

Speaking Topics by Mitchell P. Davis, Founder -- *The Yearbook of Experts*.

Each presentation is set to last seven minutes. To keep the room's attention, I can't cover everything. So, I'll just do the highlights. **Items One to Eight can be done in one hour.**

- 1) Ten Ways Experts Build Their Brands – audience participation to choose seven of the ten topics here: www.NewsReleaseWire.com/23590 -- handout of questions and answers given.
- 2) Don't Get a Job – Create Your Own Opportunity with Consulting, Speaking, Training and Coaching. These are four great avocations that deliver freedom: being your own boss, having freedom to travel. How to change your mind-set from “looking for a job” to seeking connections and opportunity to make lots more money for focused work. Handout with action steps and contacts.
- 3) Customer Supply Chain – ISO 9000 practices to ensure customers arrive on schedule. Examples of how great companies ensure continued new business.
- 4) Blue Ocean Marketing Strategies – Finding new business where others are not.
- 5) 23 Ways to Get More Clients. Attendees receive a copyright-free handout which they may re-purpose and share with their clients who are seeking more business.
- 6) Protect Your Brand – 10 sites at which to register your user name – Links at www.BrandWhale.com
URL -Twitter -Facebook -LinkedIn -YouTube -Google -Yahoo -MySpace -Digg -Delicious -Technorati -Vimeo
- 7) What Would Dottie Say? -- Selected speaking business strategies I've learned listening to recording made by Dottie Walters, one of the original leaders in the speaking business.
- 8) Collaborative Economics – reaching past social media to generate business. How to create synergy of collaboration and new business, and why never to push your business card at someone – make the conversation about two things.
 - a. Their needs;
 - b. Your connections that can solve those needs.
- 9) Training Classes for General Internet Knowledge – Not theory, but actual like presentations, where I invite a member of the audience to step forward, and we:
 - a. Learn how to record video with The Flip camera – a very simple way to build content;
 - b. Open a YouTube.com account, and upload a video;
 - c. How to open a YouTube.com channel, and get people to subscribe to your videos;
 - d. Why to have a e-mail opt-in form on your Web site:
 - i. The instant benefits;
 - ii. How to use Constant Contact to set it up.
- 10) Training Classes for Yearbook of Experts' Members on Using ExpertClick.com:
 - a. How to send news releases – best practices, and simple things to avoid;
 - b. The importance of defining your Web objective and choosing to build pages that attract specific business;
 - c. Search-engine optimization techniques, and how to choose keywords;
 - d. How to use Google Keyword Selector to find the best words for your news releases;
 - e. How to use KWMap to find related words, and Keyword Spy to learn from P-P-C ads to use those words in organic marketing;
 - f. How to use organic breadcrumbs and text links to drive traffic.

All presentations are made in an editorial style. I do not “sell from the podium,” but we've found that many members at the end of a presentation like to hear a one-minute summary of our services. As a benefit for the organizing group, we offer to split 50% / 50% on our sales of ExpertClick memberships sold at the time of the event. In January 2010 at a National Speakers Association event, we raised \$4,200; the organizing group made \$2,100.