

10 WAYS YOU CAN ADAPT YOUR SPEAKING BUSINESS

Now more than ever, transitioning your speaking business to function in a virtual world is of the utmost importance. But, if you're unsure where to start, no worries! The ten tips below are guaranteed to set you on the road to success. 🚀



Update your branding and website.

If you haven't updated your brand colors, font, and overall style in 5+ years, now is the time.

Adjust your keynotes or presentations, so you can conduct them virtually.

Adjust wording, gestures, etc. to be done virtually. This can also include creating digital "handouts" to be sent to audience members ahead of time.



Remember to be a human first and a salesperson second.

People are stressed. Showing them you're willing to help for free will make them more open to your paid services.

Focus on consistently producing high-quality content.

Think videos, guest posts, and blogs (1,500+ words) with actionable advice.



Invest in solid virtual tools and systems.

We recommend a good headset, office chair, Zoom, Calendly, Asana, and a CRM at the very least.

Leverage your products or free resources to demonstrate your value.

These include free eBooks, guides, PDFs, anything that hooks your audience and you can give away without it costing you.



Don't hold back on your sales efforts.

It's easy to panic and think people aren't buying, but they definitely still are. If anything, they need you now more than ever.

Make sure to provide value first.

Help people first. **Then**, mention why your paid programs are so killer.



Act with the future in mind.

Ask yourself, "What can I do now to make sure I'm better prepared if this happens again?"

Don't feel bad about asking for help!

Flex your network to hear what other speakers are doing or email us at hello@speakerflow.com!

