

## CONTENT ENGAGEMENT PROGRAM

### Script

#### SLIDE 1

Hello, My name is \_\_\_\_\_, and today I'll be walking you through the \_\_\_\_\_ Content Engagement Program. In this session, we will discuss Personal Branding.

#### SLIDE 2

Personal branding, for the sake of this session, includes everything from how you present yourself on social media and connect with influencers to how you gain speaking engagements and who you network with at conferences.

#### SLIDE 3

Jumping right in, we'll start with how to use your content to gain speaking engagements so that you can continue to be recognized as an expert within your field. The big idea here is your content should showcase your credibility to help you land speaking engagements. The more you demonstrate your expertise in written content, the more event organizers will be able to find you when seeking out potential speakers and panelists for conferences and other events.

#### SLIDE 4

On our next slide, you'll see a list of tips that indicate that kind of information you should include when applying for speaking engagements. Some events have become so large that organizers are no longer looking for speakers, so you might need to fill out an application.

For starters, use your public profile link — you can find that by typing in [yourname.influenceandco.com](http://yourname.influenceandco.com). We'll send you a checklist after this presentation with the [url](#) included.

Your Public Profile will showcase all of your published content, including your social media metrics and the type of engagement your published content is getting. The profile page will also demonstrate the amount of times you've been published. All this information combined authenticates your credibility as a thought leader.

You'll also want to submit any specific articles that relate exactly to the subject matter you'll want to speak about to show that you've already established your expertise on the topic. This is the same idea we spoke about on the first slide — we'll also discuss different ways you can use your content directly within your presentations.