

# Gain Visibility Through Online Speaking

D'vorah Lansky, M.Ed.



© D'vorah Lansky. All rights reserved except those expressly granted.

This guide is intended for your personal and professional development. You **do not** have the right to transmit it or share it with others or change it in any way! Reproduction or translation of any part of this work by any means, electronic or mechanical, including photocopying, beyond that permitted by the Copyright Law, without the permission of the Publisher, is unlawful.

## Disclaimer

This is an informational guide and is not intended as a substitute for legal or other professional services. Readers are urged to consult a variety of sources and educate themselves about the business of publishing and marketing. While every effort has been made to make this guide accurate, it may contain typographical and content errors. The information expressed herein is the opinion of the author, and is not intended to reflect upon any particular person or company. The author and publisher shall have no responsibility or liability with respect to any loss or damage caused, or alleged to be caused, by the information or application of the information contained in this guide. May this content serve you well as you take action towards achieving your dreams.

# The Power of Online Speaking

Providing ways for your audience to connect with you and hear the message of your book will grow your business and increase sales for your books and courses. By being a guest speaker on podcasts, teleseminars, and Internet radio shows, you'll be able to reach more readers and increase your credibility. By being a guest speaker, you are being endorsed by your hosts and giving listeners the opportunity to get to know you. Hosts introduce you to new audiences and giving you the thumbs up.

Online interviews are fun and easy to record, and are easily accessible to your audience. By being a guest on interviews, you don't have to worry about any technology, as your host takes care of that from their end. You will however want to have a phone line with excellent reception or a good head set, if your interviews take place over a web interface such as Skype.

If you would like to share your message with the masses while creating multiple streams of income, you will want to participate in online interviews. The more you gain visibility as an author, the easier it is to sell your books because people like to buy books from authors they consider to be celebrities or leading experts within an industry.

## Ways to Locate Potential Speaking Opportunities

There are many ways to go about locating potential online speaking opportunities. Begin by visiting sites like BlogTalkRadio, iTunes, Amazon, and blogs of people you know who have expertise on topics related to your topic area. You are looking for people who speak or write on topics related to your book or area of expertise. Begin by reaching out to people you know and post links to the interviews on your site. Be sure to include the names and a photo of the interviewers.

As you reach out to people you don't know, you can send them a link to a media page on your site, where you've featured your interviews. This will give you credibility and open doors as they may recognize some of the interviewers as their colleagues. And of course, ask for referrals or introductions, from people who interview you as well as from those who know you and respect your work. A warm introduction from a common friend is the fastest way to get the ball rolling! Participating in online interviews provide you with opportunities to get endorsed by leaders in your field.

If you wait to be asked to be interviewed, you may wait a long time. However, if you set the intention of participating as a guest speaker, you can put a plan in place and watch amazing things happen. To gain traction and make a splash, you'll want to set a goal for how many interviews you'll participate in over the course of the next 90 days. 90 days will come and go, the question is, "where will you be?"

To make a major impact, grow your list, and sell more books or course registrations, consider setting the goal of being interviewed once a week for the next twelve weeks. By setting a weekly goal, you'll create new habits and patterns, make a LOT of connections and reach a LOT of readers! This will also make it more likely that you'll proceed with determination and a sense of purpose. Alternatively, you could set a goal to be interviewed the first week of each month, for example. You'll just have to be more disciplined as it won't be as easy to develop the interview "habit."

## Getting Interviewed Goals Worksheet

To maximize your success, you'll want to set your intention and answer a few key questions. This will provide you with focus and allow you to make the most of this opportunity.

What excites you most about participating in interviews, as a guest speaker? \_\_\_\_\_

---

---

---

What is your main reason for wanting to gain more exposure to your target audience? \_\_\_\_\_

---

---

---

How would you describe members of your target audience? \_\_\_\_\_

---

---

What are members of your target audience interested in? \_\_\_\_\_

---

---

---

### **Set your interviewing goals for the next 90 days (12 weeks)**

How often would you like to get interviewed? \_\_\_\_\_

Schedule time in your calendar to focus on locating interview opportunities. Schedule a recurring appointment, each week for the next 12 weeks.

What day(s) and time(s) do you have scheduled to connecting with hosts and lining up interviews?

---

# Identifying Your Target Audience

Before you begin setting up interviews, you want to identify your target audience and your ideal reader. To make the most of your opportunities you want to focus on getting in front of the exact people who would be interested in your book and your message.

Begin by being crystal clear as to who your ideal reader is. This will allow you to best serve and reach your target audience. By identifying and building relationships with thought leaders and experts who serve your target audience, you'll have the opportunity to multiply your results and get in front of many more people. Imagine the traction you can gain by being interviewed and endorsed by these leaders!

