working with thousands of Christian communicators and event planners across the country as the founder and owner of Empowering Christian Communicators, specializing in training and supporting faith-based communicators, and Christian Speakers Services - a speaker bureau with a ministry heart.

Her diverse background in business, marketing and communication gives Karen a real edge in assisting Christian communicators.

**VISIT**  
**[EmpoweringChristianCommunicators.com](http://EmpoweringChristianCommunicators.com)**  
**and**  
**[ChristianSpeakersServices.com](http://ChristianSpeakersServices.com)**

## Infographics for You

Do you have quotes, witty sayings, scriptures, etc. that you'd like to share with your friends and followers on your social media pages? Have them converted into professionally designed and customized infographics for use on your social media **for as low as \$5 each!**

Posting graphics on your social media pages is one of the best ways to engage your followers. But not just any graphic or everyone else's thoughts or quotes that promote their brand and URL. You need YOUR OWN!



### Why should you use branded infographics?

- They can easily catch your targeted audience's attention
- They can increase your brand awareness
- They can make your content more understandable
- They can make your content really go viral
- and more!

Isn't it time you started making a bigger impact? Let Karen create your branded infographics TODAY!

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## Promotion / Support Services

You can spend thousands and thousands of dollars, and many hours, learning the intricacies of social media marketing and still not get results. You can invest in technology that seems overwhelming at best. You can take your focus off of what you do best to learn and implement the skills needed for social media marketing instead of developing products and delivering your message.

Karen Power has an extensive background in marketing and promoting businesses, ministries, and Christian communicators including a billion-dollar credit union, a Dove-Award winning gospel singer, New York Times best-selling authors, international speakers, and various events utilizing print, online, and social media marketing.

Services available:

- **Promotional Materials**
- **Website Development**
- **Social Media**
- **Webinar Production & Support**
- **Social Media Marketing**
- **Event Promotion**
- **Coaching**

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