

March '22



*Your Monthly
Action Plan*

By Easy Peasy Business

welcome



Hey team Easy Peasy, just jumping in for a hot minute to wish you all a fabulous March. Starting on the 2nd, we have a fabulous 3 Day Instagram Reel Challenge starting.

If you haven't seen the updates yet, check out your emails and the Facebook group. Or, if you're reading this after the challenge has finished, don't worry, you can catch up on all challenges in our brand new **Challenges course** available inside the Easy Peasy Members area soon.

Oh, and before I hand over to Danny's for this month's Action plan all about Guest Expert opportunities for your business... What do you think about the new Action Plan designs?

I absolutely love them.

Elizabeth xoxo



01 AN INTRODUCTION TO GUEST EXPERTING

There's no question that a Guest Expert slot can make you a more credible and recognisable public figure. But landing these opportunities is a lot easier said than done. Sometimes it's nearly impossible to even get your foot in the door of a high-profile Facebook group, much less convince membership groups to let you speak.

However, there are ways business owners can gain access to prominent Guest Expert opportunities.

In this month's Action Plan, I want to share with you 10 tricks of the trade that we've leveraged in the past to land high-profile speaking gigs, guest expert training slots and bolster our reputation as public figures, thought leaders and industry leaders.

After, I am going to share with you some specific examples you can use to start generating more leads today using our brand new landing page template designed to secure you more opportunities online.

I. ONLY SHARE VALUABLE CONTENT

The value in a training / speech given to an audience is most important. I only share the most valuable content. I don't land public speaking opportunities with boring content or lack of depth. I never compromise the quality of my training, and I choose the topic I do best: sales and marketing. Once my voice is out in public, it must be second to none on that subject. After years of honing my craft, I am now actively seeker out as an expert. That is the secret.



2. *Be The Magic Of Your Business*

My first ever speaking gig was at a Sales conference for beauty experts. I got the gig because I asked to speak. The biggest speaking opportunity I had was in Las Vegas for a Social media Summit hosted by Eric Worre. I got the gig because I asked to speak.

The biggest event I ever spoke at was in front of 3000 people in Dallas, Texas. I got the gig because I asked to speak.

The No. 1 tip to land speaking engagements, guest expert slots, podcast appearances etc is to ask for the opportunity. You must be the magic of your business at every moment.

Posting valuable content on social media alone will not attract opportunities. Be courageous enough to approach businesses even before you think you are ready.



The things that make you different are the things that make you beautiful. Don't ever change to be more like someone else.

3. *Have A Captivating Pitch*

Be proactive in contacting Business Owners and sharing with them what you can bring to the table to help support their audience and communities.

Once you have an opportunity, send a dynamic promotional tool. Although the competition may be fierce to get on large stages, it's not impossible if you have a captivating pitch.

In my experience, I have found more success at securing Guest Expert slots 1 or 2 levels below what people would consider to be the 'top' level.

Less competition, a greater appetite to give new speakers and trainers a chance, plus an audience who are more open and receptive to hearing what you have to say.

At whatever level you are seeking opportunities, your pitch must mention key takeaways the audience would consider valuable. Answer the question, "What's in it for them?"

