

Networking & Public Speaking to Promote YOUR Business



**Learn How to Deliver Compelling
Presentations and Network Effectively
with Success Partners and Potential
Customers!**

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Networking: Does it Really Matter?

One of the most common mistakes that Internet marketers make is to assume that every last thing they do must be online. Wrong! Offline networking can be a very helpful resources when it comes to building your online empire. Here are some examples of how devoting some time to networking offline using traditional networking tools can make a huge difference. For online businesses, networking offline may be more commonplace, but it's still important to do it right – and very easy to do it wrong.

Even if you operate your business completely online, you still need to interact with people offline. This means spending time at events where business people gather. There are a few different venues you can try:

- Chamber of Commerce mixers
- Trade shows
- Business fairs
- Seminars and conferences

In each of these venues, you have the chance to meet with other people, let them know what you do, and invite them to learn more. Not only do you have the chance to possibly pick up some leads, but you may also come across someone who would make an ideal partner.

Other offline networking tools can also work for you. As an example, giving a speech on your online marketing work at a civic club can open up a lot of opportunities for you to connect and possibly create solid working relationships with people who are more experienced with an aspect that's new to you or who have contacts who might be useful to you..

Both of you can benefit from the exchange of ideas, and at the same time possibly create a hybrid situation that will be mutually advantegous.

Offline networking essentially adds one more dimensions to your marketing efforts. The word of mouth that you generate with all your online methods can be easily doubled if you also make use of offline approaches.

And after all, when you tell people, so they can tell other people, who you are, what you do, and how you can help them, it can yield some great results. Most business deals come, not from 'marketing' as such, but from networking.

The One Minute Elevator Speech: How to Explain Your Business in Layman Terms in Just 60 Seconds

Elevators speeches are all the rage today. Everyone from clerics to corporate executives make use of this verbal tool. The essence of an elevator speech is to be able to articulate a complete concept quickly and succinctly in no more time it takes a lift (or elevator) to navigate the distance between five or six floors without stopping.

Using an elevator speech approach to explain what your vision of Internet marketing means that with just a few sentences, you will convey the essentials along with your enthusiasm for the endeavor. It also helps you focus on what your business is about!

Here are a few tips on what to include in your elevator speech:

- **A good working definition in one simple sentence.** This usually will be the first sentence in your elevator speech. Use this sentence to quickly alert the listener to the two or three specific points you will make about your business. In a sense, this first sentence will serve as your outline for the speech.
- **Address each point mentioned in that first sentence.** Try to do so with no more than one to two sentences per point. This helps to keep things focused so you don't wander off into diverse paths.
- **Explain why each point is important to your audience.** Again, do this with no more than a sentence or two. Doing so will force you to keep on track and make it easier for your listener to retain the information.

Keep in mind that a good elevator speech is not intended to be an exhaustive or comprehensive definition of the subject matter. However, the speech should contain

enough data to entice the listener to want to know more. Often, an effective elevator speech will open the door for inviting the listener to learn more about your business – hopefully through your marketing program.

When used properly, the elevator speech can progress an individual from a lead to a prospect in a minute or less. That is a pretty good turnaround time for positioning yourself to earn new business.

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The Art of the Business Card: Don't Leave Home Without It!

One of your most important offline marketing tools is the use of your business card. Also known as a calling card or name card, the business card presents a great way to leave something behind after you have moved on to another location.

There are a few tricks to keep in mind if you want your name card to stand out and lead to some great things in the future. Here are some ideas to ponder.

First, make the card a little different from the pack. You can do this by something as simple as having the card printed on thicker stock. People will notice the difference in texture.

Another common approach is to use something other than the usual rectangular shaped card, perhaps going with a square model or even a round one. Just make sure it will still fit into a card file, otherwise it may be discarded if the recipient thinks it will be too much trouble to keep.

Next, forget all the pretty slogans and wild colours for the text. Colour is great and will help the card to stand out. But you do not want potential clients and partners to have any difficulty reading the information on the card. Make sure that whatever colour scheme you employ, the lettering is always clear and easy to read.

The information you include on your card is also extremely important. Always include your name and at least three ways to contact you – phone, mobile phone and email address, and fax if you have it. While some consider a fax number optional, the fact is quite a few people still use this medium, for good reason: it's hard to ignore.

Don't leave it off simply because you don't use a fax machine often. The idea is to provide quick and easy means for people to reach you, not to cater to your personal preferences.

Outside of these basics, have fun with the name card. A good slogan is great, as long as it enhances the card rather than making it look too crowded or busy.

