

# Keynote speaker Process Map

---

## **Business Type:** Keynote Speaking

Website: <https://www.ineffable-solutions.com/speaking>

## **Business Objective:** Get website traffic

## **Funnel:** Google Search Ad -> Website

---

### 1. Who am I talking to?

- a. Event planner
  - i. Conference
  - ii. Company
- b. Event coordinator
  - i. Corporate
  - ii. Private
- c. Conference organizer
- d. College administrators

### 2. Where are they now?

- a. Looking for a speaker for their event.
  - i. Experts in their county.
    - 1. Accommodations is a consideration in their decision-making process
  - ii. Doing the work.
  - iii. Can speak on topic at hand from experience.
  - iv. Stories of impact.
  - v. Align with the desired outcome of event.
  - vi. Well-connected in the community
  - vii. Interesting topics
  - viii. Relevant in day-to-day career
  - ix. Fun and engaging

- b. Looking to maximize attendance at event.
- c. Sophistication: Stage 5. Niche down | experience
- d. Awareness: Level 4. Highlight what makes us better than other keynote speakers.
- e. Searching for speakers on google
  - i. Relevant to their event.
  - ii. Aligned with end objective of the event
  - iii. Credible
  - iv. Impactful

### 3. What do I want them to do?

- a. Click on our search result

### 4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- a. Need to see direct benefits of the speaker
- b. Need to be interested in exploring him as a potential candidate
- c. Need to sense the ad is..
  - i. Genuine
  - ii. not exaggerated
  - iii. not embellished
  - iv. Not bullshitting

## Model Top Players

(Note: Ryan Estis is the TOP TOP player. His marketing is amazing)

## Sponsored



go.ryanestis.com

<https://go.ryanestis.com> › leadership › speaker

## Why Brands Choose Ryan Estis? - Leadership Keynote Speaker

"The most dynamic, energetic, and relevant keynote I have ever seen." Book Ryan Estis now!

Spark team enthusiasm with Ryan's motivating keynotes. Transform your sales team! Corporate Sales Keynote. Real Estate Sales Keynote.

## Insights and Resources

Downloadable Resources Sustainable Growth Starts Here.



## Ryan's Speaking Topics

Keynote Presentations, Workshops Extended Learning Experiences



## Sponsored



Dr. Michelle Rozen

<https://www.drnichellerozen.com> › leadership › speaker

## #1 Leadership Speaker | Dr. Michelle Rozen

Outstanding reviews and standing ovations from the world's top **leadership** teams.

## Sponsored



Dr. Michelle Rozen

<https://www.drnichellerozen.com> › conference › speaker

## Dr. Michelle Rozen

**Speaker** for Conferences — Actionable, Engaging and Motivating Leadership. The #1 Rated **Keynote Speaker**.



## Sponsored



speak.vocalvalue.com

<https://speak.vocalvalue.com> › ohio

## Leadership Speaker - TEDx Speaker - #1 Leadership Speaker

Strengthen arguments with vivid analogies & captivating demos. Book Linnita Hosten® now! For rising leaders & executives. Overcome nerves, exude confidence and present with...

### Sponsored



joshlinkner.com

<https://www.joshlinkner.com>

## Inspire Future-Ready Cultures

Global Innovation **Speaker** — Josh's keynotes give leaders a proven blueprint to build cultures of everyday innovation. He shows a trusted blueprint for harnessing creativity to build innovative winning teams.

[Invite Josh to Speak](#) · [Custom Keynotes](#) · [Body Of Work](#) · [About Josh](#)

### Sponsored



paulepsteinspeaks.com

<https://www.paulepsteinspeaks.com>

## Corporate Culture Speaker | Paul Epstein Speaking

Motivating leaders and teams to create a strong **corporate** culture & drive explosive growth

### Sponsored



keynotespeakerbrian.com

<https://www.keynotespeakerbrian.com>

## Sales Speaker and Author | Practical Funny Motivational

He not only knows his stuff- he's one of the funniest **speakers** I've ever seen! Brian keeps...

