

# 5 Ways to Grow Your Business with Speaking

WITH MARY CZARNECKI



WORKSHOP  
ACTION GUIDE



# INTRODUCTION

Most entrepreneurs are overwhelmed when deciding how to grow their businesses – the options seem endless! Blogging, SEO, Podcasting, Paid Ads... which one will work for you?

Speaking is the fastest way to generate new revenue – without spending a dime on ads or dancing on TikTok.

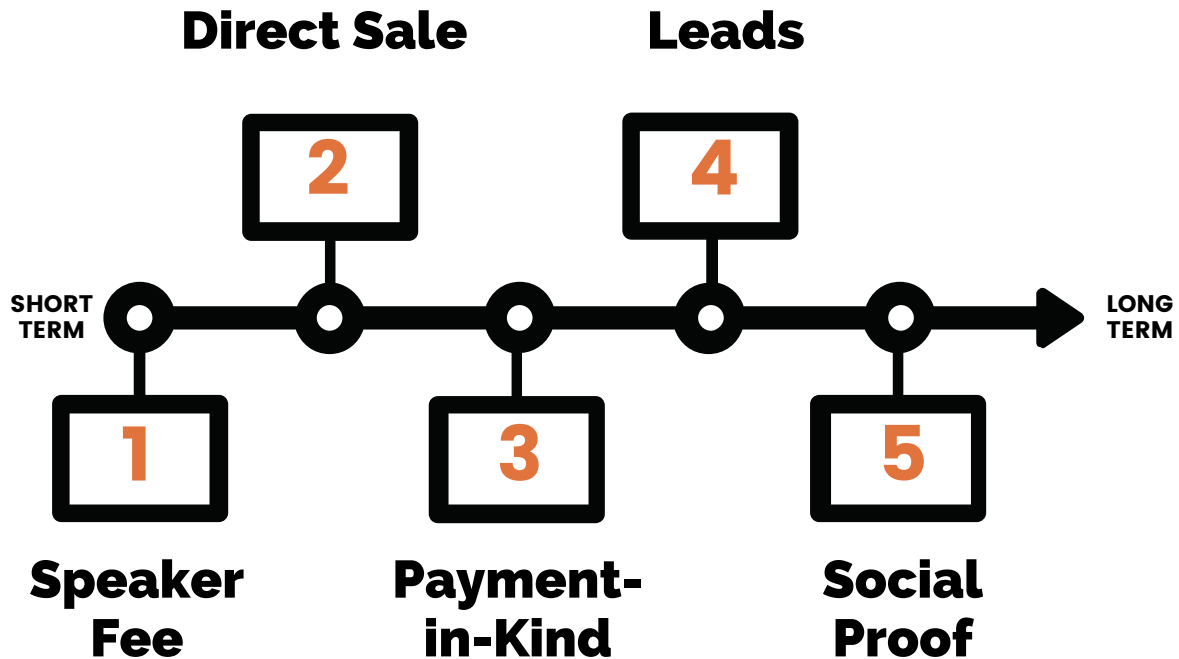
People don't buy the best products and services. They buy into the ones that create the most meaningful connection! When you speak, you connect with your audience in a powerful way, accelerating the relationship growth journey.

When you step into the spotlight and start booking speaking engagements, you increase your visibility, you differentiate yourself, and you build confidence.

I look forward to helping you step into the spotlight, grow your business, and make your message matter to those that matter most to you!