Do add a dash of color, just make sure it does not detract from the easy perusal of the contact information. Check out some examples of cardstock and images online; you may see something that will be just right for your image and purposes.

Avoid using free business cards if you can. They may be okay when you first start out but they don't look so professional as a custom-designed card, especially when the reverse side sells everyone the card was free and where it came from.

How to Connect with Other Related or Complementary Businesses

Marketers and other business people need to connect with their peers, and you should too. Here are some suggestions on how to meet up with other business people.

Sign up to attend a trade show. There is an increasing number of regional and national events that cater to a wide range of businesses, whether online or offline based. You can often choose to attend as a visitor.

This allows you to walk around to the different exhibitions and spend time talking with fellow business owners and representatives. At the same time, you could also be an exhibitor yourself, creating a situation where you not only get to interact with fellow professionals, but may also attract the attention of some new prospects at the same time.

Another avenue is to sponsor an event through your local Chamber of Commerce or civic club. Send out invitations to business owners, who will be within easy travelling distance of the event.

Remember to include food in some form – everybody is in the mood to chat when snacks are provided, if not a full meal. You help to increase your visibility in the community, and at the same time get to interact with other business people in the immediate vicinity.

A third approach is to set up a monthly caucus with business owners in your community or local area. If you have the space, offer to host the event. If not, then arrange to meet at a local restaurant for a relaxed social event mixed with a little shop talk. A lot of great business deals can come out of a casual get together like this.

Think about your own situation and come up with some ideas on how to connect with other business people in your immediate area. Those face to face encounters can make a big difference to all of you, and possibly lead to some great working relationships.

Following Up with Email, Chat and Phone

Every good business person knows that relationships need to be nurtured. That is why it is important to conduct follow up communications with your business contacts. Even if you operate primarily on the Internet, you can still make great use of the same combination of follow up techniques used by the brick and mortar guys – email, chat, and phone.

Of the three, the telephone call is one of the most time honored forms of follow up. Companies use this method to make sure new customers are happy with their purchase, and also see it as a chance to identify other customer needs that they can meet. At the same time, the action helps to build rapport between vendor and customer and help to increase the chances for a second sale.

In its own way, email has become a great way to accomplish these same goals. In some instances, customers prefer this approach, as it makes it possible for the client to respond at leisure, instead of feeling compelled to take the call at an inopportune time.

The end result can be that the customer takes more time with the email, as there is no sense of being rushed. Even brick and mortar businesses have found that customers who consider follow up telephone calls to be intrusive are often very open to a follow up email.

Online chats have gained in popularity as a follow up tool in recent years. This is partly because just about all types of businesses rely more on computers and Internet tools than even ten years ago.

If a client has provided a screen name for chat, then that is an open invitation to follow up in that manner. Because it is possible to send an offline chat with many systems, you do not have to wait until you see the customer appear online in your contact list.

Simply send the message and your client will see it the next time he or she logs in. Like email, it allows the client to respond when they have the time.

One important rule, whatever follow up methods you use, is not to overdo it.. One or two contacts shows concern for the customer but too many emails, phone calls or messages from you will become intrusive.

Know your clients well and stay within their comfort level. If Customer A appreciates weekly contacts, then do so. But if Customer B finds that more than one a month is too much, respect their feelings. It is the customer's opinion that matters. In the long run, your working relationship with each client will be much healthier.

Going into the Seminar Coaching Business? Charisma Matters!

If you want to take your business or other specialised expertise on the road, then offering both online and offline coaching seminars may be just the ticket. Of course, you will need to do more than just present a dry recitation of facts and figures. Like any type of public figure who takes center stage for an event, you have to be able to hold the attention of your audience. In short, you need to have a good dose of charisma.

Charisma means different things to different people. But at the end of the day, it is the result of charisma that you want to focus on. You want people to listen to you. You want people to trust you. You want people to respect you enough to put your suggestions into action. Basically, you want people to like you.

Cultivating your coaching persona can mean taking on several attributes. It is a good idea to make sure those attributes come naturally to you. Otherwise you come off as artificial and stilted at best, or just plain phony at worst.

Here are some attributes that are likely to help you hold the attention of the audience:

- **Humor.** No, you don't have to dress like a clown or constantly tell jokes in order to be humorous – unless that is relevant to the seminar! But humor has a way of helping people to relax and enjoy what is going on around them. A little humor scattered through your presentation will help people to settle in and be comfortable enough to absorb all that wonderful education you are providing.
- **Vocabulary.** While technical terms may be necessary up to a point, you also want to keep your presentation accessible to a wide audience. To some extent, you want the presentation to be more like a conversation between friends, and less like a lecture in a college classroom. Using this approach helps people settle down and digest what you are saying in easy bites that go down very easy. An easy, conversational

manner makes you seem more likeable, and people prefer to work with and hire people they like.

