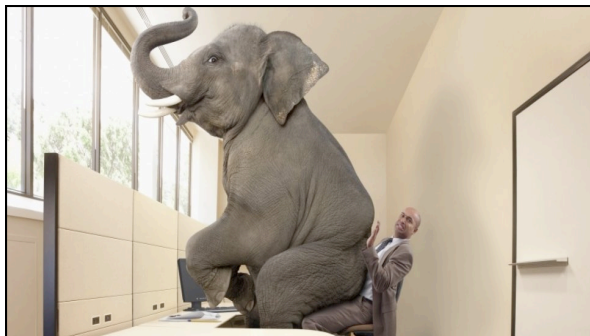


IF THEY CAN'T FIND YOU YOU CAN'T GET BOOKED

THREE KEYS FOR **RISE ABOVE THE NOISE** IN THE CROWDED SPEAKER MARKETPLACE
(EVEN IF NO ONE KNOWS WHO YOU ARE AND HAS EVER BOOKED YOUR TOPIC BEFORE)

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Allow me to introduce myself ...

- An award-winning million-dollar Business growth speaker and strategist
- Known for combining spiritual principles with business growth strategy to position small business owners for profit, **80% of my clients generate** multi six or seven figures in 12 months or less on their own terms
- My business has given me **multiple** six figure cash flow since 2014

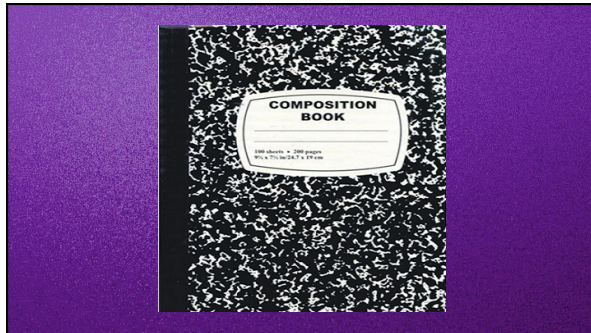
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*You should **knew** ...*

- My relationship with God is everything to me
- I don't play when it comes to business
- **ONE MORE THING:** I don't do theory. I only share what I know will get you booked and paid

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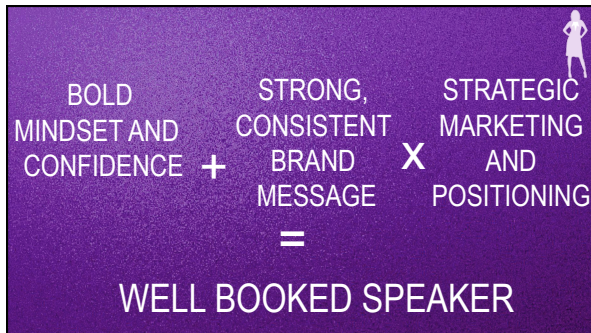