*Mary Czarnecki*  
*Founder, MAC Marketing Partners*

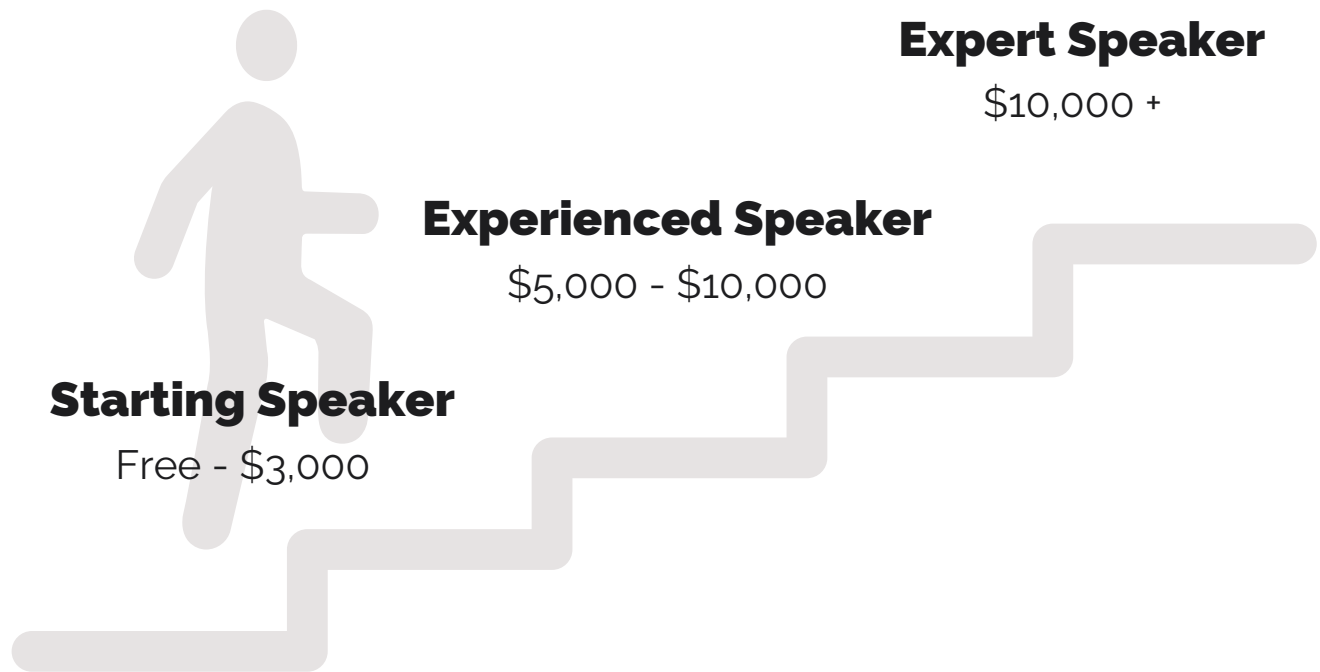
# YOUR SPOTLIGHT ON REVENUE ROADMAP...



## What About You?

Which revenue streams are most important or attractive to you and your business?

# SPEAKER FEE



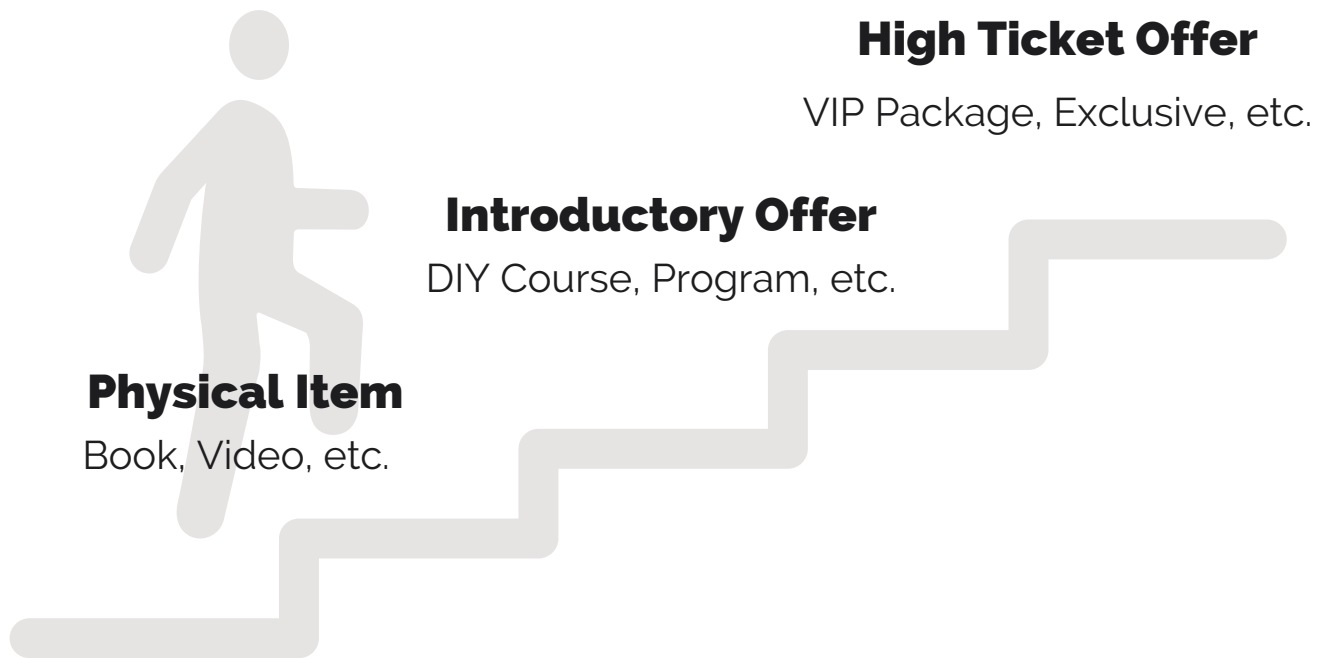
*DON'T say, "Do you have a budget for speakers?"*

