



Generating Repeat and Spin-off Business

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Additional business will come from three sources:

1. Recurring business from current clients
2. New business to current clients
3. New business to new clients

My best marketing strategy is to do an amazing job at each event.

BEFORE

- **Do your homework:** interview as many participants as you can, prepare specific examples that will make them say “me too”, use their acronyms, talk about their issues.
- **Prepare quotes:** quote the people you interviewed during your program.
- **Use FindArticles.com and others:** search for related articles about the company and your topic.
- **Arrive early if logistically possible:** meet and *connect* with as many people as possible, find out who are the real decision makers, get names and stories to use, attend their events the night before and interview as many as you can – use their names, stay after if you can
- **Maximize the networking opportunities:** collect business cards of key decision makers, meeting planners, and production companies>make notes on the back of who they are so you can easily remember. Send them a unique card after the event.
- **Sell the recording rights to your session:** to add value, be remembered and make more money; and it is easier than shipping product – they record and duplicate it.
- **Do more at the same event:** what else can you do while you are there? If you open>can you close, if you close>can you open, do a breakout, facilitate a unique interactive session on XYZ, lead discussion groups on what you just covered to integrate and apply the material. Often I open the day and also close the day with a separate program.
- **Send them your products:** send an appropriate product package with a surprise to the decision maker before you speak, follow up and ask to buy.
- **Send a personal gift:** if the booking came as the result of a referral or by a third party like a bureau, send a unique/personalized gift with a card

- **Video:** offer to record a video to promote your appearance at their event.
- **Have an incredible one and/or two day training(s) you love to do:** I left a lot of money on the table by not doing this much earlier!
- **Be really clear on you room set-up/AV:** get there the night before or early the day of to make sure on your specs, have the room bright, cool, right number of chairs – separated 4", chairs chevroned, stage set-up and close, always have a way to play upbeat music
- <http://www.getswitchedon.com/page/meeting-planners> for copies of Room Set-Up/Themes/Bonus Ideas
- **Pre-frame them about the value of a testimonial letter:** get this handled with a "If I could would you..."
- **Ask the meeting planner to attend your session:** sometimes they are so busy they do not even come to your session

DURING

- **Be Fantastic and Give Them an Experience** – use the element of surprise, contrast of energy, pleasure and pain, fun, humor and remember the audience would rather be *entertained than educated* > "people want an emotional state change"
- **Tape yourself often so you can get better:** get a coach to help take you to the next level – "Treat every word as a delicate morsel." Ron Arden
- **Gift for Introducer:** some speakers do this, neat ad specialty item
- **Use a customized "fill in the blank" handout:** make it a "with them" vs. a "to them" experience, use questions>let them answer>share with others, include a "call to action">get them to make commitments>get clear on the why>share with others, some speakers include a cover page with info about all their programs – use **FedEx.com>web orders**
- **Give them other added value handouts and take away items:** create some extra items that relate to your subject matter that they will use in the future and keep, the goal is to be remembered and have them retain the information, give them a way to integrate and track their progress – I market to their shower and bathroom mirror!
- **Carry on "series of interesting, connected conversations":** connect with them, extended eye contact!, move in and move with a purpose, be appropriate and literally touch as many people as possible, make them the star
- **Skillfully mention other programs:** elegantly mention other in-depth programs you do
- **Use an Evaluation form:** have some way to document your success at the meeting, take a survey, get email address's for newsletter and ask for referrals

- **Try the Business Card Close (Nido):** at an appropriate time near the end of your talk, ideally when they are in a very good emotional state, ask them to take out a business card, mention you have an email newsletter....if you would like to get it write YES, mention the details of a simple compelling product package, it is only \$_____ and you will gladly send it to them and invoice them, if they would like to get it write PACKAGE, option add a third question about potential referrals.
- **Collect contact information:** Give them an incentive to give their card - do a drawing for a product give away.
- **Elegantly offer products:** I have two packages I offer at the "right" events.

AFTER

- **Create a VIP List:** stay in contact 4 times a year in a unique way. I use **Send Out Cards**, you can contact me if you do not use it already. You can create the card, in your handwriting, with your signature, customize the message, add high res pictures or a QR code, have the card created, stuffed in envelope and mailed without touching it. 62 cents a card.
- **Talk to the decision maker(s):** give them fun little gift>I do a logo t-shirt/hat/book, try to set up the other programs and products you can offer, what is their biggest problem, try to get your foot in the door for a "pilot program", option to run a contest the next month or two>specific measurements, individual or break into teams, prizes are products you offer
- **Collect and summarize the evaluations:** send a summary of the ratings and the comments to the meeting planner, "98% want me back again!"
- **Offer to write for them:** many speakers write an article(s) for their publications to stay top of mind, print or the web, always include a call to action like Jeff Gitomer
- **Association opportunities:** ask around to find out what associations they are members of, will they call or write a letter for you? Get their card, write on the back and follow-up.
- **Follow up in a timely way:** have a system to follow up in a unique way on all the contacts you made at the event, enter into your database, secure the testimonial letter/quote, send the thank you cards to the appropriate people,
- **Stay in touch:** have a system to stay in contact, an email or print newsletter, periodic phone calls, articles and way to add value and remain on their radar screens
- **Be responsible for the relationship:** regardless of where the booking came from, you are in charge of maintaining contact > 90 +% of the spin-off and repeat business I have with bureaus, the clients contact me not the bureau