- **Accessibility.** If at all possible, make sure there are ways for people to ask questions or make comments. Vary this a little by providing both time for people to verbally pose a question or offer a comment, and also some means of doing so in a private manner. For example, you can provide pads and pencils that people can write down questions. Instruct them to fold the paper in half and drop them into a receptacle when leaving the conference room for a break. Nobody has to know who asked the question in this manner. Make yourself available, if you can, for questions – and, of course, networking – after your presentation.

All these qualities, apart from face-to-face questions afterwards, will translate well into conducting seminars via a web conference. Thus, you really do not have to change your basic style when moving from one medium to another. This helps you be the same person all the time, which is less of a strain on maintaining your persona, and also helps people to see you as being real no matter what the setting happens to be. The only act that's easy to keep up is acting yourself.

Tips to Overcoming Stage Fright

The first thing you need to understand about stage fright is that it is very common. Some of the greatest actors, politicians and other public figures known to society experience the phenomenon every time they get in front of an audience. In short, stage fright is a perfectly rational and human response to a social situation.

For most people, that initial level of anxiety quickly subsides once on stage and into the business at hand. However, if you find that your stage fright tends to linger, there are a few different tricks you can employ in order to help things along and focus on the business at hand.

First, remind yourself people do not die of stage fright. Second, when is the last time you personally knew of someone fainting from stage fright? Chances are you don't, in spite of what you might see in the movies.

The truth is that the anxiety of stage fright is simply a little extra adrenalin coursing through your system. Your body is a wonderful device that knows how to shut down the adrenalin flow before there is too much. So realize that if you don't feed the anxiety by thinking it will never end, your initial bout will be over in just a few minutes.

Second, forget about making a fool of yourself in front of other people. This is the foundation for most cases of stage fright. Remind yourself that you are prepared and you are a professional. You know how to do this right. Because you are in control, you will not embarrass yourself. Instead, people are expecting to learn something and will in fact be very happy to be in your presence for the course of your time on stage.

Last, pick out a few people around the audience to address. While your remarks are intended for everyone present, identifying a few faces that seem to be especially welcoming will help to trick your brain into thinking in terms of having a conversation with just a handful of people – a much less anxious situation for most people.

As you calm down and get into the swing of your presentation, you will quickly find you are having that private conversation with more and more people.

One final word of advice – don't dread stage fright. It is a useful tool that will help you to stay mentally alert and on top of things. That is why many stage actors get really nervous if they don't experience stage fright before stepping onto the stage for the first time that night – they just know their relaxed attitude is going to lead to dropping a line or missing a cue.

So see your initial stage fright as your mind's way of getting you ready to give the best presentation ever!

How to Give a Compelling Presentation on Stage

One of the perceived challenges of giving a live presentation on your business is that your business is somehow inherently different from all others..

In fact, this is not really the case at all. Businesses tend to have the same challenges and opportunities, often with just superficial differences. Where there are differences there's often much to be gained by transferring lessons and practices from one environment or business to another. So what you really have to do is simply get back to some basics and enhance those with your unique expertise.

Here are a few ways to make that live presentation as compelling as possible.

1. **Make use of visual aids.** Many successful presentations will use slide presentations, images, and animation, and these tools have been in common use for years. Use a large screen to project slides, images, and animation as a backdrop for your remarks. The combination of visual and audio stimulation will help your presentation to connect with just about everyone in the audience.
2. **Be animated yourself.** No, you don't have to constantly be in motion. Actually, that might be distracting and possibly even irritating. But let your facial expressions and the tone of your voice convey interest and excitement about the subject matter. People will respond in kind.
3. **Arrange the presentation so people have a chance to absorb what you are saying.** A good rule of thumb is no more than twenty minutes of feeding them information before changing pace or theme. The change can be something as simple as stopping for questions, giving everybody a minute to stretch, or breaking the audience into small groups to do some brainstorming or role playing. The variety will help to keep the presentation fresh and alive.

4. **Keep the mood casual.** When people are relaxed, they tend to listen. Often, they will get so involved in the presentation that the time will fly by. Count this as a good thing, since it means you are doing a great job.

Being a successful presenter means knowing how to hold the attention of your audience, and when to give them a break from listening to you.

Make use of positive body language and tones, and make sure your subject matter is informative and presented with some variety. When you include all these elements, your presentation will be a huge success.

