

PROGRAM DESCRIPTION

FOR MARKETING

Speakers Association



You Have 7 Seconds. Make Them Count!

Meeting planners, corporate buyers, event hosts or audience members make very quick decisions about us. Should they hire us? Trust us? Buy something from us? It takes a blink of an eye and like it or not, you are going to be judged. Because our brains are built to size each other up quickly and even if there is lots of evidence to the contrary, others will stay attached to their initial impressions.

The good thing is that this impression is something you can control, and at our next chapter meeting Sylvie will show us how we can influence the message we send to others, and how to position, package and promote our offerings to deliver what meeting planners and buyers look for.

These are all things that you can shape and mold to work in your and your brand's favor, and help you to become the successful speaker, trainer or consultant that you deserve to be. Sylvie will also provide a behind-the-scenes look into her business and share tools and techniques that have helped her to establish her brand and business online.

During this informative, fun and interactive presentation, your audience members will achieve the following:

- Learn about the psychology behind first impressions and what YOUR first impression really says about you, your personality, your credibility, your expertise, your speaking services or your speaking fee.
- Gain clarity about the way your first impression impacts the way your leads think about the services and products you offer, and how their snap judgments influence their decision-making process.
- Determine the many opportunities you have to leave a positive first, last, and lasting impression with your website, speaker trailer, promotional materials or the conscious and unconscious digital footprint you leave behind.
- Get a behind-the-scenes tour into Sylvie's speaking and online business and get dozens of ideas and ways to run your business more efficiently and impactful.