



Speak More!: Marketing Strategies to Get More Speaking Business

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Speak More!: Marketing Strategies to Get More Speaking Business By National Speakers Association

Speak More! Marketing Strategies to Get More Speaking Business provides cutting-edge, road-tested and commonsense marketing strategies to help aspiring and professional speakers achieve their business objectives.

From 33 of the world's top speaking professionals, you'll discover real-life experiences describing what works and what doesn't to effectively promote your business, brand, products and services, and to grow your bottom line.

LEARN HOW TO:

- Cultivate a strong personal brand to stand out in a sea of competitors
- Enhance your networking skills to build valuable relationships
- Publish a best-selling book that will successfully propel you from a speaker to an expert
- Harness the power of social media
- Launch your own radio show
- Turn cold calls into hot new prospects
- Snag and prepare for media interviews in your field
- Optimize mobile marketing with QR codes
- Go global with your message
- And much more!

Speak More! is tailored for keynote speakers, consultants, coaches, trainers, authors, and anyone seeking to expand the reach of their message. Many of the proven methods require little or no monetary investment, yet they provide big payoffs, including increased revenues and opportunities to speak more!

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Editorial Review

About the Author

National Speakers Association (NSA) is a not-for-profit association with more than three thousand professional speakers as members. Founded in 1973, NSA is the leading organization for professional speakers. NSA offers the highly acclaimed Certified Speaking Professional (CSP) certification, online education programs, Speaker magazine, Voices of Experience audio publications, conferences, research, and networking opportunities. NSA is also a member of the Global Speakers Federation.

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Speak More! is written by 33 members of the National Speakers Association (NSA), including renowned business experts, authors and marketing gurus. These prominent, professional speakers share their sage advice for setting yourself apart from the competition by working on your brand and niche, while improving your writing and publishing skills. They also discuss the power of networking and PR, and how social media and technology influence and impact speaking. Joe Calloway, CSP, CPAE, Author, noted, "Speak More! embodies the very essence of what NSA is all about: incredibly accomplished and successful people telling you how they've succeeded, spilling the beans of their 'secrets,' giving away the very ideas and strategies that they use to create a competitive edge."

Users Review

From reader reviews:

John Solorio:

Do you have favorite book? For those who have, what is your favorite's book? Book is very important thing for us to understand everything in the world. Each guide has different aim or maybe goal; it means that publication has different type. Some people really feel enjoy to spend their the perfect time to read a book. They are really reading whatever they consider because their hobby will be reading a book. Why not the person who don't like examining a book? Sometime, individual feel need book once they found difficult problem as well as exercise. Well, probably you will need this *Speak More!:* Marketing Strategies to Get More Speaking Business.

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