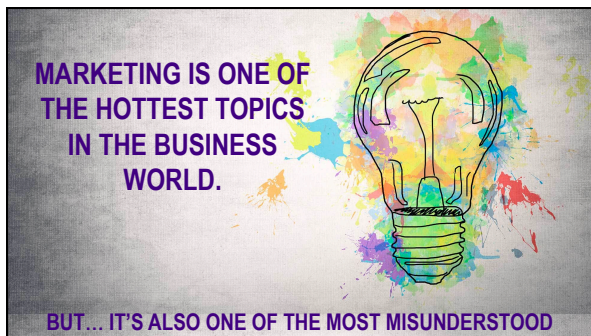




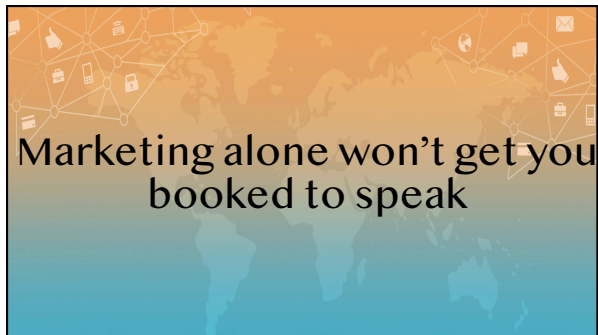


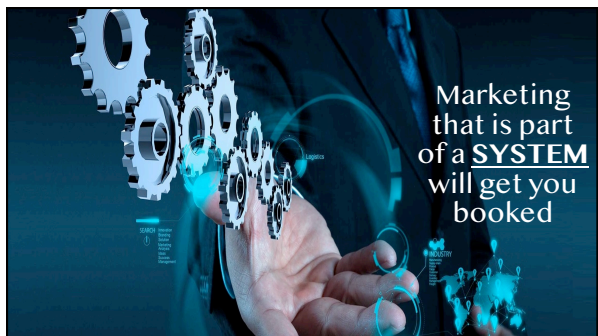


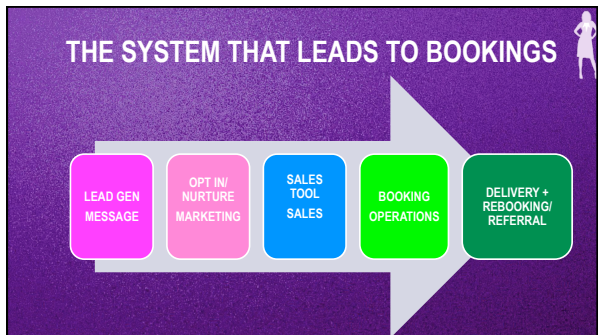















"Marketing is the act of creating a powerful message and then deploying that message through the appropriate delivery systems to a defined target market in a way that will have them willingly make an emotional investment in it."

ARE YOU MARKETING ENOUGH?

- DETERMINE YOUR INCOME ANNUAL GOAL FROM YOUR SPEAKING BUSINESS?
- DIVIDE IT BY 12 (TO GIVE YOU A MONTHLY GOAL)
- WHAT IS THE AVERAGE SPEAKING GIG FEE YOU EARN?
- HOW MANY GIGS WILL YOU NEED TO DO PER MONTH TO HIT YOUR MONTHLY GOAL?
- DO YOU BOOK? WHAT PERCENTAGE
- HOW MANY MEETING HOSTS/PLANNERS DO YOU NEED TO SPEAK WITH MONTHLY TO HIT YOUR GOAL?

What's your CORE Marketing Message?

PSST: If you can't say it in one sentence, you won't get booked

THE 3 KEYS TO RISING ABOVE THE NOISE

- Solve a SPICE Problem™ and Build Your Key Messages Around it
- Create an Attractive Marketing Tool
- Build an Old School Marketing Campaign

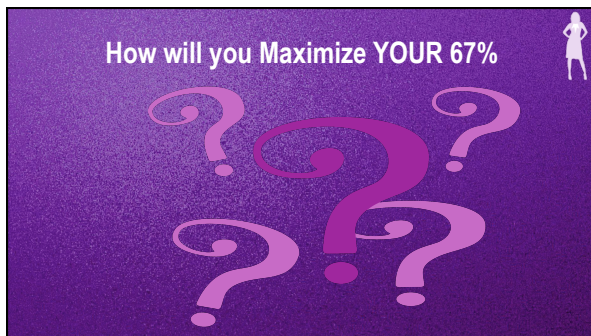
YOUR MARKETING MESSAGE MUST

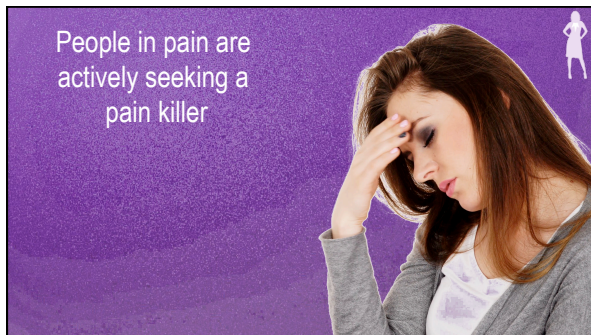
- Focus on a Problem
- Offer an Experience
- Share some Education
- Elicit Emotion


And when it does, it will increase your reach above the noise...

- 3% Loves Your Products/Services 
- 7% Considers Hiring You
- 30% Knows Where You Are if They Need You
- 30% Has No Idea Who You Are
- 30% Is Not Interested in Your Products/Services







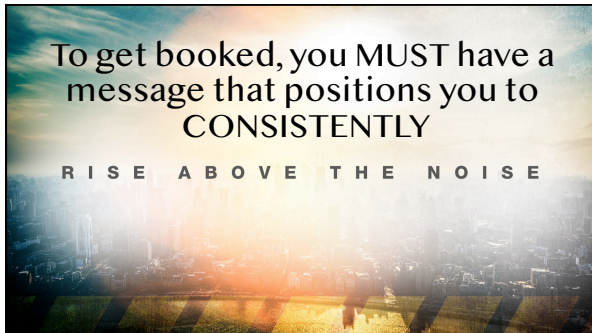
THERE'S A LOT OF NOISE OUT THERE... 

