Are You Maximizing the Opportunities From Your Speaking Engagements? Part 2

In last week's Law Business Briefing Memorandum, we discussed strategies you can implement before each live event to boost your effectiveness and generate higher turnouts than ever before.

If you missed that article, I encourage you to read it here, but essentially, you'll want to start communicating with your prospects before the event via the information collected on the registration form and gather leads during the event by utilizing an opt-in form tied to a free gift or offer.

Yet gathering leads is only half the battle in relationship-based marketing. The second and arguably most important step in making the most of your speaking engagements is to automate the follow-up process to ensure no prospect is left behind and everyone receives consistent communication from you and your firm.

You may have heard the saying, "the money is in the follow-up" and I can vouch from personal experience this is true. So with that said, here are four easy steps you can take after each live speaking event to ensure money is in the follow-up for you as well:

1. After the event, compare the initial registration list to the names of those who were in attendance.

2. From there, break those names down into three categories: those who took your offer at the event, those who attended but didn't take your offer and those who registered but didn't attend—then create appropriate follow up sequences. The follow up sequence should include multiple touches in various ways (email, phone, snail mail) for the best effectiveness!

3. If the free gift you offered requires fulfillment, strive to distribute your materials promptly while you are still fresh in the prospect's mind.

4. Always add all leads to your house list and maintain consistent, friendly ongoing communication with them via both email and direct mail.

As you can see, the hardest part of this maximization effort is automating the follow-up process so you can contact your prospects long after the event has taken place.

Infusion is my personal automation software of choice because it allows for segmented lists and hence very specific follow-up campaigns designed to motivate prospects and get them to say YES to your services if they didn't already do so at the live event.

But don't let not having a good email marketing/ contact management system stop you from getting started with this! Either make a quick investment into a good CRM like Infusion (which is money VERY well spent on your part), or use an excel spreadsheet or some good ole' fashion tickler systems. Either way—just get started.

So next time you have a speaking engagement, I encourage you to give these steps a try and chart your results. And don't forget to email me at alexis@lawbusinessrevolution.com with your success stories!

PS- If you're considering a CRM like Infusion, be sure to email support@lawbusinessrevolution.com for further information on special bonuses we've negotiated for members of the Law Business Revolution. We're always happy to help.