



Speaking and Book Tour Strategy Plan

Presenter: Charmaine Hammond
of Raise a Dream Training & Consulting Inc.



Thank you for participating in the conference and taking in my workshop on planning book and speaking tours. These handouts will help you in planning your book tours and launches.

Before you launch your book, or plan your speaking or book tour, there is much to consider and just as many decisions to be made. These worksheets and strategy plan will help guide you through the process.

What would your DREAM book tour be? (Questions to answer before you even start):

- Where would I go?
- What would I do?
- What is the main message of my tour?
- What is the overall goal(s) for my tour?
- How will I measure the success of this tour?
- Why this tour? What is my big WHY (purpose)?
- Who would I engage and who is the target audience(s) for the tour?
- What are the elements of my tour?
- How long is my tour?
- What types of events will be part of this tour?
- Where are there opportunities for me to engage sponsors?
- What opportunities exist to create collaborations?
- How will I engage marketing partners and social sharing partners?
- How can I enjoy blending travel and business?
- How can I reach new audiences and new targets in new ways?
- How can I make a much bigger impact through my message?

Sponsorship IS...?

- _____
- _____

Sponsorship Is NOT...?



Knowing your value to sponsors:

Social Media Reach and Influence:	Relationship Capital and Influence:	
Memberships and Affiliations:	Data Base and LinkedIn Connections:	
Products and Services:	Events I Host/Events I Attend:	
How I Market My Business:	And... What Else?	

My 3 most important steps after today:

- 1.
- 2.
- 3.

My commitment to building collaboration and sponsorship into my book business model:

**Join Raise a Dream for the Q&A follow-up call
NFWC Follow Up Q and A Call With Charmaine Hammond**

To ensure you step into action after today's workshop, and have your questions answered (and, of course, we will provide you with additional tips and ideas for making sponsorship and collaboration part of your book business revenue streams), **join us for a Q&A call... just for NFWC 2019 attendees.**

The call will be recorded, so even if you can't join live but want to receive the recording link, please register for the webinar below:

Date and Time:

When: May 22, 2019 9:00 AM Pacific Time (US and Canada)

Register and Access via Zoom Here:

Register in advance for this meeting:

<https://zoom.us/meeting/register/42e293d24e427a79dc2040ba88984b7b>



After registering, you will receive a confirmation email containing information about joining the meeting.

Some Awesome Additional Resources:

Collaboration to Cash Video: <https://raiseadream.com/turn-collaborations-into-cash/>

Download your FREE Sponsorship EBook: <https://raiseadream.com/>

This is a sample of an extensive Planning Guide. We have started with the first few areas you need to consider for planning. If you wish to access the full guide, please contact Charmaine

Raise a Dream: Speaking Tour Checklist

This is NOT a complete list; rather, it is provided here to help you learn some of the actions involved in creating an easy-to-plan tour.

Task:	Timeframe:	Accountability:	Notes:
Decisions to be made before anything else happens:			
Determine purpose of tour.			
Determine length of tour.			
Will you do a dry run/test tour? If yes, when and how long?			
Set dates.			
Will the tour have a philanthropic component? If yes, to what charities/organizations?			
Set number of stops to be made.			
Determine where stops will be.			
Define overall goals of tour.			
Define how success will be measured.			
How will the tour be funded?			
Will I have a non-profit or charity partner?			
How can I blend in travel (holidays or other speaking) with a short tour?			
What potential sponsors could be approached?			
How will I be travelling for the tour?			
How will I ensure I get down time to stay healthy?			
Who could I engage to be on the team?			
How will I document the tour (who will be photographing, videoing, and capturing everything)?			

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What champions do I have in every stop?			
How will I engage media as part of the tour?			
Determine tour budget.			
Determine if your tour is a live tour only, or will it include a virtual component? Or, maybe your tour is fully virtual in which case some of the tasks below will not apply, however, many still will be applicable.			
Create your super clear vision of the tour:			
Create a crystal clear vision of your tour.			
Create a visual (mind map, drawing, or written summary) of the tour. Ensure that if someone did not know you they would be able to understand what your tour is about, and potentially see where they could fit in.			
Create a tentative outline of the tour.			
Start to think about your branding for the tour. Will it match your speaker branding? Your book branding? Branding specific to the tour? Regardless of your choice, ensure you create a branding guidelines document that identifies your colours, logos, brand images, brand messages etc. You will need this for the creation of marketing materials, printing and some sponsors will require this as well.			
Post on social media to get ideas and contacts. Recognize that sponsors may not be interested in some of the stops you wish to make so your schedule may change or you might bring on different sponsors for specific locations.			

