

**Help Me Hire YOU!**  
**21 Surefire Strategies to Get Booked and Stay Booked**

**TRANSCRIPT**

Welcome to **Help Me Hire YOU! 21 Surefire Strategies to Get Booked and Stay Booked.**

This is David Newman. Since 1992, I've been a full-time professional speaker, trainer and consultant. In March of 2007, I was asked to take on a 1-year interim position as Conference Producer at Business 21 Publishing based in Springfield, PA. I ran their two million dollar audioconference and live conference division, booking over 160 events a year. I got to see the speaking business – and whole lot of professional speakers – from the customer's perspective.

Here's the key point: knowing what I know now, **I wouldn't have hired me.** No way!

I'm going to share with you all the stuff I did wrong, so you can get it right – and this will help you get hired **more easily, more often, and at your full fee.** Since returning to full time professional speaking and consulting in February 2008, these strategies worked wonders for me, and I know they'll work wonders for you. Let's dig in...

**STRATEGY #1.     Decide who you are** – Negotiations speaker, customer service speaker, sales speaker. Don't be afraid to specialize and focus your business on mastering ONE topic. **ONE.** If you offer everything to everyone, you're like an average Chinese restaurant. The menu has a million choices and nothing is especially good. But now think of your **favorite** Chinese restaurant where you walk in and you **always** order the same thing because it's **OUTSTANDING.** Now, that Chinese restaurant stands out in your mind as **THE** place to go for your favorite dish. You've probably told 10 friends how great this restaurant is – and you certainly told them what you always order there and how delicious it is. My point - **specialize and stick with it.** Don't be afraid of **labels.** Labels are **good!** Meeting planners **BUY** labels! Label yourself early on, and focus on getting expertise that is **DEEP** rather than **BROAD.** **Wannabes** know 10 topics 1 foot deep. **Experts** know 1 topic 10 feet deep – and beyond!

**STRATEGY #2. Write a book** – or write several books. I made the mistake of writing 8 books on 8 different topics – if you’re going to write 8 books, you should write 8 books on ONE topic! Also: decision-makers like to see at least ONE *professionally* published book. Self-publishing is great, but having one or more ‘real’ books helps your buyer sleep at night after they hire you. You should work **harder** on getting an agent or a publisher BEFORE deciding to go the self-publishing route. Many marketing experts will tell you that the most important thing is having a book. From a meeting planner perspective, your REAL priority should be producing a *professionally published* book. Focus on that first, for **credibility** and **visibility** purposes, and THEN create your self-published products, ebooks, and audio programs to add additional revenue streams to your business model.

**STRATEGY #3. Write articles with substance** – Meeting planners need to see a speaker’s thinking. Show your buyer good, meaty articles with lots of specifics and do-it-now tactics. Don’t be stingy in sharing the ideas that you’ll share with their audiences if they hire you. In your articles, don’t just **TELL** people what to **THINK** about your topic – **SHOW** them what to **DO** and **HOW TO DO IT**. Make your articles **ACTIONABLE**. Top professional speakers write articles conversationally. Write the way you speak – it connects more deeply with your readers. Here’s a 1-word shortcut to great articles: **REPURPOSE**. Keynotes become articles; articles become special reports; special reports can become audio programs; transcribe your audio programs – they can become the rough draft for your book! Once you’ve got a solid platform of ideas, the different ways to package and profit from them is limited only by your imagination.

**STRATEGY #4. Take a stand on your topic** – Be unique. Gary Markle is an HR and performance management consultant whose program is based on the idea of “No More Performance Reviews”; Alfie Kohn is a rewards and recognition expert who firmly believes that “Rewards **don’t** work”; Larry Winget calls himself the **Pitbull of Personal Development** and one of his trademark messages is “Shut up, stop whining, and get a life.” Remember - **Sacred cows make the best steak** – Be contrarian and event producers will remember you. **Sound different and BE different**. The more you stand out from the crowd in both style and substance, the more **AUDIENCES** will remember you – and that’s key for both **RETENTION** and

REFERRALS. If you SOUND like every other speaker and you ACT like every other speaker and you LOOK like every other speaker, you're making it very hard for audiences to *remember you* – and you're making it even harder for them to REFER you!

