

Beyond Keynotes and Breakouts: Leveraging your Content

Ways to Leverage Content	Thoughts?
Trading Time for Money	
Keynotes	
Breakouts	
Workshops	
Coaching	
Consulting	
Sponsored Speaker	
Seminar Company Speaker	
Facilitation	
Emcee	
Teaching a live class	
Public Seminars	
Joint Venture Event	
Cruise Ship Speaking	
Leverage time building content for virtual consumption	
Blog	
Newsletter--build a list you can sell to!	
Reports—free for subscribers	
Articles	
Interviews (of self or others)	
Social Media (connect before/after, too)	
Webinars	
Teleseminars	
mp3's (audio files)	
Leverage time building content into products	
Books*	
DVD's	
CD's	
Workbooks	
Educational Materials	
Other products	
Leverage time with other people	
Licensing content	
Franchising Content	
Training programs	
"System"	

*books can be included in your speaker fee to give greater perceived value, send to decision-makers, back-of-the-room, online sales, enticement for public seminars and more