DO say, "What is your speaker budget?"

## What About You?

What is your desired speaker fee? What's your minimum acceptable fee?

# DIRECT SALE



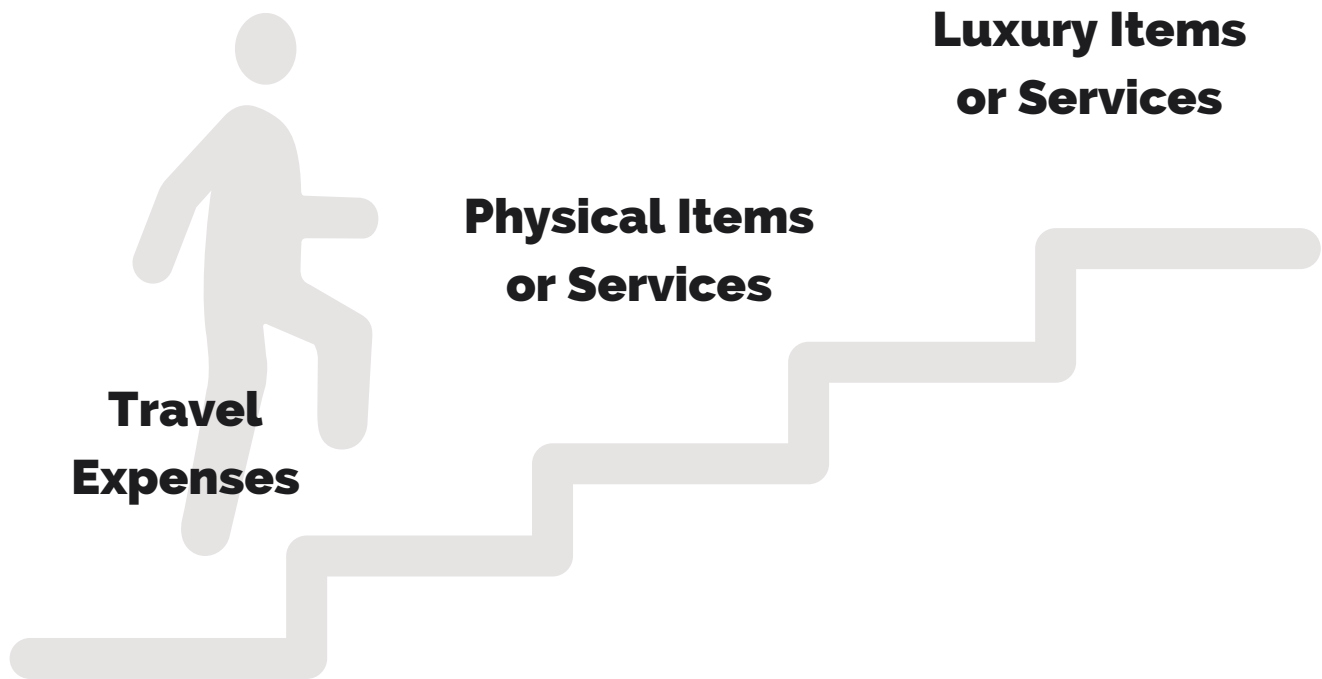
*Instead of, "Ok, I understand this is an unpaid opportunity. That's fine."*

Try, "I'm willing to waive my standard speaker fee in exchange for the opportunity to share an exclusive invitation with your attendees at the end of my talk."

## What About You?

What do you have that you could sell direct from stage? What's the Call to Action?