**STRATEGY #5.     Niche, niche, niche** – There are several ways you can do this – **by topic** (for example: Leadership), **by audience** (for example, HR people, Finance people, IT people?), **by industry** (for example, banking, HVAC, healthcare), **by level** (senior execs, high school students, or first-time supervisors), **by method** (3-day bootcamp, 12-week program), or **by media** (perhaps you're known for THE book, THE video, THE ezine, or THE blog in your particular arena of expertise). For example:

Let's say you're a Customer service speaker = that's a good start.

Customer service in the HVAC industry = better [My friend Steve Coscia]

Let's do a deeper one – let's say you're a **Sales** speaker = good

Sales **prospecting** speaker = better

Sales prospecting **using the phone speaker** = best [Art Sobczak]

Sales prospecting using the phone **in the financial services industry** = WOW!

That's a 4-level niche! As my friend, professional speaker Michael Goldberg says, this makes your work **repeatable** and **referable** – people can easily **repeat** exactly what you do and **refer** that value proposition to others.

**STRATEGY #6.     No Video Beats A Bad Video** – **Get a GREAT video** – But first, watch lots and lots of them. Go to bureau websites, go to top speakers websites – make a list of what you like and what you don't like. Then look at where you are in the marketplace and ask “What are MOST of the NEXT level speakers doing in their videos?” **Plan out** your video carefully – you can actually storyboard it shot by shot using something as simple as index cards or Post-It Notes. When you have a VERY clear idea of exactly what you want viewers to experience and how you want to present yourself professionally, go get it done.

**The mistake** I see a lot of speakers make, and many top professional speakers openly admit this, is that they made their video too early – before they were educated consumers. They *didn't know what they didn't know* and that made it very hard for them to truly collaborate with their video

professional. **Understand that most of your money will go into editing** and post-production. Don't skimp on quality and do get the best professional help you can afford with both the shooting and the editing. Your cousin Vinnie's \$500 camera may be good enough for posting short clips on YouTube, but it's **not good enough** to represent your professional work when your livelihood depends on it. Do it once and do it right.

**Bonus tip:** Many meeting planners like to hear a short audio program before hiring you. Record a high-quality 15 or 20-minute audio program, post it on your website and let planners hear a good opening, some solid content, and a strong close. It's a great way to get yourself 90% booked before the planner even picks up the phone to call you!

Two more quick tips on speaker videos from my friend and Guerilla Marketing author Orvel Ray Wilson...His first tip is to *tape everything you do* and then *cut the best stuff* together. His second tip is getting a good picture is easy; it's more important to pay attention to **the sound quality of your video** – meeting planners WILL watch less-than-ideal video with good sound, they definitely WON'T watch good video with bad or garbled sound.

**STRATEGY #7. Learn to say No** – when it's not your topic, when it's not your expertise, when you know in your heart someone else does it better than you. The more you say no to meeting planners, the more you're on their radar for what you do BEST. It's always a credibility boost to a planner when a speaker responds to an invitation with the words, "You know, that's really not my topic. I'm probably not the best guy or gal to do that program for you." When someone asks you as a professional speaker 'What *else* do you speak on?' it's perfectly OK to say 'Nothing – this is what I **KNOW best** and this is **ALL** I do.' Contrary to what you may have heard out there, many meeting planners LOVE one-trick ponies. Meaning – the more you say No to topics that don't fit you, the happier planners are to book you for topics that are a 100% bulls-eye for you. **You win. The planner wins. Your audience wins.** So learn to say No.

**STRATEGY #8. Specific Topics Beat General Topics** – "Sales Success Secrets" isn't nearly as good as **"Overcoming the Stall: How to Shift Your Prospect Out of Neutral."** "How to Become a More Effective CFO" isn't as good as **"Seven CFO Negotiating Strategies**

**for Vendor Contracts” TIP:** use the word FOR to target a specific audience. Presentation Skills *for* HR; Up-selling *for* Customer Service Reps; Internet Marketing *for* Stay-at-Home Moms. This does two things for you – it makes your title more specific AND it identifies your target audience. Another bonus – the more specific your topic, the less you can be compared with the sea of generalist *jack-of-all-trades* speakers who are perceived – accurately - as a commodity.

