

STEVE HARRISON: Fast Track Promotional Strategies for Authors, Speakers & Experts

Once you get on the "Fast Track," where do you want to arrive? What does success look like for you? On a scale of 1-10, how badly do you want this? (It's a measure of your passion & drive.) * If you didn't say "10" what's missing in your definition of success?

Million-Dollar Speakers/Authors play the game differently

PUBLICITY STRATEGIES:

1. Contact by email
2. Offer "timely tie-in" (i.e. something in the news, upcoming holiday, etc.)

HINT: Identify several timely "events" you could connect with over course of year

3. Magic Phrase in Subject:

"FName, timely guest for _____"

Andrea, timely guest/story for Friday before
Super Bowl

4. Keep email short

5. Send thank you note after interview

WHAT DO YOU WANT TO HAVE HAPPEN
AFTER MEDIA EXPOSURE??
HAVE A PLAN!

You're in the business of MARKETING

How to Overcome Fear of Promoting Self:
Focus on sharing/serving/loving people

Jay Conrad Levinson: "Guerilla Marketing Made
me \$10,000,000. The book itself only made
me about \$35k. Rest from speaking,
consulting, etc.

Bust a Myth (great hook)

Who - if they bought from you - could place the largest order? (books, products, etc.)

You can suit your business to your desires/lifestyle.

Example: Steve doesn't like traveling to speak so much anymore; he prefers teleseminars/webinars.

Develop a "Relationship Grid" - people of influence you would like to know, who could help you promote your biz

* Think: what could you do for them first?

* Include conferences where you would like to speak on this grid

How to Write a Good Book Quickly :

- Prepare to "talk" your book
- Record it, have it transcribed
- Determine chapters/subject areas
- Define 10 key questions people ask under those main subject areas

↳ this is your outline

How much would you pay for a book on hiring? \$10?

How much would you pay for "The Complete Hiring System"?

(audio, workbook)

\$297 \$997

It's about the VALUE the customer sees.

What is your "Profit Path"?

Free → Free → \$ → \$11 → \$117 → \$1111

QUANTUM LEAP PROGRAM

- Coaching
- Web design
- Professional feedback
- Proven models / templates for press releases, agreements, social media, etc.
- Ongoing special training
- Connections / Community

*** RISK FREE GUARANTEE ***

For more information about Quantum Leap:
<http://www.succeedspeaking.com/go/quantumleap>