

MODULE 3 QUESTIONS

Module 3 in my book will provide context and examples to help you answer these questions below.

Write below up to five (5) different industries that you desire to speak to:

Of these industry groups above, which one are you going to focus on first? Write it below:

What is the name of the premier association serving that industry? Write it below:

Does this association have a statewide and national structure?

- Yes No

Does this association host statewide and national events?

- Yes No

Important!! If either answer above is a "No," then move on to another association in that industry where you can answer "Yes" for both questions. Do not continue onward. Contact me for assistance. Assuming you answered "Yes" for both questions above, list the website for the local and/or statewide association. If there's more than one, list up to three (3):

How many chapters of your selected association exist within the state you reside?

Write down the date of the next three (3) local association events:

Have you registered to attend at least one of these local events?

Yes No

If you are feeling ready to contact the leadership of this/these local associations, write below the email text what you will send to them:

Write down the date and website link for the next statewide/regional conference:

Write down the date for the Call for Programs deadline for this statewide/regional conference:

Have you studied this statewide/regional conference website and taken notes on prior topics and industry trends to ensure fit for your program?

Yes No

Are you going to attend this conference?

Yes No

If "No," explain why not, because it is crucial that you do!

I understand the benefit of speaking pro bono (i.e. free).

Yes No

Write below benefits a speaker receives by speaking pro bono:

In the book, I list several ways to keep in touch with audience participants. Write below how you plan on keeping in touch with your audience. Be specific:

What can you "give away" during your presentation in order to receive audience contact information?

Are you planning to blog and share your content?

Yes No

If "Yes" above, write below how you plan to do that. Include frequency for your blog and the platform you will use. If "No" above, explain why not because that will be a mistake:

Write below up to ten (10) sample Google Alerts you are considering:

If you have a website, on a scale of 1-10, how would you rank your current site?

1 2 3 4 5 6 7 8 9 10

After studying other comparable speakers' websites, what recommendations would you give yourself to improve your website? If you don't have a website, list below the components of a great site:

***After completing this document, SAVE and SEND to Kevin@KevinCSnyder.com
Also, be sure to review Module 3 Checklist at the conclusion of Module 3.***