# PAYMENT-IN-KIND



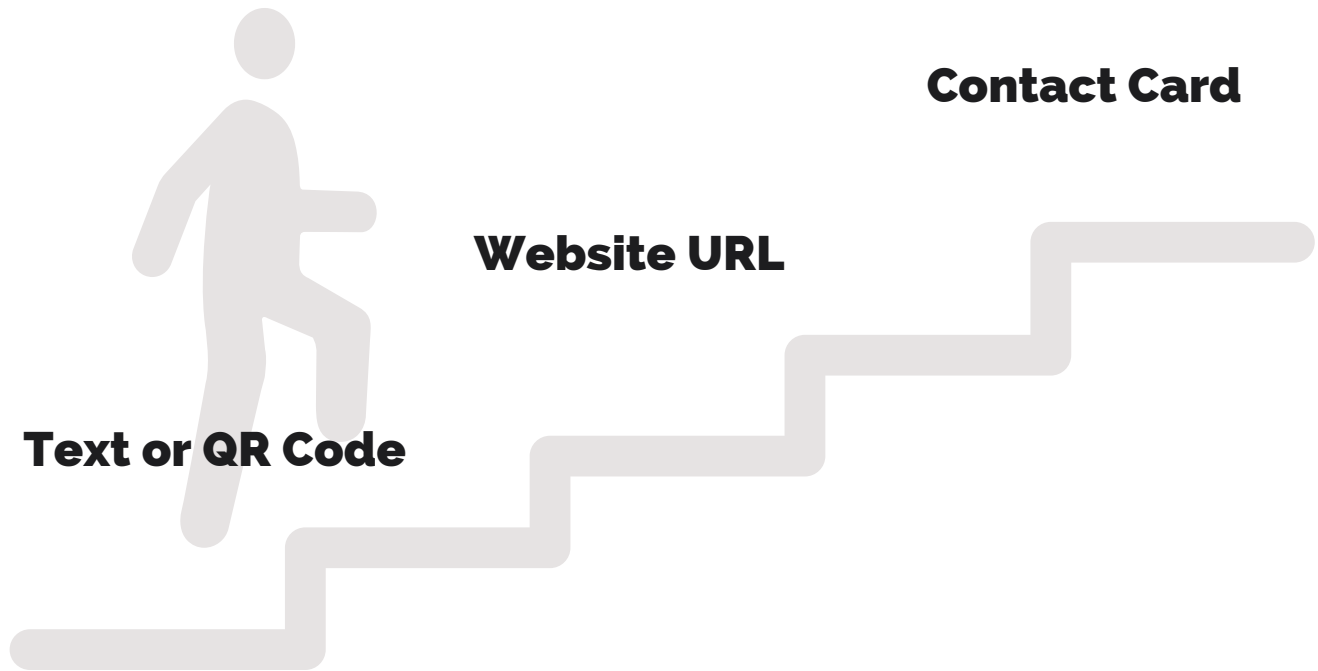
*BE SPECIFIC:* "I understand you aren't able to cover my speaking fee, but I want to work with you. Could we set up a face-to-face 20-minute meeting with the CMO/SVP of your organization?"

*OR LEAVE IT OPEN:* "I understand you aren't able to cover my speaking fee, but is there another way we can work this out?"

## What About You?

What could they "pay" you with that you'd find valuable?

# LEADS



*On Your Contact Card, Ask ONE Key Question:*

"Are you interested in scheduling a strategy call?"