**STRATEGY #9.     **HARD topics beat SOFT topics**** – Even if you’re a motivational speaker, a keynoter, an inspirational speaker – unless you’re already making a great living doing JUST that, I recommend having at least 1 ‘hard’ topic in your arsenal. By that I mean - Make it specific, skill-based, include *what to do* and *how to do it*, *what to say* and *how to say it*. What most meeting planners need for business events is 90% hard topics and 10% soft topics. In fact, many of the speakers I worked with had **100%** hard topics – topics like Question-based Selling, Cold Calling Strategies, Cash Management for CFO’s, Advanced Interviewing Skills for HR, How to Make Safety Meetings Work. When you speak on hard topics, you can also include **great take-home value** – you can share scripts, templates, tools, forms, checklists, worksheets and other items that your audience will **want to keep and want to use daily** – and, of course, your contact information is on everything you distribute so they know where to go to tap into more of your expertise!

**STRATEGY #10.     **Create compelling titles**** – Titles are important – let me give you an example. How many speakers and trainers offer the topic of leadership? The answer is a bazillion. Now, how many speakers and trainers offer a program called “Bury My Heart At Conference Room B”? That’s right – one guy. Google that title and you’ll find out who it is. Learn to come up with good titles; use Sam Horn’s book *POP!* which is full of techniques to help you come up with great titles. Then don’t be afraid to TEST titles on your prospective buyers – send an email to past customers, or ask your professional colleagues, or get more sophisticated and use an online survey tool like **surveymonkey.com**. When creating programming for conferences, I used TOPIC surveys to gauge interest in the general topic and then I refined those with TITLE surveys to test specific variations and new angles on proven topics. Here is the templated language you can use in your own title surveys – “We will soon be launching a new program for *frontline managers* on how to *negotiate more effectively*. Please

indicate which one of the following titles would most inspire you to attend.” Then list 5-7 different title choices. What’s interesting about title surveys is that rarely is it a close race – you’ll often get a **clear winner by a mile**. That’s why it’s so important to survey your market.

**BONUS TIP:** One good Formula for titles is “*catchy title COLON specific benefit or outcome.*” For example: ***Overcoming the Stall: How to Shift Your Prospect Out of Neutral –OR- Write It So They Read It: Creating Powerful Business Documents.***

**STRATEGY #11. Offer DEPTH with VARIETY** – if you’re a Project Management expert, meeting planners love to see PM for CFO’s, PM for Frontline Supervisors, PM for Residential Builders, PM Basics, Advanced PM, PM Tricks to Save Time and Money, and so on. Once meeting planners find someone who delivers great content and is easy to work with, they want to be able to plug them into all their DIFFERENT audiences – different levels, different industries, different durations. You might be invited to present a 1-hour webinar, or a 90-minute general session, or a half-day post-conference workshop. So having material that fits a variety of formats and audiences makes you more flexible. Remember – you want to be **invited back** to clients who know you and love you for a 2<sup>nd</sup> or 3<sup>rd</sup> presentation to the SAME audience, so carefully “packaging” your expertise into a variety of programs will serve you well. For example, if you spoke at a company’s annual conference last year on **Mastering the Art of Price Negotiations** and it was a huge hit, you want to be able to go back this year with **Advanced Negotiating for Purchasing Professionals**.

**STRATEGY #12. Don’t be a utility player TOO soon** – When speakers are talking to meeting planners, it can be VERY tempting to slip into the conversation “Hey, Mark, I can probably do 3-4 other topics for you” My advice on saying that is DON’T. The unspoken secret pact between decision-makers and speakers is:

- a. They know you can probably deliver a great program on others topics – in fact, they’re glad because they like working with you!
- b. Don’t tell a planner this too soon. It diminishes their perception of your expertise on the original topic they sought you out for. If you knock the first topic out of the park, believe me – they’ll BEG you to do other topics, too.

- c. **Planners want EXPERTS; not GENERALISTS!** Robert Bradford who is a corporate strategy expert has a name for the generalist speakers out there – the ones that claim to offer programs on leadership COMMA sales COMMA time management COMMA presentation skills COMMA and so on – he calls them COMMA SPEAKERS. And in Robert’s words, “each comma means that they suck just a little bit more.” The truth is that there **are** a handful of consultants and speakers out there like Alan Weiss, like Alan Zimmerman, like Tom Peters, who can genuinely convey their expertise on a **wide variety of topics** – but don’t pretend you’re them. Because you’re not.