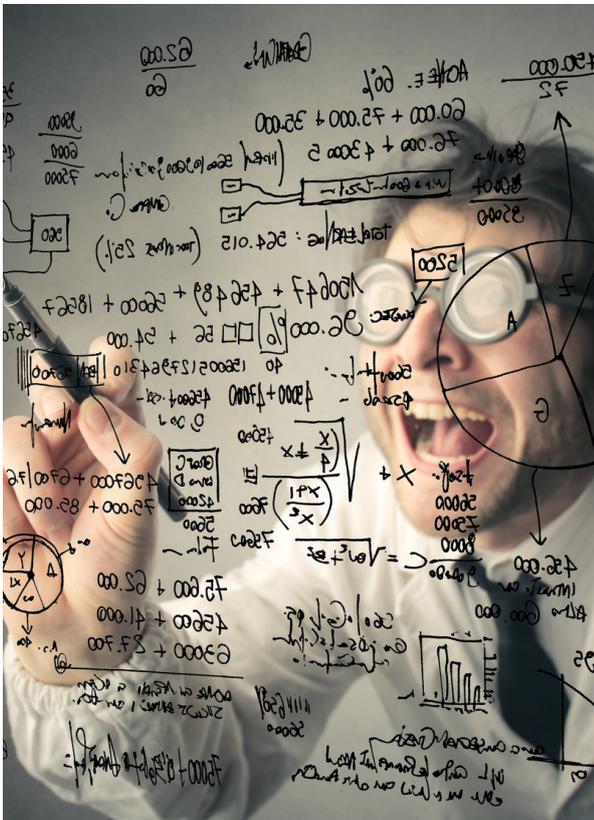


Let them know ... This is what happens when I guest expert for you. They need to see the wider benefit.

4. Develop A Portfolio Of Keynote Trainings

Developing a portfolio of trainings of your virtual and in-person presentations will allow you to quickly demonstrate your visibility and credibility to event planners.

Even better, give your trainings a branded name so when people see / hear you they tell their friends and peers about the "....." training they just saw.



Keep it simple.

In the digital era, we know the majority of your Guest Expert slots will be online.

With Zoom recordings and Live streams, you can edit the most relevant part of your presentation to upload to YouTube. Showcasing original video content across social media will allow you to demonstrate how well-received your ideas are already.

5. *Be Willing To Work The Small Groups*

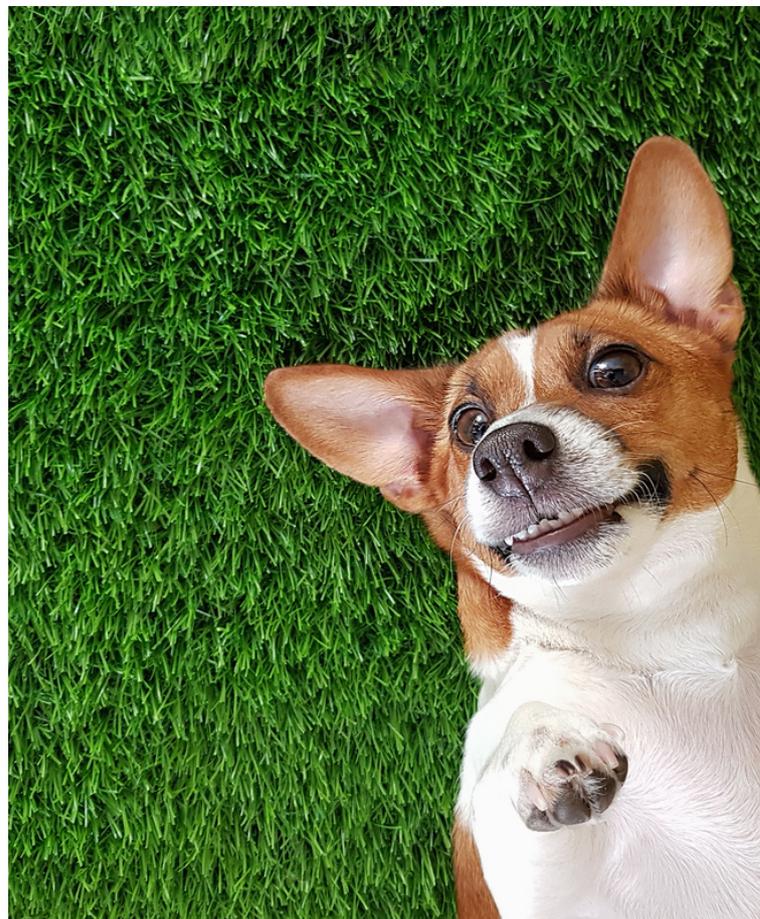
There is a classic documentary about Jerry Seinfeld out there called *Comedian*. Watch it.

In it, Jerry and other comics show just how hard it is to be a comedian and how hard they work on their material. It is a testament to the grueling process.

Of course for some, such as Jerry, it has proved lucrative, but it takes a big commitment. And just like in business, to make a name for yourself means being fully committed.

