

Lots of congrats and kudos on this call - very well done.

**Q from Frank** - Publicity Agents - Agency - company

>>> my experience and my friends experience

Goal - is to get bookings - PR agents don't do that - they put out PR

- press releases, get radio gigs, get backlinks to your website

Speaker Presentation (getting speaking gigs)

YOUR JOB \_ presentation

- and wanting bookings is backwards until you know your presentation and are ready - this is like driving traffic to a crappy website

- Not recommended - they aren't agents on the phone getting you gigs

What's a good price?

PR Agencies - \$500 - \$2000/mth

Do they ever give a guarantee?

NO WAY

How long of a service arrangement is best to start with?  
month to month some require contracts

What prep do we need to do, to make their time most efficient and keep costs down?

Flat rate - what's included

The issue is you may have to provide content they distribute - such as the content for a press release

Should I first contact via email or phone?

I would definitely research first - and run it by me.

Then if they look good, call and ask price - then run it by me - with EXACT details on what they are going to do for you.

Do I have to have a tight "pitch" prepared to call them (like the way Clint trains to pitch when calling a TV station?)

- no - they want your money

>>> Didn't understand what these guys did for you - sites were too weak and if they can't manage their own online PR - not sure they can do it for others

Social MEDIA content - you don't need that or I would have sold you mine -

[http://onlineclaritycleanse.com/smo\\_monthly\\_plan\\_package.html](http://onlineclaritycleanse.com/smo_monthly_plan_package.html)

1) Dixon Schwabl

<http://www.dixonschwabl.com/approach/public-relations>

## 2) Martino Flynn

<http://www.martinoflynn.com/Fact-Sheet.pdf>

<http://www.martinoflynn.com/capabilities>

## 3) Flannery PR

<http://www.flannerypr.com/services.php#publicr>

### Frank Strategy:

- you already know how to get TV gigs - but you have enough of these and don't need more right now unless it is GMA, Today Show - the big guns - that is what I'm waiting for now
- Submit a story to them monthly

### VA work -

Have Michele or Tracey coordinate with them - 30 minutes of her time can set them up for their entire shift, and take work off of Michele and Tracey who are at a higher rate

- they do need monitoring and the reports read daily to see where they are and what's left

## Kathy Kingston - Site Review

<http://www.kingstonauction.com>

## MarBeth Dunn -

Corporate Connections - Lunch & Learn >>

- Happiness - - Joy & Wealth Strategist - Abundance

- developing a letter to go to corporations - I'm available -

- 10 gigs - Freedom From Barriers

- 12 topic - \$12,000 - 1 hour presentation - Forum (FB Page) - support and queries

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Support for their staff's happiness and wellbeing >>

CEO CFO - Employee - paycheck - >> Package - 1:1 >>  
Energy Healings - (relief from stress)

May 8th - BANK UNITED - Reiki

- Create a package - Free training (introductory) - help them - 1 sheet -

- Annual Service package - 10 - \$12,000 - \$120,000 - 120

- 1 hour visits >>> People with money

Care and Wellness Package

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multi-speaker event happenings

- Always have your own NEC 3 part forms ready - even when they say they have it - [ncrforms.com](http://ncrforms.com)

\$50 for 100 forms

- Always watch the other speakers - price points and close strategies
- You are always working the event - from start to finish - many sales may come after not then as they wait to watch everyone
- Slot times matter - but you get what you get - different strategies for each time slot
- Reduced times often happen - you have to factor the ratio for your close
- Control your audience - and you choose who you want
- Ask the audience if it's okay if you run a little late (but only if got started late)
- If you didn't sell - fix it next time - it happens

Congrats to Frank who booked a speaking gig in October - GET READY!!!

Congrats to Michele whose story was accepted to Chicken Soup for the Soul and features our own Fantastic Frank!

Kathy Insights for Site