### Sponsored



paulepsteinspeaks.com

<https://www.paulepsteinspeaks.com>

## Paul Epstein Speaking

Award-Winning **Keynote Speaker** — Motivating leaders and teams to perform with passion and drive explosive growth. Paul...

# FIRST DRAFTS

## a. Ad group 1 (general)

**Plan: Lead with direct UVP, authority, and credibility**

Keywords:

**key note speaker** (Very high search volume - low competition)

keynote motivational speakers (medium search volume - low competition)

great keynote speakers (medium search volume - medium competition)

good keynote speakers (medium search volume - medium competition)

hire a motivational speaker (medium search volume - low competition)

motivational speakers for hire (medium search volume - low competition)

inspirational speakers for hire (medium search volume - low competition)

Headlines:

Front

1. Why Choose Damian Synadinos?
2. Why Organizations Pick Damian?
3. Damian Synadinos
4. Now Accepting Inquiries

Second (after the dash)

5. Motivational Keynote Speaker
6. High-Energy Keynote Speaker
7. 5-star Global Speaker
8. Memorable Keynote Speaker
1. Globally-Recognized Speaker
2. Fun Engaging Practical
3. Experienced Conference Speaker
4. Internationally-Picked Speaker
5. Non-Boring Keynote Speaker
6. Entrepreneur Speaker Trainer
7. Fun and Engaging Event Speaker

Descriptions:

- a. Click Above And Discover All That Damian Has to Offer!
- b. Motivating leaders and teams to look inward and smash self-inflicted barriers.
- c. "One of the best talks I've heard in the last five years."
- d. "Damian not only engages his audience but entertains the concepts into their minds."

**b. Ad group 2 (conference)**

**Plan: Lead with relevance, highlight UVP, authority, and credibility**

speakers for conference (high competition - high search volume)

conference keynote speaker (medium search volume - low competition)

Headlines:

Front

- 1. Why Choose Damian Synadinos?
- 2. Why Organizations Pick Damian?
- 3. Damian Synadinos
- 4. Now Accepting Inquiries

Second (after the dash)

- 8. Motivating Conference Speaker
- 9. High-Energy Conference Speaker
- 10. 5-star Conference Speaker
- 11. Memorable Conference Speaker
- 12. Globally-Recognized Speaker
- 13. Fun Engaging Practical
- 14. Experienced Conference Speaker
- 15. Internationally-Picked Speaker
- 16. Non-Boring Keynote Speaker
- 17. Entrepreneur Speaker Trainer
- 18. Fun and Engaging Event Speaker

Descriptions:

- e. Click Above And Discover All That Damian Has to Offer!
- f. Motivating leaders and teams to look inward and smash self-inflicted barriers.
- g. "One of the best talks I've heard in the last five years."

- h. “Damian not only engages his audience but entertains the concepts into their minds.”

**c. Ad group 3 (corporate events)**

**Plan: Bold/direct tone, show credibility and authority**

Keywords:

business keynote speakers (medium search volume - low competition)

leadership speaker (high search volume - medium competition)

leadership keynote speakers (medium search volume - low competition)

keynote speakers for business events (low search volume - low competition - high relevance)

corporate keynote speakers (low search volume - low competition - high relevance)

great business speakers (medium search - low comp)

plenary speaker (medium search - low comp)

keynote leadership speakers (medium search - low comp)

Headlines:

Front

5. Why Choose Damian Synadinos?
6. Why Organizations Pick Damian?
7. Damian Synadinos
8. Now Accepting Inquiries

Second (after the dash)

19. Motivating Corporate Speaker
20. High-Energy Corporate Speaker
21. 5-star Corporate Speaker
22. Memorable Corporate Speaker
23. Global Corporate Speaker
24. Fun Engaging Practical
25. Experienced Corporate Speaker
26. Internationally-Picked Speaker
27. Non-Boring Corporate Speaker
28. Entrepreneur Speaker Trainer
29. Fun and Engaging Event Speaker

Descriptions:

- i. Click Above And Discover All That Damian Has to Offer!
- j. Motivating leaders and teams to look inward and smash self-inflicted barriers. "One of the best talks I've heard in the last five years."
- k. "Damian not only engages his audience but entertains the concepts into their minds."