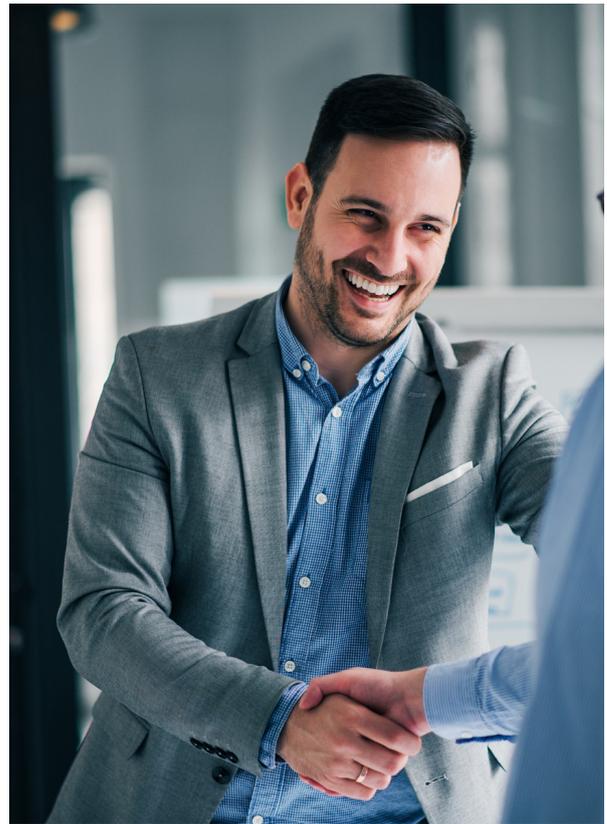
So whether you are speaking to 10, 100 or 1000 people - grab the opportunity. A big part of your success will come from honing your craft in smaller groups.

This, in turn, will lead to a more well polished presentation, pitch and follow up by you.



6. *Book Events To Build Trust*

As the owner of a thriving business built on building relationships, it is the lifeblood of my work. I started small, asking smaller groups to book me as a favour, to evaluate if they wanted me back. For the first year of my business, I did this over and over until I had developed a diverse set of trusted partners. This bolstered my credibility and expertise, opening the doors to larger opportunities.



7. *Start Humbly With A Message You Want To Share*

Start humbly and with a message you love and want to share. I started by sharing what I knew and avoiding what I didn't. Listen to feedback. You will learn so much from each Q&A. use the trainings slots as a way to prototype ideas and build on them. No matter how successful you become, remain flexible and responsive, always.

8. Leverage Your Network For Referrals

I host a Guest Expert training 50-plus times a year, but I started from nowhere.

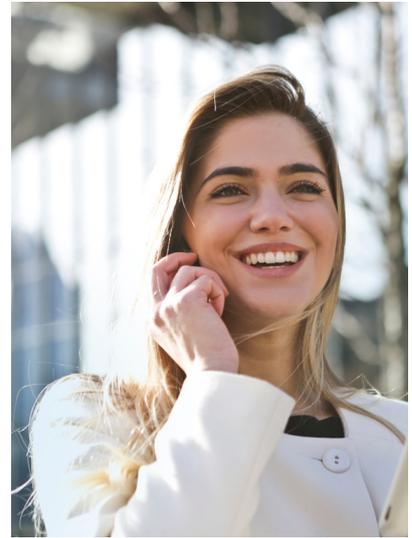
The best way to secure Guest Expert engagements is through referrals.

Most people don't want to take chances on unproven speakers. Find people in your network who have been speakers at the event or are connected to the organisers you want the opportunity to speak / train at.

Get a warm introduction or a referral. Remember, if they're good, the business you're pitching already receives tonnes of pitches.

Make sure you do all you can to stand out when you get your opportunity. Plus, a friendly introduction helps you to skip the queue waiting for your moment.

And if you don't have contacts who know people, make some.



Your network equals your networth, especially when it comes to referrals.

9. Visualize Yourself Speaking In A High-Profile Spot

Visualise yourself speaking at a high-profile conference, or appearing on a world renown podcast or hosting a live training in a FB group with 100,000 members. Imagine doing all of this with confidence and ease.

Practice this every day, ideally when you wake up and right before you sleep. Imagine what you will see, hear and feel in your future. Doing this repeatedly will allow you to create the neural circuitry to believe that it is possible, which will allow your mind to tune into the best actions to secure the opportunity.

