



PRESENT LIKE A PRO: Q&A CAFÉ™ NOTES Freelance Speaking Business

February 14, 2015 at Tucson Botanical Gardens

After introductions, we split into groups for **Brain Dump BINGO!** What exactly do we need in order to have a *successful Freelance Speaking Business*? After identifying the right questions we were then free to research possible resources for the solutions!

- ✚ Who is looking for freelance speakers? Is there a **contact list** out there for businesses or organizations looking for speakers?
 - Here are a few places that use freelance speakers: [YWCA](#), [Pima County Library](#), [Pima Community College \(non-credit classes\)](#), [Osher Lifelong Learning Institute](#).
 - Check this out for a more [comprehensive list of organizations](#) in your area and for highly customized search results, check out [ReferenceUSA](#) database through the library website.
 - Network with other freelance speakers to find out what businesses and events they have worked with. As far as we can tell, there is no master contact list out there but we did find this article that can help you start your own list today! [17-ways-to-find-speaking-opportunities](#)
- ✚ Should I speak or present for **FREE?**
 - A resounding **YES!** Especially if you are new and want to gain momentum for your business. Speaking is a heavily referral based business and the more people that hear you speak, the more people who can refer you to others who **CAN** pay you. Check out this article~ [Free2fee](#)
 - Also, if you have written books or materials, be sure to bring them to sell when you speak for free!
- ✚ Where can I find low cost/no cost **marketing** for my business?
 - You can get inexpensive business cards and marketing materials through [MOO](#) and [Vistaprint](#)
 - Submit a Press Release to your local newspapers when you speak for free. Here is some helpful press release info: [places-to-send-a-press-release-and-how-to-write-one](#)
 - Post a YouTube video of your latest speaking engagement and use it as a demo. There are many apps these days that can help you edit and post your video such as Imovie, Magic Video and Splice.
 - Write an article in your area of expertise on [Wiki-how](#) or [Answers.com](#) or [self-publish](#) a book!
 - Contact small periodicals and newspapers to find out if they offer free classified ads.
 - Submit your speaking engagement details to online calendars such as [Azstarnet](#) & [Insidetucsonbusiness](#) (Many other online calendars will pull your event info from these and re-post!)
 - Don't forget to use Social Media: Twitter, LinkedIn, Facebook, Instagram and so many more!
- ✚ Where can I find materials or groups that will help me become a **BETTER FREELANCE SPEAKER?**
 - Visit an [Odyssey Storytelling Event](#) or a [Freelancer's Union Spark](#) meeting
 - Helpful books: [Idiots Guide to Success as Professional Speaker](#) and this book written by a member of our community- [How Abraham Lincoln used Stories to touch hearts, minds and funny bones](#)

We can only imagine what our next meeting will bring!
**Be sure to [sign up today for 'Technology Resources for Presentations'](#) on
Feb 25th, 5:30pm @Bookmans on Grant Rd.**