

# Module 3: Be Heard

## This module is all about Being “Heard”

If you’re not already “speaking” to promote your business, now is a great time to consider doing so....

In order to make this happen, you want to be strategic about the audiences you choose for sharing your story and expertise.

## Action Items:

### Identify several groups you can speak in front of for exposure:

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### Then ask yourself these questions in regards to all the above groups:

- Will you be able to provide real value to the group you speak to?
- Will your signature talk be something that they will be interested in hearing about that will help guide them from problem to solution?
- Will you gain more exposure from speaking to this group?
- Can you get clients from this group?

If the group is a good match, then reach out to those groups now and contact the individuals who are responsible for booking speakers. This way you can get on the roster for the upcoming year>

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### Action Item: Identify a successful outcome

- **What is your purpose for speaking?** What outcomes do you want from this? (new sign ups to your email community, schedule a discovery session with you, for them to donate to an important cause....)

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- **What action do you want them to take after you speak?** (Sign up for your newsletter? Join a club? Take action on a worksheet or exercise that you share with them?)

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