**d. Ad group 4 (niche topic, high relevance)**

**Plan: Lead with relevance, highlight keynote concepts**

keynote speakers on innovation (low search - low competition - high relevance)

Headlines:

Front

- 9. Why Choose Damian Synadinos?
- 10. Why Organizations Pick Damian?
- 11. Damian Synadinos
- 12. Now Accepting Inquiries

Second (after the dash)

- 30. Motivating Innovation Speaker
- 31. High-Energy Innovation Speaker
- 32. 5-star Innovation Speaker
- 33. Memorable Innovation Speaker
- 34. Global Innovation Speaker
- 35. Fun Engaging Practical
- 36. Experienced Innovation Speaker
- 37. Internationally-Picked Speaker
- 38. Non-Boring Innovation Speaker
- 39. Entrepreneur Speaker Trainer
- 40. Fun Engaging Event Speaker

Descriptions:

- l. Click Above And Discover All That Damian Has to Offer!



- m. Motivating leaders and teams to look inward and smash self-inflicted barriers.
- n. "One of the best talks I've heard in the last five years."
- o. "Incredibly inspiring talk. Damian really engaged me to re-brand myself."

**e. Ad group 5 (USP, high relevance)**

**Plan: Lead with USP combined with relevance**

Keywords:

funny motivational speakers (medium search - low comp)  
humorous motivational speakers (medium search - low comp)  
funny inspirational speakers (medium search - low comp)  
humorous keynote speakers (medium search - low comp)  
fun keynote speaker (medium search - low comp)

Headlines:

Front

- 13. Why Choose Damian Synadinos?
- 14. Why Organizations Pick Damian?
- 15. Damian Synadinos
- 16. Now Accepting Inquiries

Second (after the dash)

- 41. Motivating Fun Speaker
- 42. High-Energy Keynote Speaker
- 43. 5-star Keynote Speaker
- 44. Memorable Keynote Speaker
- 45. Global Keynote Speaker
- 46. Fun Motivational Practical
- 47. Experienced Keynote Speaker
- 48. Internationally-Picked Speaker
- 49. Non-Boring Keynote Speaker
- 50. Entrepreneur Speaker Trainer
- 51. Fun Engaging Event Speaker

Descriptions:

- p. Click Above And Discover All That Damian Has to Offer!
- q. Motivating leaders and teams to look inward and smash self-inflicted barriers.
- r. "One of the best talks I've heard in the last five years."
- s. "Using hands-on demonstrations ... Damian was able to engage the whole room"

**f. Ad group 7 (local)**

**Play: Relevance**

Keywords:

keynote speakers near me (medium search volume - low competition)

Headlines:

Front

Why Choose Damian Synadinos?

Why Organizations Pick Damian?

Damian Synadinos

Now Accepting Inquiries

Second (after the dash)

Ohio Event Speaker

Energetic Speaker in Ohio

Keynote Speaker in Ohio

Motivational Speaker in Ohio

Ohio Keynote Speaker

Inspiring Speaker in Ohio

Ohio-Based Keynote Speaker

Top Ohio-Picked Speaker

Event Speaker in Ohio

Fun Motivational Practical

Entrepreneur Speaker Trainer

Descriptions:

Click Above And Discover All That Damian Has to Offer!

Damian motivates leaders & teams in Ohio to look inward and smash self-inflicted barriers.

“One of the best talks I've heard in the last five years.”

“Incredibly inspiring talk. Damian really engaged me to re-brand myself.”