What type of impact would that have on your business and your book sales? \_\_\_\_\_

---

## Identify your audience and who your message is designed for:

What are they interested in? \_\_\_\_\_

---

What challenges do they have? \_\_\_\_\_

---

What do they want to learn more about? \_\_\_\_\_

---

What makes them happy? \_\_\_\_\_

---

What else describes or identifies your niche audience? (Be as specific as possible.)

---

---

---

---

---

## Create a Bio Introduction for Your Hosts

In preparation of your interview, compose a brief, one-paragraph introduction of yourself. This is what your host will read when introducing you to their audience. Give thought to what you really want your listeners to know about you, without sharing your entire professional history. Share a bit about your qualifications and accomplishments in order to illustrate your credibility. You'll also want to include something about your current work or book, so you intrigue listeners and inspire them to want to take action and find out more about you.

Use the following template to compose your speaker bio. This is what your hosts will read when introducing you to their listeners. Strive to keep your bio under 100 words, unless your host indicates otherwise. This way you'll focus on what's essential and will retain the attention of your listeners.

(Name) \_\_\_\_\_ of (URL) www. \_\_\_\_\_

is the (author of or expert on): \_\_\_\_\_.

(One sentence that describe your experience) \_\_\_\_\_

(One sentence that describes what "you do" or how you help people) \_\_\_\_\_

Today (name) will be speaking to us about: \_\_\_\_\_.

Draw from the above outline to compose your speaker bio: \_\_\_\_\_

---

---

---

---

---

Hot Tip: Typically, at the end of an interview, the host will ask you to let people know the best way to get in touch with you. Rather than giving your listeners multiple options, give them one URL so they take action.

The most effective option is to let them know that you have a special gift for them, which they can receive by going to your website. Provide them with the URL to where they go to register their name and email address in exchange for your gift. This will get them onto your email list.

You'll then have the opportunity to build ongoing relationships as well as market your course.

# Compose a List of Questions to Form Your Interview Foundation

It is a common practice to provide a list of questions to your interview hosts. By providing a list of suggested questions, you'll be able to speak on topics that feature your strengths and expertise. Many guest speakers select questions based on their book, their topic, or their signature speech, as this draws on their experience and areas of expertise. Your host can use these as the foundation of your interview. Not all hosts will use these questions, but it is my experience that most will.

**Here's an example of the types of questions you can compose:**

- [Name] tell us a bit about your success journey, as it relates to your area of expertise.
- What is your book about?
- How did you come to write your book?
- Who is your ideal reader?
- 5-8 - (Add a few questions here, as they relate to your topic area and interview focus.)
- What are the top three tips you'd like to share with our listeners?
- [Name] what is the best way for our listeners to reach you? (Tip: provide only ONE URL – leading to your home page, which has an opt-in form where you offer a gift to subscribers.

## Participate in Practice Interviews

To prepare for being interviewed by people you do not yet know, participate in several practice interviews with friends or colleagues. You can provide your practice partner with your bio introduction and a proposed list of questions.

When you are being interviewed, have your friend ask you your list of questions, as if there were 100 people on the line. This will force you to keep moving forward and continuing the conversation. The trick will be to answer the questions in as much detail as possible as this will provide you with wonderful experience as well as rich content and a fantastic resource which will allow people to get to know you better.

You may even want to invite some friends or subscribers to listen in. You'll then be able to deliver your message while people are on the call with you. There's something very powerful about delivering your message to a live audience that you can't capture when you're recording at home by yourself.

**My list of potential practice hosts:**

Name	Why They'd Make a Great Practice Host	Date of Interview
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

## Identifying Potential Hosts to Interview You

As you begin to give thought to whom you'd like to interview you, complete the following exercise. This will allow you to put together a list of potential hosts in your topic area that you know or would like to get to know. This will also give you the opportunity to reach out to people you know who can introduce you to people you'd like to meet.

Fill in the table below using the following criteria:

- Who do you know that speaks/writes on topics of interest to your target audience?
- Which experts, in your niche, would you love to be interviewed by?
- Who do you know who may know one of the people you do not yet know?

People (hosts, authors, etc.) <b>you know</b> who attract your target audience	People (hosts, authors, etc.) you'd like to know but do <b>not yet know</b> personally	People <b>you know</b> who may be able to provide introductions to people in column two

To locate additional online speaking opportunities, go to iTunes and BlogTalkRadio.com and search for hosts and shows on your topic area.

Name of Host	Name of Show or Podcast	Website Address
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____