

Marketing Moxie

Episode #14 – Taking the Stage

www.maggiepatterson.com/episode14

CHECKLIST

How to Get Started

- ✓ Get super clear on your area of expertise
- ✓ Write a rocking talk that you really have a strong emotional connection with
- ✓ Carefully define your story and how it benefits the audience
- ✓ Make sure you have a speaking page on your site.

Where to Speak

- ✓ Create a master list of places you'd like to speak
- ✓ Look for local or regional opportunities
- ✓ Remember associations all have conferences
- ✓ Design your own opportunities to speak

Conquering Your Fears

- ✓ Name your fear
- ✓ Flip your script and use your fear as fuel
- ✓ Think about the impact you are making if you help even one person in the audience

Check out other episodes of Marketing Moxie at:

<http://maggiepatterson.com/category/podcast/>