10. Connect With Attendees Before Your Guest Expert Slot

As Dickey Fox, mentor to Jerry Maguire in the film by the same name, once said, "The key to this business is personal relationships."

Guest Experting is not just about the content and delivery of the material, but also about connecting with the audience prior to your training.

Post in the group before speaking, asking questions, get to know the group host. I always try to connect with attendees / members and find out what help they need and what they want from a guest speaker!

In life, it has been said, that the best investment you can ever make is in yourself. Prove yourself right!

With my top 10 lessons still ringing in your ears, let's take a moment to up your Guest Expert game with our brand new template.



After years of asking people, "Can I do a Guest Expert slot for you?" there was one common response from all of them.

"What training can you do?"

Or a variation of that at least. And this is where the majority of conversations breakdown. You tell them, they don't immediately reply ... You chase again, now isn't the right time they say.

And you get stuck in this perpetual cycle of just missing the moment and striking whilst the desire is there. Take for example the members of Easy Peasy. We routinely offer the chance to guest expert for us, write blogs, takeover our email content for the weekend. An opportunity to be put in front of tens of thousands of people.

Lots of people say yes to the opportunity in the moment. But actually booking the training and the follow up... almost non existent.

Which is why your initial pitch needs to not only grab their attention, but motivate them to take immediate, inspired action.

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*Introducing our brand new
template so you can create
your very own landing page
to secure more Guest Expert
opportunities in 2022.*

Guest Expert

GUEST EXPERT TEMPLATE

01

TO ACCESS YOUR GUEST EXPERT TEMPLATE FOLLOW THESE 3 ACTION STEPS

Click on the button below to access the template directly from Canva.

[DOWNLOAD NOW](#)



02

SAVE THE ORIGINAL AND MAKE A COPY TO EDIT AND MAKE CHANGES TO

Use each of the sections as a guide for both the content, images and layout of your landing page.

[DOWNLOAD NOW](#)

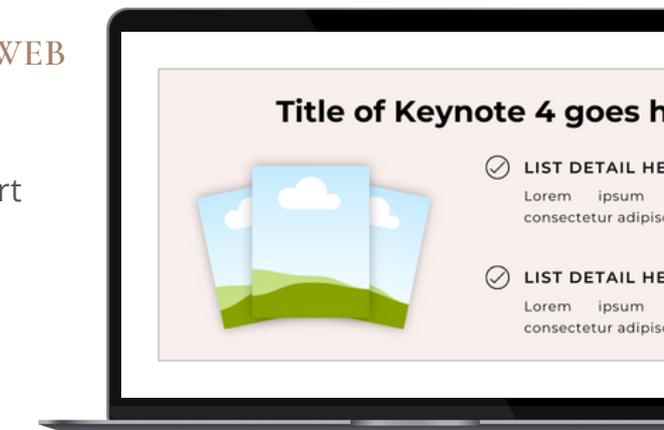


03

BUILD YOUR LANDING PAGE USING YOUR WEB BUILDING SOFTWARE OF CHOICE

For inspiration, take a look at Danny's Guest Expert training page on the Easy Peasy website.

[VIEW NOW](#)



Template Check List

USE THIS CHECKLIST TO MAKE SURE YOU'VE COMPLETED ALL OF THE STEPS YOUR PAGE NEEDS



Create an attention-seeking headline that talks directly to your ideal collaboration partner (ICP).



Explain to your ICP 'you know that...' statement to edify your understanding of their ideal client.



Share your story and explain how it will help your ICP and their audience.



Write a list of benefits (3-5) your ICP's audience will receive accessing your Guest Expert training.



Map out your keynote training so you have clarity on what value you will be sharing to your ICP.



List any potential bonuses or incentives you can offer during your Guest Expert Training.



Collect a range of testimonials that demonstrate the value delivered in your Guest Expert Training slots.

