

IMPACT!



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Call us.
Begin to
make an
IMPACT!
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“Linking Companies to their Communities”

! *Speaking Opportunities I*

One of the fastest, easiest, and most cost-effective ways to “get your message to the people who will build your business” is by creating and scheduling **Speaking Opportunities**.

Sales letters, newsletters, brochures, and other written materials can be informative, but nothing gets people more interested in your business than listening to the one person who is the most enthusiastic and knowledgeable about it – YOU!

Everyone who is in business can be an “expert” in their industry and has valuable information to share concerning the importance and necessity for their products and services – if there wasn’t a need – you wouldn’t be in business!

How to get started:

1. Decide on your topic(s): Your presentations (you can have more than one) should be viewed as educational and as a public service and rather than as **self-serving sales pitches**.

For example, a physician might want to focus on how to recognize common medical complaints; an attorney might want to focus on explaining a particular legal issue that affects most people; a public relations professional might want to discuss how to use cost-effective media strategies; a building contractor might want to talk about how to recognize common building faults when purchasing a house. . . you get the idea. . . Informational and educational . . . Not “sale-ze”.

2. Develop a PowerPoint presentation: Most organizations don’t have a PowerPoint projector, so if you plan on giving professional presentations, you might want to invest in this piece of equipment.

A Word of Advice: When creating your presentation, keep it simple and un-wordy. Too many words may cause you to read the slides rather than discuss them (b-o-r-i-n-g). Also, keep your presentation in line with your slides so you won’t confuse your audience.

3. Create informational pieces:

- A one-page informational flyer to email people to interest them in booking you for a program.
- A press release announcing your availability to speak to groups.
- A hand-out piece to give to program attendees.

4. Start calling local organizations who have meetings with speakers and programs: Service organizations (Kiwanis, Rotary Clubs), health-related organizations, professional networking organizations, education related organizations, religious organizations, women’s clubs, Home Owners Associations, college alumni associations, the list goes on . . .

You are looking to reach your target audience, so pick your speaking opportunities at organizations which have members who would be interested in your services. You can also look for annual conferences and seminars where you could be a featured speaker. Contact local TV and radio hosts. They often “interview” guests on various topics.

Make an **IMPACT!** in 2007

**Make an IMPACT! with
“Customized Communications”**

IMPACT! designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

**IMPACT! your community with
“Messages that Matter”**

IMPACT! strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increases your credibility and builds your organization’s identity.

**Understand how to better
IMPACT! your customers**

IMPACT! facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

IMPACT! Inc. creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.