- 294 billion emails are sent
- 2 million blog posts are written
- 864,000 hours of video are uploaded... to YouTube alone
- 48 million Google searches are conducted
- 2.4 million tweets are posted
- 16.4 million pieces of content are shared on Facebook
- 22 millions of photos are shown on Instagram



**To get booked, you MUST have a
message that positions you to
CONSISTENTLY**

R I S E A B O V E T H E N O I S E







A SPICE PROBLEM IS... 

SPECIFIC & SUBSTANTIVE
PERVASIVE & PERSISTENT
IMMEDIATE & INSURMOUNTABLE
CLEAR & CONSCIOUS
EXPENSIVE & EXPANSIVE



IDENTITY/PURPOSE
 HEALTH/WELLNESS
 LOVE/RELATIONSHIPS
 MONEY/CAREER/BUSINESS
(MONEY) (CAREER) (BUSINESS)
 TIME/LIFE BALANCE
 SEX/HAPPINESS/FULFILLMENT



MAKE MONEY, SPACE, CONFIDENT, RELAXED, STRESS-FREE
 IMPROVE EARNINGS, RESULTS, IMAGE, STATUS, RELATIONSHIPS, EFFICIENCY
 SAVE TIME, MONEY, ENERGY, SPACE, EFFORT
 REDUCE INVESTMENT, EFFORT, WORRY, EXPENSES, RISK
 PROTECT INVESTMENT, SELF EMPLOYEES/FAMILY, PROPERTY
 INCREASE HAPPINESS/FULFILLMENT, PROFIT, RESULTS, CONFIDENCE

SHARE WITH YOUR NEIGHBOR 

- What's the S.P.I.C.E. Problem Your Talk Solves?
- Does your talk hit at least one category?
- Which motivator makes booking you easy?


SHARE

Solve a SPICE Problem

Specific & Substantive
Pervasive & Persistent
Immediate & Insurmountable
Clear & Conscious
Expensive & Expansive

That hits one of these categories

Identity/Purpose
Health/Wellness
Love/Relationships
Money/Career/Business
Time/Life Balance
Sex/Fulfillment



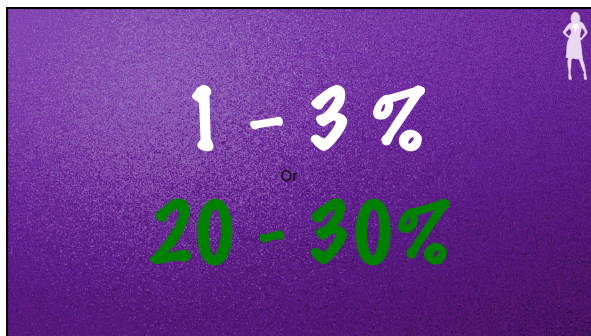
And ensures motivation to invest for access to the solution

Make MONEY, SPACE, CONFIDENT, RELAXED, STRESS-FREE
Improve EARNINGS, RESULTS, IMAGE, STATUS
Save MONEY, TIME, EFFORT, SPACE
Reduce EFFORT, INVESTMENT, EXPENSE, TIME
Protect INVESTMENT, SELF, FAMILY, PROPERTY
Increase HAPPINESS, FULFILLMENT, RESULTS, CONFIDENCE, SKILL













SALES STATISTICS

- 48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT
- 25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP
- 12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP
- ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS
- 2% OF SALES ARE MADE ON THE FIRST CONTACT
- 3% OF SALES ARE MADE ON THE SECOND CONTACT
- 5% OF SALES ARE MADE ON THE THIRD CONTACT
- 10% OF SALES ARE MADE ON THE FOURTH CONTACT
- 80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

HANDWRITTEN NOTES

- Do something that warrants a call

DIRECT MAIL



- Make sure your campaign doesn't look like a bill
- 3 pieces in 10 days

PR & MEDIA



- Make sure your "pitch" solves a SPICE problem



To build an old school marketing plan, choose at least 3 of the options.

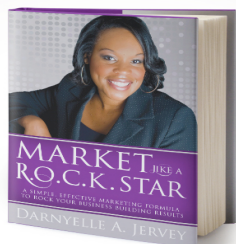
Which three will you use?



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- Create Attractive Marketing Tools
- Build an Old School Marketing Campaign





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INCREDIBLE
LIVING





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WE GROW BUSINESSES, PERIOD.
