

3 Ways to use Public speaking as a marketing strategy for your business



BY
STÉPHANIE DAUPHIN
SPEAKER
BUSINESS CONSULTANT

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ABOUT

the Autor

I'm Stéphanie Dauphin, Speaker and Business Consultant. I Teach Entrepreneurs how to use Public Speaking, with practical tips, to grow their businesses.

FIND ME

Email :

info@stephaniedauphin.com

Website

www.stephaniedauphin.com

Social Handle:

[@stephaniedauphin](https://www.instagram.com/stephaniedauphin)



Whether you just started your business or you've been in the game for a couple of years, your primary goal is to always have access to prospects/potential customers.

The big challenge is to know what strategy will help you to connect with the right people. Will you use IG's reels, stories, FB ads, TikTok, LinkedIn ads, etc.?

What if it was easier? What if you didn't have to "chase" new prospects like a new driver with no GPS?

Here is an important fact:

While Instagram posts have proven to achieve a 1.08% conversion rate, the speaking industry has a **20% conversion rate.**

So if you love to inspire others, public speaking might be the game-changer you need to better market your business. Yes, it allows you to increase visibility, share your message and build your credibility with your audience.

Ready to discover more?

Let's dive in...

Tip #1 Decide who your audience is.

Many entrepreneurs want to grow their businesses so badly that they make the mistake of saying that their offers are for everybody. This is like being single and saying:

“I don’t have a type.”

Just imagine the kind of freaks you would attract by saying that.

If your business has no type of clients, it will make your services/products look generic. Having a niche is essential to stand out and attract the people you truly want to serve because they will feel that you really get them.



Tip #2 Find out where they hang out.

Now that you have identified your audience, target where they hang out. It could be organizations they are part of, like a family center or a business like a hair salon, etc.

Next, think of people you know who are part of these organizations or who own these types of businesses.



Tip #3 Speak for free.

I remember one day, a friend of mine called me to ask me to speak at her event. The problem was that she had no budget to pay me and I was soooooo pregnant and tired. I reluctantly accepted (I was to speak on self-love, one of my favourite subjects).

What happened next really surprised me. A lady in the audience said: "I liked your talk. Can you come to speak at my job, I work at a financial organization." I did it, got paid and increased my credibility and it all came from that gig I did for free.

So what you need to do is contact your network, and offer to speak for free. The next thing to do is to have an offer you can sell from the stage. It can be your products or a particular program your audience can benefit from.



Core takeaway



01

IDENTIFY YOUR AUDIENCE

02

FIND OUT WHERE THEY HANG OUT

03

SPEAK FOR FREE

Thank you

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Public Speaking for Marketing Ebook
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