The Art of Selling: Your Most Crucial Five Minutes

All business is really selling something, and it's been said that a sale is really closed long before the seller makes the final pitch to the customer. In many ways, this is very true. Many customers make a decision to buy in five minutes or less of being introduced to the product. As a successful marketer, it is up to you to make those five minutes really count.

There are a couple of important things that take place in this five minute window of opportunity.

First, the customer decides whether or not it is worth the time to learn more about the product. If the answer is no, then even thirty minutes of a great pitch will accomplish nothing.

Second, the customer will think of major obstacles that will prevent the purchase from taking place. If a customer decides the product is out of reach for some reason, that will make everything that follows that first five minutes of no value whatsoever.

Your job is to overcome both these issues and compel the prospect to not only desire the product, but also be able to visualize actively using the product to great advantage.

Here are a few ideas on how to accomplish this:

- **Ascertain the needs of your client.** This means asking clarifying questions that help to narrow the focus of the presentation to what is important to the customer. For example, if a primary need of the client is to pay the phone bill at the end of the month, tailor the presentation to show how the product can directly help achieve that goal. If they want more, respond to that demand, within reason.

- **Be prepared to address common obstacles.** Many obstacles are not unique – people from all sorts of background will share the same concerns. Proactively bring those up during those first five minutes and quickly demonstrate how they are non-issues. This will make it possible to dispose of those concerns and hold the attention and interest of the prospect past that five minute window.
- **Inform, educate and entertain.** In those first five minutes, and for the rest of your presentation, the audience is really buying into you as much as your product. Although you want to win them over in the first five minutes, you may then have to hold them for some time before they get their chance to buy your products. If you inform, educate and entertain, you'll hold their attention and keep them with you until the end. Give enough information that they don't feel cheated or disinterested but hold back enough so your expertise is still clearly beyond theirs.
- **Switch smoothly into your closing pitch.** The most convincing pitches are those that flow naturally from the information you've given and the needs or wants of the audience, which you've emphasised in your presentation. Taking advantage of your offer will be the only rational decision they can take in your closing five minutes.
- **Always close with benefits.** Some of those benefits may have to do with overcoming obstacles, but go a little further than that. Using the phone bill again, or whatever example you used at the start, remind them of the reasons they decided to buy back then. Reinforce the message with other examples or benefits to sway those who were unsure earlier. Offer a special price for today only – another benefit and a compelling reason to act now.

Making the most of those first five minutes will greatly increase your chances of closing the sale. Finishing smoothly and convincingly in the last five minutes will mean you capitalize on that opening. Spend some time working on a model presentation and critique the results. This will help you move with greater prowess when the real deal comes along.

Where Are Your Best Opportunities?

If your main focus is online, it is important to remember that opportunities to effectively market in the offline world are not stagnant. For offline businesses, staying on top of developments is just as important.

In fact, the interaction between the online and offline worlds has in many ways stimulated new types of opportunities in both mediums. Your job is to identify those opportunities and make use of them to best advantage.

There are several ways you can uncover more opportunities to make money in the offline world:

- **Network with marketers who are active in both environments.** You may find several methods of marketing you don't currently use will compliment what you are already doing.
- **Ask your customers.** One of your best resources in growing your business is to get feedback from loyal clients about what they would like to see. There is a good chance they will be able to provide at least the seed of an idea that will work very well with your existing business model.
- **Ask yourself.** Take off your business owner hat and think like a consumer. What compels you to buy goods and services? Can any of those reasons tie back in with what you are already doing and allow you to expand your online *and* offline presence?
- **Check out the competition.** What strategies are they using to expand their scope of their business? Some of their approaches may be ideal solutions for you as well. What tricks are they missing – that you may be missing too? Sometimes it's easier to see weaknesses in others' methods than in our own.

Opportunities seldom come in nice neat packages that can be opened and wound up like a child's toy. More often, we need to spot the potential of the opportunity, relate it to our current condition, and figure out how to utilize the concept to best advantage. Be creative and you will in fact see many ways to utilize a lot of different tools in both an online and offline environment.

Other Cinnamon Edge Products

Niche Seminar Secrets: The best seminar planning guide there is tells you how to build a six-figure income in the seminar business. It includes everything from choosing your niche to finding and securing the best speakers, filling seats and selling products – even to people who don't go. This is the system entrepreneurs use to make the *real* money!

Go to <http://www.NicheSeminarSecrets.com>

The Complete Marketing Manual: Over 200 pages of marketing advice, wisdom and techniques. Everything from networking to writing direct mail, emails to testimonials. Online and off, this is an invaluable guide to everything marketing. You can even make money selling the manual!

Updated and revised version due Feb/March 2010!

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