

Speaker Marketing Templates

>>> Welcome to Your Speaker Marketing Toolkit!

We're excited to support you in promoting your session and the event to your audience. To help make the most of your time and efforts, we've put together a variety of marketing templates and tools designed to make promoting as seamless and effective as possible.

Please begin promoting your session at least 2 weeks before the event

Why Promotion Matters

On average, **it takes 8 meaningful touchpoints before someone makes a purchase or registers for an event**—meaning that the more often and in different ways you share the event, the better your chances of seeing conversions. Whether it's through social media posts, stories, newsletters, or direct communication, every touchpoint counts. *That's why we encourage you to use a variety of methods to promote your session and the event.*

Maximizing Your Earnings and Visibility

- **Commissions:** Don't forget, you'll earn **30% commission** on any sales made through your unique affiliate link, including VIP ticket sales and purchases of our 30-Day Challenge digital workbook.
- **Become a Featured Speaker:** We'll also be highlighting the top three speakers who drive the most engagement per event (measured by click-throughs and conversions via your affiliate link). The top performers will be featured on our **Partners Page** 'Featured Speakers' with your bio and headshot, ensuring long-term visibility.

Your Affiliate Link

Remember, it's crucial to always include your **affiliate link** when promoting the event. This is how we track your performance and ensure that you're credited for any sales generated from your audience. Make sure to use this link across all your promotional efforts!

Multiple Touchpoints = Success

We recommend using multiple touchpoints to reach your audience, such as:

- **Social media posts**
- **Instagram or Facebook stories**
- **Email newsletters**
- **Direct messages or group chats**

By diversifying your approach, you'll be more likely to engage different segments of your audience and increase participation in the event.

>>> About Marketing Templates

Customizing Your Promotions

The templates we've provided are designed to help you get started, but feel free to make them your own. The **best promotions are those that reflect your unique voice and style**, so don't be afraid to *personalize these materials to better connect with your audience*.

Explore the Templates

Below, you'll find marketing templates for our upcoming events.

Simply find the event title you're participating in, click the links to access the corresponding templates, and choose the ones that suit your promotional style. Whether you're looking for social media graphics, email blurbs, or story templates, we've got you covered!

Thank you again for your participation and for helping make this event a success.

Your efforts truly make a difference, and we're here to support you every step of the way!

>>> Templates For Upcoming Events

EVENT: Setting New Year's Goals That Stick

- [Promotion Post](#) (Instagram Post, Facebook Post, LinkedIn Post)
- [Story Pack](#) (Instagram Story, Facebook Story, LinkedIn Story)
- [Video Teaser Script](#) (Instagram Reel, TikTok Video, Facebook Video, LinkedIn Video)
- [Email Invitation](#) (Email Newsletter, Direct Email)
- [Blog/Article Overview](#) (Blog Post, LinkedIn Article, Website Post)
- [Video/Podcast Mention Script](#) (YouTube Video, Podcast Episode, Instagram Live)

Tips for Creating High-Converting Promotional Content

We encourage you to create your own content to promote your session and the event in a way that truly resonates with your audience. To help you make your promotions as effective as possible, here are some ideas and elements to consider when crafting your content:

- **Speak Directly to Your Audience:** Identify the specific group you want to reach and address them in your content. Whether it's individuals seeking mental wellness, personal development, or professional growth, tailor your messaging to their needs and interests.
- **Focus on Benefits:** Highlight the key takeaways from your session. What will attendees learn? What challenges will they overcome? Make it clear how your session will provide value and improve their lives or work.
- **Share Results and Outcomes:** Mention the transformation or results attendees can expect after participating in your session. Will they gain clarity, develop new skills, or have actionable steps to implement immediately? Help them see the end result.
- **Build Excitement:** Use your content to generate anticipation. Give a sneak peek of what your session will cover and why it's a must-attend. Let your audience know how your unique perspective or expertise will benefit them.
- **Incorporate Personal Stories or Examples:** Sharing personal experiences or case studies can make your content more relatable and engaging. If you've personally seen success with the methods you'll be teaching, share that story to inspire your audience.
- **Address Their Pain Points:** Identify common challenges or frustrations your audience faces, and show how your session will help them solve these problems. Connecting emotionally with your audience's struggles can create a sense of urgency and relevance.
- **Use Strong Calls to Action:** Encourage your audience to take action, whether it's registering for the event, signing up for a VIP ticket, or following your affiliate link. Use clear and motivating language like "Join me for a transformational session on [topic]" or "Don't miss out on practical tools for lasting change!"
- **Mention Limited-Time Opportunities:** If relevant, emphasize any limited-time offers or exclusive content, like access to VIP tickets or special event resources. Creating a sense of urgency can help drive immediate action.
- **Engage with Your Audience:** Encourage interaction by asking questions, running polls, or creating countdowns to build excitement. Engagement can lead to more visibility and interest in your session.

By incorporating these strategies, you can create content that not only captures attention but also drives meaningful engagement and action from your audience. Feel free to make your promotions unique and authentic to you, as this will resonate most with your followers.

Tracking Your Engagement and Performance

To maximize the effectiveness of your promotional efforts, it's important to track your engagement and understand what's working. By keeping an eye on your metrics, you can optimize your approach and focus on strategies that drive the most traffic and conversions. Here are a few tips to help you track your engagement:

1. Leverage Instagram Insights

- **Check Post Performance:** Use Instagram Insights to see which posts and stories are driving the most traffic. Look at metrics such as likes, comments, shares, and profile visits.
- **Monitor Link Clicks:** For stories, check the number of link clicks to see how many viewers are engaging with your affiliate link.
- **Identify Trends:** Analyze which types of posts—carousel, video, or single image—resonate most with your audience and focus on creating more of those.

2. Use Facebook Analytics

- **Page Insights:** For Facebook posts, check Page Insights to track reach, engagement, and click-through rates.
- **Audience Demographics:** Use the audience demographics section to ensure your content is reaching the intended group.

3. Track Affiliate Link Performance with UTM Parameters

- **Create UTM Links:** Add UTM parameters to your affiliate links to track where your traffic is coming from (e.g., Instagram posts, stories, email newsletters). Tools like Google Campaign URL Builder can help you easily create these.
- **Analyze Data:** Use Google Analytics to see how your UTM links are performing, which platforms drive the most clicks, and what content gets the most engagement.

4. Experiment and Adjust

- **A/B Testing:** Test different captions, visuals, or posting times to see what drives the most engagement.
- **Track Changes Over Time:** Monitor your metrics weekly to spot trends and adjust your strategy for better results.

By actively tracking your engagement, you can better understand your audience's behavior and refine your approach to maximize visibility, traffic, and commissions. Tracking not only helps you see your progress but also empowers you to showcase the value you bring as a speaker and affiliate partner.