Hello, this is Ed Rigsbee and today I want to talk to you about having a balance of both marketing and sales activities. I've found over the years a lot of speakers, they do a lot of marketing, but they don't do a lot of sales. And a lot of speakers think that just doing marketing is going to get them business.

So what are marketing things? Marketing things are all of your social media posts. All the time that you spend on social media, that's really not selling. That's marketing. That's getting people to be a little bit more familiar with you, a little bit more comfortable with you. So when you actually do have a sales conversation with them, you are selling and you get a better chance of completing a sale.

In marketing, people, speakers that are doing a B2C business to consumer, they're gonna usually use Facebook, Instagram, and some YouTube. I'm not gonna talk about TikTok because politically there's so much going on with TikTok right now that who knows who's gonna own it, who knows if it's even going to be here. So I'm just going to kind of leave that out.

In business to business, B2B, that's where you're going to really use more LinkedIn and YouTube also. With LinkedIn, especially in business to business, if you're using the LinkedIn newsletter capacity or capability, that's a really good thing because you can get people to subscribe to it. I don't know if you realize this, but every month LinkedIn gives you a certain amount of invitations that you can invite people to your newsletter. I would highly encourage you, use all those invitations each month because they don't add up. So it's kind of like if you don't use it, you lose it. So if every month at the beginning of the month, again, this is a marketing effort, not a sales effort, but at the beginning of the month, if you do have a newsletter and you're posting somewhat regularly, and if you then start inviting people, you'll start to have a little bit more reach.

Now, also emails. Are emails marketing or email sales? Well, if you're just sending out mass emails,

that's not sales, that's marketing. Also, if you're basically just writing articles and sending them to be submitted, that's not really selling, that's marketing. So with emails, if you're really trying to sell using email, then each email has to be custom. You can't send out mass.

And with all of the conversations that I've been doing over the last couple of years with association decision-makers, almost universally, they're telling me that they're sick and tired of speakers just spamming them with emails, not really understanding who they are, what they do. Now, Aidan has talked to you numerous times about using AI to get a little bit more information about an association or an industry to help you to be a little bit more customized with your emails. But I think that you really need to understand the difference.

And also, I mean, let's face it, on the phone, selling, you know, year to year, exchanging money for products and services, that is really selling. So to get a speech, I mean, yeah, sometimes, once in a blue moon, somebody's gonna call and go, oh, we just have to get you to come and speak to our organization how much you charge. And that's not really selling, that's just taking an order.

And in sales, there are farmers, and then there are hunters. And as you might guess, farmers just set the phone and wait for orders to come in. Hunters are the people that go out and make sales happen. So if you want to just be a farmer and sit and wait for the once in the blue moon phone call to come in, that's great, but much better to be a hunter. So if you are actually making an effort every day to quote hunt, that's going to really yield you a lot of benefit.

Now, you don't have to be on the phone like 10 hours a day or even 5 hours a day. If you were just on the phone an hour, maybe 2, you know, an hour, maybe 2 a day with your outgoing efforts and then any additional time doing follow-up, I mean, in making these calls, it's going to yield a lot of benefit.

Now think about it. The system that I've been talking to you about for years is what you want to do is go through the editor, give the editor your articles as the relationship bank deposit before you hang up, ask the editor, oh, by the way, who's the decision maker? Make sure that you've got the decision maker and not the logistics person. And then let them help you to get to the decision maker. When you get to the decision maker, there's a lot of different approaches you can take. My recommendation is you take the approach of introducing who you are, explaining that you understand that your industry is going through these challenges. You've given articles adapted from your book or not to the editor to help you members. And you ask the decision maker, hey, can you tell me how to get my name in the hat to be considered in the future for speaking engagements? And then the key is one of the good things, one of the important things with selling is knowing when to be quiet. And if you just be quiet and let the decision maker talk to you, they'll tell you exactly how to sell to them.

One of the things that the association executives have also continued to tell me is, you know, they'll talk to a speaker and they'll say to the speaker, yeah, it sounds good. I think that we can do something. Call me in 6 weeks. Okay. And then the speaker a week and a half later starts calling every week. No. No. No. That's not the way to do it. So I know that everybody, you know, you're in a hurry, you want to get bookings, you need to create revenue, but all that's going to do is create enemies.

So what you want to do is find out from the meeting planners. Okay, how do you want me to sell to you? You want me to call you in, you want me to email you in, and use your CRM, customer relationship management system to keep track. So I think what you want to do is you want to have a balance, as I said at the very beginning. In other words, you can't just have all marketing because that's not really selling. Yes, there'll be a once in a blue moon order that'll come in and you can play

farm or take that order. But also on the other side, you can't spend your entire day just selling without putting yourself out there in the marketplace as a subject matter expert. So part of what being on social media does, it shows that you are a thought leader in your topic and it shows you're a subject matter expert. And that's not gonna really make the sale, but it's gonna make the sale easier. So when you talk to somebody, if they've heard your name here, they've heard your name there, you've probably heard it in marketing. People have to hear your name, you know, or hear about a product, you know, 10 times, dozen times before they buy. I think there's a lot of truth to that.

So think about all of the activities that you're doing. Ask yourself, is it a marketing activity or is it a sales activity? Be honest with yourself and be honest with yourself also that if you spend 8 hours a day marketing and 15 minutes a day selling, you're not gonna have the same results as an hour a day marketing and an hour a day selling. I know, speakers, we've got lots to do. We've got programs to build for. We've got our content to write. You know, we've got to work on our blog posts and our newsletters and creating new content for video. And I know there's lots and lots to do, but just remember the difference between what is marketing, drawing people to you, and what is selling. Ear to ear, face to face, exchanging money for products and services. You have a service, your service is a speech. And if you want to exchange money for that speech, don't rely 100% on marketing. Make sure that you've got a good mix of sales and marketing in your daily activity. If you do that, I think you'll be surprised. A lot more business is going to come your way a lot more often.

Okay, back to you.