



# Gather the troops

The first thing you need to do is gather all the collateral that you're going to put on your website.

It's much easier to design and quite a bit faster when you have all the content that you're going to use available to implement.

Here's what you need:

1. Headshot photos. These can be taken with an iPhone or hi def smart phone camera.
2. Your about me page content/bio
3. The topics you are going to speak on and their descriptions.
4. Video welcoming the viewer and selling them on your talk
5. Media (clips of you speaking, TV, radio, podcast)
6. Social media links
7. Testimonial of your speaking
8. Copy for what the event planner should expect when working with you.
9. Downloadable 1 page flyer about workshops (talks).



# build the website

## *step 1*

Go to wix.com and create username and password. I connected to Facebook.

## *step 2*

Choose a theme.

1. Upper left search for term "Coach".
2. Select edit

## *step 3*

Create your pages. The latest designs are flat one page websites. Meaning, instead of have 5 individual page, you would have 1 page with 5 sections. The choice is yours.

3. Home
4. About Me
5. Topics
6. Testimonials
7. Contact

## welcome video

<https://youtu.be/CN6j5yzDRKE>

## Meeting Planners

Download 1 page flyer

<http://s3.amazonaws.com/media-4c071ed228fd6-9c51e9e2c0b92c30e39fc2556b145298/marketing%20pieces/Roberto-New-Speaking-Bio.pdf>

Professional Headshots



## Topics

### *"Chiro Domination With Video Creation: How To Add Videos To Your Marketing And Referral Systems To Acquire More Patients"*

During this 2-hour training you will discover:

Why video is one of the most effective ways to market your practice

- How to overcome camera shyness and speak with confidence in front of the camera
- How to avoid spending thousands of dollars in tech gear and hundreds of hours trying to learn video technology
- What the best cameras, equipment and video software to get
- 15 different unique, influential and relevant video content ideas to implement immediately
- The 10 things you must do to optimize your youtube channel and generate leads online
- You will record 3 training videos (FAQ, SAQ and interviewee)

Bonus: This session includes a Video Marketing Content for each participant (\$147.00)

### *"The Chiro Advocate: How To Transform Your Message Into Patients, Profits And Purpose"*

In this 90-minute high-impact training you will learn:

How to overcome the FUNDA (fear, uncertainty, nervousness, doubt and anxiety) when presenting in front of patients, prospective patients or in front of

How to increase the conversions of your group presentations (Dr.'s report, dinners, corporate talks, etc)

How to deliver your message in a charismatic and influential way

The key elements of a persuasive presentation

One influence strategy that will increase your conversations dramatically

## Media

### *Videos:*

The Chiro Advocate <https://youtu.be/vOINzv63Cfs>



How to 10X your Biz: <https://youtu.be/-Bjo7ZRBLA8>

## *Interviews*

The Rust Room: <https://youtu.be/TWheOdzmEio>

Cal Jam/Dead Chiropractor's Society - Dr. Billy Demoss <https://youtu.be/WADc5CJ12lk>

## *Testimonials*

After my very first time working with Roberto on the techniques and technologies that he mastered, I had 80 people in my dinner and 78 appointments!!! It just blew things through the roof...it was a game changer in my life....

- Dr. Chris Zaino

"Roberto and his Influenceology group has made a huge impact on our doctors success!! His training is easy to implement, useful, and most of all, effective!!"

- Chris Lippe, Standard Process of South Coastal CA Managing Director

Roberto is an essential and necessary part of our team teaching works class speaking and influence tools to help our doctors fulfill their purpose bringing their message to groups.

-Dr. Fred DiDomecino, Elite Coaching

## *what you can expect*

### What You Can Expect

Here's what you can expect from me and my team:

1. I will personally have an initial phone or skype interview with you (and any other person in your team who may want to join us) to discuss your specific outcomes for your event
2. If necessary, further research and interviews will follow with some of the future audience members. We want to further familiarize ourselves with the audience's goals, hopes, problems and stories.
3. Develop a customized presentation for your audiences with their challenges, goals and hopes in mind.
4. If you desire, we will develop a marketing video for you to help promote your event
5. If you desire, we will help you promote your event in our social media outlets and blog



6. After the program, we will build an exclusive page for your participants with the copy of the slides, videos, and other FREE resources