

Juanell Teague

Step-By-Step Marketing™ Customized Manual for Selling a Speaker

Step-by-Step Marketing™ Results:

- Knowing exactly what to say during each marketing process
- Knowing the steps to follow to be viewed as a top professional
- Organizes you to be on top of what you need to do at all times
- Provides a dialogue for every marketing challenge
- Eliminates the need to recreate the script each time
- Makes you consistent with incredible follow up

What is *Step-By-Step Marketing™*?

A proven, paint-by-numbers process, of customized fool-proof scripts and process solutions.

What problems does *Step-By-Step Marketing™* solve?

Disorganization and overwhelm which create road blocks to successful marketing.

How does *Step-By-Step Marketing™* solve this problem?

By customizing everything you say and do to fit every marketing challenge you will ever face.

What You Will Learn

A - Dialogue

- Develop scripts for leads, speaking inquiries and fee negotiations
- Intentionally gather critical information when a prospect contacts you

B - Organization

- Track bookings and keep a master calendar
- Design pre-event interview questions and check list

C - Follow Up

- Handle all follow up leads (referrals, people that have heard you speak)
- Gather leads and testimonials from a speaking engagement
- Make a call asking for payment
- Product sales



Juanell Teague
provides accelerated
career transformation
to speaker industry
professionals and to
those in transition.

*“My customized
marketing manual
keeps me on track,
and helps me readily
handle each marketing
challenge !”*

- Kathy Pagana

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