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KarenPower.com

STEP 1: ANSWER THESE 3 QUESTIONS

Do you feel like this speaker? She felt her website wasn't getting the results she wanted, and there wasn't more she could do without spending a lot of money.

After reviewing her website, I found that she had a few products to sell, but mostly she gave away freebies without getting anything in return ... not even an email address from the visitor.

She had plenty of opportunity to grow her followers/audience/tribe, make money, and engage her tribe to then sell her products. This is the information I sent to her. Maybe this will help you as well.

Clearly and succinctly answer the following questions:

a. Who is your target audience? (Be as clear and detailed as possible. You should have a picture of someone in mind.)

b. What is their problem/felt need/pain point?

c. How can you solve that problem/pain point?

STEP 2: PUT ON ALL OF YOUR PROMO MATERIALS

Once you've the questions in Step 1, you should clearly define and describe this on your website, blog, social media, and other promotional items.

For example, you're a speaker and author and focus on body, soul, spirit. That should be clear on your website, blog, and media. Whatever you do, it should be clear as to which category it belongs. This becomes branding for each section as it fits into the whole picture of your business/ministry.

Include this information in the following:

- Your bio
- Your vision plan
- Your mission statement
- Your tagline
- Your website
- Your promotional materials
- Your presentation/program descriptions

From the three questions in Step 1, write a brief paragraph (50 words or less) combining all three.

STEP 3: SHOW AND TELL

Next, tell your stories, show your results, and engage your audience, via your website, blog, social media, and promotional materials.

EVERYTHING you do filters through the above—from free lead magnets that draw in your audience through the path of free, low dollar, up to high dollar products (you as a speaker in person is a high dollar product). As you guide your tribe/audience/followers through this path, you engage them in conversation along the way (comments, testimonials, feedback, photos of them doing your program, reading your books, etc.)

STEP 4: SYNERGY CREATES CULTURE

All this ... all of these activities working together is called ***synergy***. That is what creates culture.

Synergy: the combined power of a group of things when they are working together that is greater. The whole is greater than the sum of its parts.

Culture is a new term to some, but it is the environment that is created and that engages people. Culture is what people see, hear, feel, read, etc. when they encounter you or visit your website. It stems from what you display as your brand through pictures, words, etc. Your online identity, what you say, do, and how you interact is a part of the culture you create. The other part is how those engaging with you respond.

STEP 5. AND, REPEAT

And, the cycle repeats with the next person.

Some people put everything they have out on their websites for free, without at least getting an email address in exchange. They do not control the flow of information to their audience. They put it all out there in hopes that something will gain attention. Rather than having a system for planned release. The same information can be given for free, but only if the visitor is willing to get into the follow by giving their email address, or paying for a low dollar item.

Much like controlling the flow of water, it's necessary to control the flow of what you give away on your website. I've seen some author and speaker websites that have many free items. The author/speaker gets nothing in return. Once a visitor to their site accesses the free item and leaves, the author/speaker gains no information for further engagement.

For a visitor, or potential client, to obtain these free items, they at least give me their email address. Then they are given access to download the resource item. In doing so, you grow your email list for future communication and promotion. For example, on the resources page of my website, you will find several paid programs and free downloads. To be able to access the downloads, the visit must give their email address.

The result is two-fold: Each month I am regularly adding email addresses to my MailChimp account and the [The Communicator's Chat](#). I can also further engage with these visitors for future connection and promotion purposes.

What's Next?



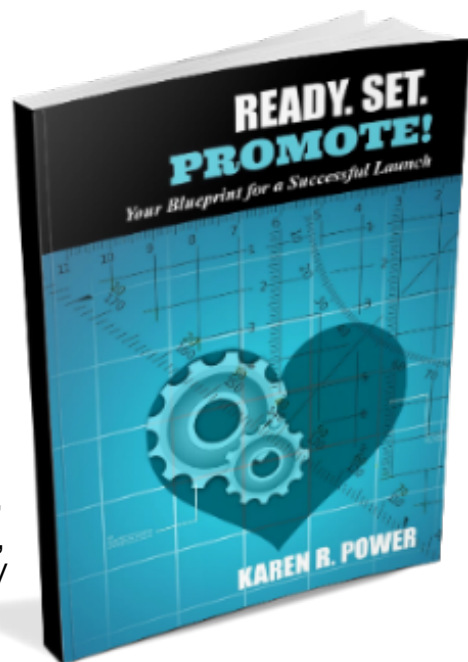
The **Speak & Get Paid** program helps you get all of your promotional materials ready to share with event planners from your head shot, bio, speaking presentation topic descriptions, and other promotional items, to where to find those elusive speaking opportunities.

You've been promoting your book, speaking presentations, program, or other product but you're not getting the results you expected. What should you do?

Ready. Set.

PROMOTE! leads anyone with something to promote step-by-step through the maze of opportunities; grows their audience into a loyal tribe through relationship marketing; shares real-world case studies and examples that work; and develops strategies to generate multiple income streams from their books, products, programs, or events by harnessing the power of the Internet and social media.

With the information and activities in this program, you can promote anything ... products, programs, speaking presentations, business/ministry, or events.



Visit **STORE** at karenpower.com

About the Author

“Karen Power is a gifted coach and speaker advocate. Her services have led to a significant increase in the number of speaking engagements I secure yearly. Her speaker training has covered everything from platform building to building better talks, audience engagement, and how to make meeting planners love you. I highly recommend her services to anyone serious about expanding their ministry reach.” ~ Dr. Sandra Dalton-Smith, Physician, Speaker, and Author

**Speaker Business Training. Support
Services. Promotional Strategist.
Speaker Booking Agent.**

Karen's passion and purpose are to help Christ-centered communicators and business owners share their messages and products of hope and healing to change the world by creating innovative solutions. She has helped them connect with their audience, grow their platform base, find new speaking opportunities, raise the bar, and increase their customers, paid enrollees, products and book sales by using various delivery methods and strategies.



Karen started booking speakers for Classservices, Inc., Albuquerque, NM, in November 2004. Then started her own agency, Christian Speakers Services, in January 2007.

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 and church praise teams. She has been on virtually every side of events and the stage as a musician, songwriter, speaker, author, event planner, concert promoter, coach, book tour manager, speaker bureau owner, and booking agent. Her marketing, technology, and curriculum development experience has helped her develop and launch a national support group, develop and produce hundreds on live webinars, develop websites, and design promotional and other support materials for internationally-known Christian speakers, authors, and teachers.

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 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.

TRAINING PROGRAMS & MODULES

- Ready. Set. Grow.
- Speak & Get Paid
- Ready. Set. Promote!
- Ready. Set. Action!
- Ready. Set. Speak!
- Ready. Set. Media Page
- 25 Tips to Reach Your Audience with Facebook LIVE
- Ready. Set. Weekly Plan!
- Ready. Set. Get Published
- 9 Tips for Looking Great on Stage
- The Professional Speaker Task List
- 10 Tips for Setting Your Speaking Fees

Professional Services Available

- Graphic Design: Banners or headers for websites and social media, Event Posters, Social Media Graphics, Infographics, Book Covers, Lead Magnets
- Website Development & Maintenance
- Speaker/Writer Conference Speaker
- Speaker Representation

Visit KarenPower.com