**STRATEGY #13. Know the competition, Love the competition, Refer the competition.**

Become an expert on the experts. Your buyers might have questions for you such as, “Who do you know that does a top-notch program on cold calling?” “Do you know a great safety trainer who can tackle the latest twists in OSHA compliance?” “Who does a killer program on strategic planning for small business owners”? Buyers love to make one phone call to you and get leads on 3-4 other great speakers on 3-4 other topics – one of them could be YOU... and it WILL be if you can also point them to other excellent people. As an added bonus, the best way for YOU to get incoming referrals is to start by actively referring others. They will almost always return the favor – and sometimes in very surprising, generous, and profitable ways! **How do you get started?** Visit the National Speakers Association website, [www.nsaspeaker.org](http://www.nsaspeaker.org) and use the FIND A SPEAKER feature – or better yet, do what your buyers do and use Google to search for other experts and speakers in topic areas related to your own.

**STRATEGY #14. Aim for High Visibility** – Most decision makers and smart meeting planners find their HR speakers from *the Society of Human Resource Management*, they get safety speakers from *the American Society of Safety Engineers*, They get finance speakers from *the American Institute of Certified Public Accountants*. Early on, you should make it a top priority to target “THE” association in your field and **work like crazy** to get on their roster. Go up the logical progression of **local** chapters, then **state-level** chapters and finally, the big **national or international** conventions. The sooner you do this, the sooner you’ll be on **everyone’s** radar as a credible speaker and expert. **The secret is** that some buyers use the association’s annual conference program as their ‘catalog’ of speakers, consultants, and expert when a need arises for hiring outside expertise. Why should buyers look elsewhere, when these speakers have already climbed the proverbial mountain and proven themselves by getting a top spot on the international stage? As a speaker, make it an urgent goal to get to the top of YOUR mountain fast, because that will increase your visibility for all kinds of new opportunities. **Note:** You can pretty much expect local and regional association meetings to provide speaking opportunities **without payment** (free) while state and national level meetings usually have a budget to pay speakers, and especially to pay genuine experts who often deliver a general session for all conference attendees. It’s rare to get paid for a breakout session but you might get lucky.

**STRATEGY #15. Be Google-icious** – When I used to look for a negotiating speaker, I’d Google “negotiating expert” “negotiating speaker” or “negotiations training.” You can do several surprisingly simple things to make sure your name comes up in the top 10 or 20 results for relevant search terms in your own area of expertise:

- a. Organic SEO – keyword-rich content, inbound links, using the right html tags
- b. Articles – both html and PDF articles on *your site* and on *article sites* like [www.EzineArticles.com](http://www.EzineArticles.com)
- c. Archived e-newsletters on your site – in html, txt, or pdf formats. Don’t just send them out to your mailing list; repurpose them on your website as a Google magnet.
- d. Blogs – one or more blogs with regular postings. This doesn’t have to be a big time drain. Again, repurpose your content! One of the things you can do is... take

one of your books and break it into 100 or more small bite-size chunks to create 100 blog posts – your blog is now on auto-pilot for a whole year.

- e. Web 2.0 sites: Linked-in, delicious, Ebay, iTunes, craigslist, YouTube
- f. Pay-per-click – Google, Yahoo, and MSN all provide this type of web marketing [use it sparingly/smartly – it can get very expensive if you don't know what you're doing]

**STRATEGY #16. Packaging counts** – Your package starts with your brand. Don't be clever - **be smart**. Identify your expertise to meeting planners **quickly** and **clearly**. This starts with your company name and brand. Don't make me guess. Don't use *YOUR NAME & Associates*. Don't use *YOUR INITIALS Consulting*. Don't be cute or clever. Overly clever names are a solution in search of a problem. Here are some good brands for speakers and experts – *LegalWatch*. *Safety Priority*. *Your Part-Time Controller*. *DivorceDoneRight.com*. These are good brands because they **communicate your expertise**. Organizations DO have legal problems – they call *LegalWatch*. They do have safety problems – they call *SafetyPriority*. They do have sales problems – they call my friend Lois Creamer at *Book More Business*.

**Bonus Tip #1:** You may want to hire someone to help you create or re-create a good, brandable business name – we're often too close to our own businesses to make smart decisions.

**Bonus Tip #2:** After your business name, your packaging also includes things like your website, press kit, business card and so on. Remember DESIGN = CREDIBILITY. There are top speakers in NSA whose websites make them look like amateurs; and there are amateur speakers with GREAT websites. Studies show that in the online world, credibility comes FIRST from appearance, layout, and design. If the packaging isn't credible, it doesn't matter what your content says. Your buyer is GONE. So **don't do it yourself**, don't pay your cousin Vinnie who has an old copy of DreamWeaver, and don't buy one of those cookie cutter template sites. But also don't spend \$20,000. There's a middle ground. That's where you should be.

