

Week Two Notes

Corporate Counseling

What service are you going to offer? You need a title (Brand) and a slogan (The promise)

Anthony Galie: The Subconscious Aspects of Business Three ways to Simple, powerful techniques to internalize goals and improve business performance

Richard Nongard: Viral Leadership: How to Seize the power of now, to create lasting transformation in business

So now the question: How do I get booked

- 1.) Find a speaker's club to start practicing your chunks
- 2.) Do the rubber chicken circuit to gain experience
- 3.) Start marketing

Anthony Galie: Cold- Calling

Richard Nongard: Media reach

But before you can do any of this you must data-scrap! Nobody is going to make a list for you (although Anthony will give you some).

Directory of Associations: <https://www.directoryofassociations.com/>

All the Managing Partners of Financial Services Companies (I.e.. Prudential)

Data-scrapers can be hired on upwork.com

Introductory email:

Dear Prudence:

I wonder if you can tell me who in your office coordinates speakers for upcoming meetings. I am interested in being hired as the keynote speaker at your next event. Can you direct me to the right person to speak with?

Best Wishes,
Dr. Richard Nongard

Cold call: Same thing, but also pre-qualify them on the phone so you know they actually hire people like you.

Building Your Brand and Credibility

Website: Your website should be like mine at <https://richardnongard.com>

or like Anthony Galie at <http://anthonygaile.com>

Your social media:

- 1.) Linked-in <https://www.linkedin.com/in/dr-richard-nongard>
- 2.) Twitter <https://twitter.com/nongard1>
- 3.) Facebook Group <https://www.facebook.com/groups/254465898486642>

One-Sheet – Hire Pankaj to make it for you <https://www.upwork.com/fl/pankajsinghreneu>

Media: Become the celebrity in your field

Write blogs and articles with links back to you

Business.com

Business2community.com

PsychologyToday.com

Inc., Fortune, Forbes, Harvard Business Review, Etc.

How do you do this? Send an editor a query letter

What is a query letter?

200-400 words – not the complete blog post

- The topic of the work
- A short description of the key points
- A short bio of the author
- The target audience

Radio and TV (local and national)

Tweet editors and hosts

Podcasts (Remember the data scraper?)

<http://thetalentsquad.com> (Kelly Glover)

- 1.) Write hosts emails with one short sentence explaining why you would be a good guest and ask them to interview you. Include link below your signature to your social media and website.
- 2.) Start a podcast!
- 3.) Listen to podcasts and interact with the hosts and guests on twitter

Create endless talking points

They communicate what you are going to talk about, and help hosts create questions

They give you prompts for creating “chunks” and stories

Leadership Viral Leadership

Why thinking you don't have anyone to lead is a misbelief.

The leadership formula for EVERY business.

How transformational leadership different from other forms.

#1 way to retrain your subconscious mind for business leadership.

Nuts & Bolts Of Leadership

Goal setting versus intention setting. What's the difference?

'Buy-in' is not a onetime result. It's an ongoing leadership process.

Skills can be taught, loyalty cannot. What this means for you.

Why TODAY is more important that TOMORROW.

Why SMART goals are NOT that smart according to the research.

Leadership for Solopreneurs & Remote Teams

How solo entrepreneurs make more money by studying leadership.

What to do when people are expected to share the vision but are not part of the team.

How solo entrepreneurs and independent contractors can use leadership tactics to drive sales.

Talking Points

- Cultural competencies aren't just international it is in your own backyard!
- What you need to know when merging teams and changing management.

- What Richard's trip to China can tell you about doing business in hometown America.
- Why you should stop setting goals and started setting intentions.
- 7 leadership tactics to drive sales.
- No one wants a business based on prospecting everyone wants a business on referrals. Here's how to do it.
- Why Richard learned Chinese, so he could get a date.
- How your shoe size will make you more money.