



3 Problems That A Mobile Solution Can Solve For Anyone Who Commands An Audience.

The Mobile Marketplace is here and growing faster than you may realize. If you are a Speaker, Podcaster, Musician or anyone who communicates with an audience, mobile delivery is the most effective way to interact with your audience. These days... ***Your Audience is expecting it.***

Here are a few examples of how using mobile in the Professional Speaking Industry can solve three significant problems.

- **Situation: Providing Handouts/Free Gifts/Downloads/**
 - **Problem:** How do you give something away during any presentation without creating a huge financial and/or time expense? You don't always know who is going to want your handout or free gift, so you make arrangements to have the material ready for every seat in the room. If you provide any follow up, who do you concentrate on? Everyone? ...Costly! How do you know who is most interested?
 - **Solution:** Use SMS text messaging as a digital delivery solution. This not only eliminates almost all of the cost of providing a printed copy but it puts it in the hands of those who really want it. Now when it's time to do your follow up, you know exactly whom to call. Of course, by automating this delivery system and integrating with your existing CRM, this can be taken care of without much input from you or your staff.

- **Situation: Copy of Slide Deck**
 - **Problem:** At almost every workshop I've been to, especially if the instructor is good, the question comes from the audience, "Can we get a copy of your slides?" In other cases the audience will start taking pictures of the screen with their phones. This is distracting and ineffective.

- **Solution:** As soon as the speaker sees that the audience is interested in receiving this data, an opportunity for connection has arrived. The opportunity should be taken at this point to offer the slides IMMEDIATELY. SMS / Mobile delivery will give the audience member what they want now and because the desire is high they are more likely to share their cell phone number and email address with you.

- **Situation: Capital Investment for Inventory**
 - **Problem:** Traditional model of selling at a live event is at the back table or a booth. This can cost thousands of dollars just in inventory. Additionally, there are logistical expenses that go with each event. Consider how much product has to be sold, just to break even?

 - **Solution For Speakers:** Use your audiences smartphones as an individual Point of Sale. Giving away a free chapter of your new book or the first lesson in a CD/DVD package is a great way to bring them into your sales funnel. With the right mobile solution you can add other items to the download list. Including your books and CD/DVD's that they pay for. All of this is done on their phones, not at the back table. Many of the countries top speakers are already using this type of system to increase the ROI for themselves and their audiences.

 - **Solution For Event Promoters:** Many event promoters discourage or prohibit speakers to sell from the stage. This is understandable, as the Event Promoters have a vested interest in controlling the perceived value of the content, coming from the stage. They also need to control the data base of attendees. However, if the Event Promoters were encouraging speakers to promote their free offers via Mobile Direct Response, they could not only control the data but analyze the data to know exactly who in their audience downloaded free vs paid material. This even extends to what speaker(s) they purchased products from and for how much. This type of data could help promoters target those attendees to spend extra time with and to make sure that attendee is a repeat attendee.

In this way, Event Promoters who encourage and cooperate with the speakers they book on stage, may see increased revenue. In contrast to creating an adversarial and competitive environment with their speakers and vendors.

For additional information:

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