**STRATEGY #17. Learn to write compelling copy and bullets** – specifically, write great marketing copy to promote your keynotes, seminars, and programs. Use these building blocks:

- The ONE thing... Secrets... How to...
- 5 steps to...
- 7 key strategies for...

- ❑ What most \_\_\_\_ overlook – even the pros
- ❑ Use *action* words, not *learning* words (i.e. Build, Improve, Increase, Boost, Build, Eliminate are MUCH stronger than ‘understand, learn, discover’)
- ❑ You’ll notice I’ve used odd numbers in my examples and that’s because **odd numbers are better than even numbers** (5 tips better than 6 tips)
- ❑ Mix Teaser bullets with Content bullets
- ❑ Flip every **I statement** into a **YOU statement**, for example – I’ll teach you becomes “You’ll learn how to...” We give you” becomes “You get” That alone is a \$5000 copywriting tip right there!

**STRATEGY #18. Get your CSP** – As you may know the Certified Speaking Professional or CSP is the highest earned designation from the National Speakers Association. Ordinarily, decision makers couldn’t care less about obscure industry designations after your name. But let’s look at it from the buyer’s perspective. For meeting planners, the bottom line is if 8% of speakers have it, and 92% don’t, guess who they’re gonna feel a lot better about hiring? This lets buyers know you’re SERIOUS. You’re not selling real estate on the side, you’re not pushing vitamins, you’re not involved in multi-level marketing. You truly are a PROFESSIONAL speaker. Sure, I agree with what you’re probably thinking – Hey, David, **there are plenty of GREAT speakers out there who are NOT CSP’s.**

I agree with you. But the question I’m asking is “**How many CSP’s are terrible speakers whom buyers will regret hiring?**” The answer is **EXTREMELY FEW. TIP:** If this is important to you, start working on your CSP application right now - Go to the [www.nsaspeaker.org](http://www.nsaspeaker.org) and download the CSP tracking spreadsheet and application. It’s very easy to record the stats as you go, and it’s very difficult to reconstruct the what, who, when and where 5 years down the road.

**STRATEGY #19. Please your audience and thrill your buyer.** If you have a good topic and a good title, it will sell and put butts in seats. Part of the planner’s job is to make sure that happens. But that’s only the first part of the equation. If you don’t deliver on your promise and make the audience happy, the planner is hosed. Remember: you’re *visiting* but they *live* there!

(As speakers, we usually understand *in our head* the risk folks take when hiring speakers, but since spending a year on the other side of the table, I feel that risk *in my gut*.) My preference when working with speakers used to be that you be **impossible** to work with and **dazzle** my audience. Don't be the world's nicest person and deliver a flop. Here are 5 things you want to make sure you do that audiences love...

- Skip the basic stuff they probably already know and raise the bar by giving value-rich advanced information
- Use a variety of ways to engage the audience and foster discussion
- Make sure you deliver on the promise in your title and the bullets on your 1-sheet
- Follow your handout and tie into it – plus make the handout **too good** to throw away
- Give detailed specifics and tactical implementation they can use immediately

Avoid these and you'll hit a home run with the audience. Now for buyers, sure – they'll **put up with you** if you create a hassle for them and deliver a hit for their audience. But they'll **love you** and **work hard to rehire you** if you put the **professional** back into **professional speaker**.

Buyers love speakers who:

- Deliver 150% value
- Customize like an insider
- Ensure the success of the event, not just their speech (before, during, after)
- Respect deadlines for things like your speech writeups and participant handouts
- Are easy to reach and highly responsive by phone, cell phone, email, and fax
- Make their lives easier by being prompt and responsive to emails and phone calls
- Show UNcommon courtesy - send acknowledgment emails, give a courtesy call once you land, send a thank-you gift after the event, don't be a prima donna and ask for nonsense like having a certain brand of organic juice waiting for you on ice in the back of the limo that picks you up at the airport – be a great person as well as a great speaker!

**STRATEGY #20. Invest in the relationship with meeting planners** – It's not always about the money. Most good conference producers and meeting planners consider themselves in the speaker **marketing** business, the speaker **visibility** business, the speaker **credibility** business.

There are top, top speakers – CSP’s, CPAE’s – whom I was thrilled to work with because they SAW that fact. The company I worked with had 350,000 subscribers and sent out over 10 million emails a month. That’s who I put speakers in front of. Your topic, your credentials, your website. Don’t get me wrong – they *paid* speakers – but it’s a lot less than we might get for a corporate keynote. I know that and you know that. Put your ego in the back seat for a minute. **Be willing to invest in the relationship** Because if you do a great job the first time, meeting planners and association executives are often in a position to...