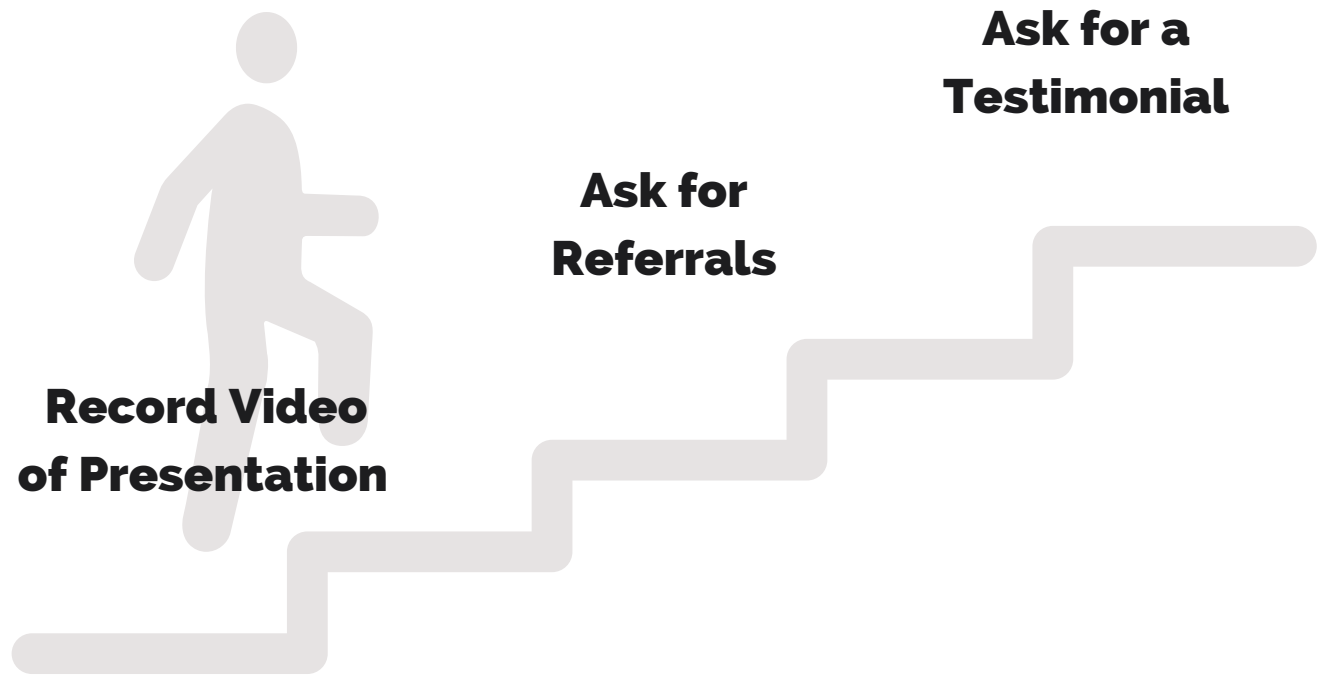
"Are you interested in having this keynote presented at your organization?"

\_\_\_YES \_\_\_NO \_\_\_MAYBE

## What About You?

How will you collect leads if you aren't selling direct from stage?

# SOCIAL PROOF



*BONUS IDEA...*

Invite "Dream Stage" organizers to come see you speak at another speaking event!

Ask, "Can I have 2-3 tickets to invite guests to this event?"

## What About You?

What kind of social proof do you want to request?



# "STEP INTO THE SPOTLIGHT" GUIDE

20+ Stages You Can Start Booking NOW!!!

## **THINK LOCAL...**

Community or nonprofit organizations

Rotary Clubs

Chambers of Commerce

Libraries

Coworking spaces

Local government

## **THINK ABOUT YOUR PERSONAL CONNECTIONS...**

Associations

Alma Maters - Colleges and University and High School

Former Employers

Previous Colleagues or Collaborators

Existing and Prior Clients

## **THINK ABOUT YOUR DREAM STAGES...**

General Conferences

Industry Events

Interest-specific Opportunities (e.g., Women in Business)

## **THINK VIRTUAL...**

Pretty much any of the above may also be hosting virtual events!

Podcast Guest

Virtual Networking Guest Speaker

Guest Speaker in Virtual Community (e.g., Facebook Group)

## **CONSIDER ALL YOUR OPTIONS...**

Keynote

Summit Speaker

Breakout Speaker

Learning & Development Trainer

Pre-recorded Speaker

Social Livestream Guest Speaker

Mastermind Guest Expert

Training/Course Bonus Content Speaker

## ABOUT YOUR SPEAKER: **MARY CZARNECKI**



Business leaders today face a unique set of challenges that can make it hard to know where to focus and what to do to grow their businesses. Mary helps people skip the overwhelm and create strategies that deliver consistent results.

As a Marketing Strategist, Mary works with businesses and brands to create deeper audience connections that lead to greater profitability. Through their work together, her clients can focus on key priorities, confidently lead their teams (even virtually!), and elevate their expertise to drive success for their brands, careers, and passions.

As a Speaker, she's delivered hundreds of live programs - both virtual and in-person - from training global marketing teams to coaching business leaders to excel in their roles to empowering career-changers to succeed in their new roles.

Mary earned her MBA and MEM from Yale University and BA from Princeton University. Outside work, you can find her exploring Oregon's Willamette Valley wine country with her husband and two boys.

## **LET'S CONTINUE THE CONVERSATION!**

Connect with me on LinkedIn: [www.linkedin.com/in/mczarnecki](https://www.linkedin.com/in/mczarnecki)

Find a time to talk 1:1 about your goals: [maryczar.com/coffeechat](https://maryczar.com/coffeechat)



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