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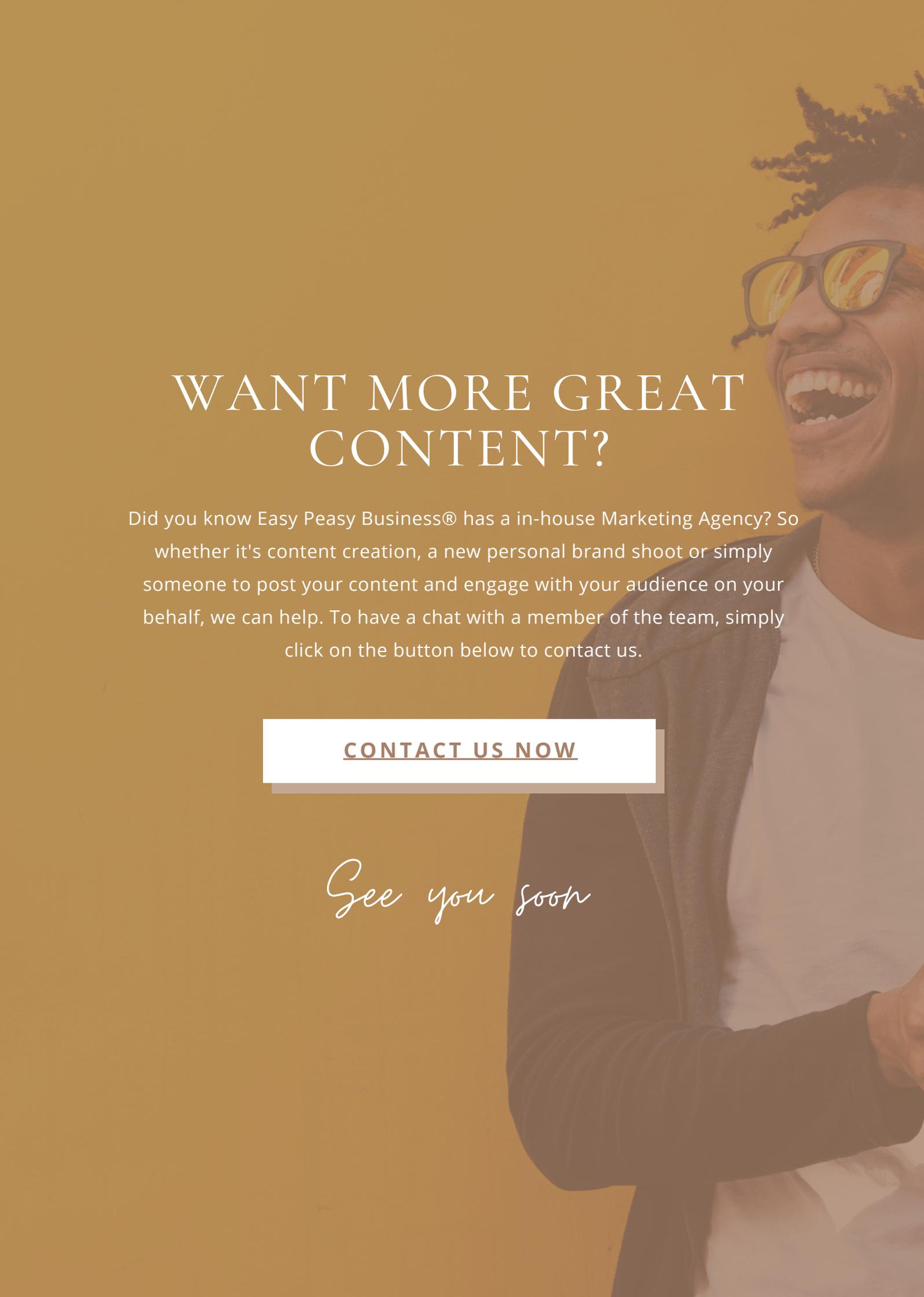
Thank you!

*On behalf of the entire Easy Peasy team, we
wanted to share our appreciation!*

Without you, none of this would be possible. We are super honoured, humbled and grateful to you ongoing support and help to raise the profile of the Easy Peasy ® brand. Our promise to you is simple, whatever your goals are, we are all in. today, tomorrow and in the future. Forever by your side.

Elizabeth xoxo





WANT MORE GREAT CONTENT?

Did you know Easy Peasy Business® has a in-house Marketing Agency? So whether it's content creation, a new personal brand shoot or simply someone to post your content and engage with your audience on your behalf, we can help. To have a chat with a member of the team, simply click on the button below to contact us.

[CONTACT US NOW](#)

See you soon