- a. raise your base fee
- b. revenue share with you
- c. publish your articles in hardcopy publications, websites, and blogs
- d. publish and distribute your manuals, training guides and e-learning tools
- e. promote you any way they can

I had speakers start doing audio conferences for \$500, and then gradually, as the relationship evolved, move up to getting over \$40,000 in royalties and revenue share in a single year from our projects together . On the other hand, if as speakers we ask for all that up front, we won’t get it. My advice to you at the beginning of any relationship with a meeting planner or event producer is **Recognize the marketing/PR value**, and let the relationship develop. To adapt a favorite saying, “Do what *their audience* loves and the money will follow.”

**STRATEGY #21. Be coachable** – Buyers live with their audiences. They know what their audiences like, respond to, and value. Granted, you know your stuff, and that’s great but **please** work with your buyer to customize, tailor, and tweak. Even a small miscalculation on your part makes you look out-of-touch with the audience’s reality. **Let buyers and meeting planners help you navigate** making that connection between your expertise and their audience’s needs. **Bonus tip:** if you’re delivering in a new format, take all the advice you possibly can from your meeting planner. For example, I used to work with a lot of speakers who are terrific on the platform and have experience delivering great content live in front of hundreds or thousands of people. Then I would invite them to present the same material in an audioconference or webinar format – and they completely BOMB. So I created a short, high-impact online training tool called “The Experienced Speaker’s Guide to Audioconference Success.”

You can view this program free by visiting this web address:

<http://www.b21pubs.com/audioconf/acguide/index.html>

Some speakers eagerly took the coaching. - and some ignored it. Guess which group of speakers generated more leads, had much stronger audience feedback, and closed more follow-on business. That's right – it was the group of speakers who eagerly took the coaching I provided. If you're offered advice like this from your event producer or meeting planner – take full advantage of it. It will only make you better. Don't let **arrogance** or **complacency** sabotage your success.

**Well, there you have it – 21 surefire strategies to get booked and stay booked.**

How can you make this stuff stick? Put yourself in the buyer's shoes and ask if YOU would hire you. Think like a corporate executive or conference programs chair and then do everything you can to become the speaker you would be thrilled to hire! Save yourself the trouble of working as a meeting planner because I can tell you that being a fulltime professional speaker is way more fun and it pays a lot better.

If you'd like to tell me about the great results you've generated after implementing some of the ideas in this program, I'd be thrilled to hear from you – email me at [david@unconsulting.com](mailto:david@unconsulting.com), visit my website at [www.unconsulting.com](http://www.unconsulting.com) or give me a call at 610.716.5984.

To recap everything we've covered in this program, my closing advice to you is - Get known, get expertized, get published, get internetized, get focused, get branded, get specific, get deep... and most importantly - *get going* on this stuff NOW. **Thanks for listening.**

## About the Author + Free Offer



Before working with David, most business owners and independent professionals relate to one or more of these statements:

- ***“I can't seem to grow my business... I try to find more clients, but it just isn't happening.”***
- ***“I can't find the time to deliver my services, run the nuts and bolts of my business, and do marketing.”***
- ***“I feel like I have enough clients; why aren't I making more money?”***

David's UNCONSULTING Marketing Mentor Program is your passport to proven sales and marketing strategies, clearly focused business growth tactics, and personalized 1-on-1 implementation guidance for independent professionals and service business owners: [http://unconsulting.com/assets/UN\\_Marketing\\_Mentor.pdf](http://unconsulting.com/assets/UN_Marketing_Mentor.pdf)

The program is designed for service professionals of all kinds - consultants, speakers, coaches, trainers, authors, independent professionals, service business owners - anyone who offers professional advice or services for a fee.

### **An Invitation from David Newman:**

If experiencing this program inspired you to take action, but you don't know where to start, I will give you **20 minutes** of my time to help you get moving. That's a **\$150 value marketing consultation – free**. No gimmicks and no strings. The catch: my time is limited so I can only give away 12 free sessions per month. It's always first-come, first-served so contact me right away to book your time.

Contact me at **610-716-5984** or [David@unconsulting.com](mailto:David@unconsulting.com) and we'll schedule a mutually convenient time to talk. Here is to your success!

*David Newman*