



STRATEGIC PLANNING SESSION: MARKETING

As a professional speaker, *you are the product*. A solid Marketing Strategy will help strengthen your efforts by utilizing valuable resources when determining how to best grow your Speaking Business. Recognizing the importance of aligning your brand, messaging and promotional materials will offer clarity around the many directions you can steer your marketing efforts. With a strategic plan in place, you are able to build, grow and manage your marketing efforts as your business and goals evolve.

WHAT TO EXPECT:

Roll up your sleeves and be prepared for a jam packed strategy session spanning two (2) days (8-10 hours) with award winning business consultant, Renee Rongen* in a private setting in Walker, MN. She will review your current marketing efforts, make recommendations for areas that are identified with gaps based on your speaking business and deliver to you an easy to follow strategic blueprint. *NOTE: if Renee finds your strategy development session would benefit by bringing in an industry expert, additional resource(s) may be involved.

MATERIAL REVIEW:

Prior to your on-site arrival, Renee and her team of industry identified experts will thoroughly review your current marketing efforts in place to familiarize themselves with your speaking business. Areas to be reviewed include (but are not limited) to the following: website, social media, printed collateral, books, industry publications, press articles, news clips, interviews, etc. All links and hard copies are to be sent to Renee Rongen one (1) month prior to your scheduled strategy meeting.

STRATEGY SESSION OVERVIEW:

Private strategy session in Walker MN approximately 8 – 10 hours, spanning two (2) days focused on your business to include the following:

- Report of existing Marketing materials
 - What is working well
 - Suggestions for edits of existing materials
 - Review proposed areas for growth
- Goal setting & defining what success looks like
 - Identify percentage increase potential in various streams
 - Increase in impact (numbers of followers, views, referrals)
 - Increase in revenue (speaking fees, book sales, sponsorships, etc.)
 - Increase in engagements (number of speaking engagements, appearances, etc.)
- Target audience evaluation
 - Who you feel is a right fit/wrong fit
 - Areas for expansion and opportunities to further your goals
- Identify possible campaign initiatives and areas for growth
- Develop the strategic tactics needed to support new strategies
- Determine reasonable timelines for execution that work for your business
- Review evaluation methodologies

STRATEGIC PLANNING OUTCOMES:

The goal of the Strategic Planning Session is to deliver a unique blueprint specific to your speaking business that can be easily followed from concept through execution. This blueprint should be used to continually build your marketing efforts, measure the success of specific marketing elements in place and determine how best to grow your marketing resources as your business evolves.