



15 Marketing Initiatives for Your Speaking Business

Initiative	Doing it Now	Need to Add / Improve	Notes
Weekly Blog Post	<input type="checkbox"/>	<input type="checkbox"/>	
Weekly Broadcast Email to List	<input type="checkbox"/>	<input type="checkbox"/>	
Weekly Podcast	<input type="checkbox"/>	<input type="checkbox"/>	
Books and other products	<input type="checkbox"/>	<input type="checkbox"/>	
Social Media Engagement	<input type="checkbox"/>	<input type="checkbox"/>	
Contests/Giveaways	<input type="checkbox"/>	<input type="checkbox"/>	
Facebook Advertising	<input type="checkbox"/>	<input type="checkbox"/>	
Google AdWords	<input type="checkbox"/>	<input type="checkbox"/>	
OPP's (Other People's Podcasts)	<input type="checkbox"/>	<input type="checkbox"/>	
Guest Blog Posts	<input type="checkbox"/>	<input type="checkbox"/>	
Articles for Trade and Business Magazines	<input type="checkbox"/>	<input type="checkbox"/>	
Webinars	<input type="checkbox"/>	<input type="checkbox"/>	
Video Promos/Vlogs/Live Streaming	<input type="checkbox"/>	<input type="checkbox"/>	
Collect Testimonials	<input type="checkbox"/>	<input type="checkbox"/>	
Ask for Referrals	<input type="checkbox"/>	<input type="checkbox"/>	



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