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Identify your commitment to the tour:			
Identify how much time you can devote per week/month to the planning and implementation of the tour. Consider how to keep your business operational and successful when your attention will be placed on this other project.			
Identify the type of supports needed to plan the tour and keep your business running.			
Identify a walk away point (e.g. "If I don't get X\$ of sponsorship or X# of speaking engagements, I will delay tour or cancel it.")			
Create your systems, project management tools and processes early			
Create a file in Google Drive organized by files such as: <ul style="list-style-type: none"> Book/Product Sales Budget and finances Marketing (sub files include social media, print marketing, marketing calendar) Media (sub files include media contacts, media social media handles, press releases, sample questions for media, bio, headshot, video etc) Speaking Events Sponsorship (include sub files that include sponsor contracts, sponsor fulfilment, sponsor contacts, etc.) Team (sub files include team, volunteers, community champions) Tour events Tour Route/Map 			
Choose your project management system such as Slack, Teamwork or Asana to name a few (Raise A Dream uses Asana for their main project management and Slack for committees)			

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Develop systems that you can replicate along the tour. When you have a system, you can more easily delegate to someone else to do and not drop the ball on important tasks.			
Create a calendar in Google Calendar specifically for the tour and ensure the team has access to it. Each of your stops with pertinent details (contacts, address, link to your presentation etc.) can be in the Google calendar.			

Virtual Tour Planning and Marketing Tasks:

Identify the blogs and online media outlets that reach your target audience. Put all of these on a spreadsheet so you have all contacts in one place. Each time you appear in media on the tour, you can then add the link to the show or article so you have a great tracking of all media. Media can be a helpful way to generate excitement about the tour, and, is very powerful to achieve as much media as possible during the tour.			
Compile a database or contact list with each bloggers site's contact name, e-mail address, site URL, notes about the site's format, and specifics about what you like about the blog. These last two items will help you in the pitching process.			
Compile a list of guest columns on blogs and create blog schedule.			
Determine if Live Webinars or virtual presentations will be a part of your tour. You'll need to create your landing pages, Facebook event pages, and social media promotions, as well as gather your team of champions and marketing partners.			
Arrange for reviews of your book written by key bloggers, book reviewers, experts in your industry, and media.			

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Task:	Timeframe:	Accountability:	Notes:
Create a virtual tour schedule that includes your virtual and media activities/appearances day by day (just as you would a live tour).			
Blogger hosted contests that offer your book as a prize alongside information about your book			
Video interviews hosted on the blogs or sites of others			
Podcasts			

About Raise a Dream

Charmaine Hammond & Rebecca Kirstein have over 30 years of combined experience in building collaborative relationships and partnerships in business to accelerate the growth of their own businesses and non-profits (over 10 of them between them!) and the businesses and projects of 100's of others through their mastermind, training, and mentorship programs. They have come together through their shared belief in lifting others as they climb.

They've co-founded Raise a Dream to share their knowledge and expertise in **Collaboration, Partnership, and Sponsorship** and to combine their teams to form an even more comprehensive and collaborative group of professionals (the "Raise a Dream Team") to help you Raise your Dream. We look forward to your success!

Charmaine Hammond, MA, CSP

Charmaine Hammond has been in the business of changing lives for more than 25 years. This former Correctional Officer (yup! She worked in jails) and Corporate Dispute Resolution Expert now travels the world teaching the principles of leadership, business success, and collaboration.

In business 21 years, she has owned several businesses in Canada and the US. She is a co-founder of the Evolutionary Business Council whose collective reach exceeds 140 million. She is also co-founder and co-host of the Global Influence Summit. She has sat on all four sides of the sponsorship table (as a Director of non-profits seeking sponsorship, a specialist in government responsibility for funding/sponsorship portfolio, as an entrepreneur like you seeking sponsorship, and as a sponsor for other people's events, projects, and dreams).

As a bestselling author (of five books & featured in six others) and Certified Speaking Professional (CSP), she has had tremendous success in finding corporate sponsors to fund her printing, graphic design, venues, travel, media, technology, hotels, even her pet food and dog poop bags! She has developed sponsorship relationships with hundreds of companies.

Her recent speaking and book tour, ***Million Acts of Kindness***, involved a 14,000 km tour in a 32-foot sponsored motor home, hotels sponsored for the team, and more than 40 businesses and retail chains raising funds in their stores/businesses to support the *Million Acts of Kindness* movement.



Rebecca Kirstein

As a serial entrepreneur and human connector, **Rebecca Kirstein** believes in living an authentic, fully actualized life and that transforming our passion, creative energy, and inherent talents into our career is to experience the true joy of life.

Rebecca has firsthand experience over several decades in founding small businesses, tech start-ups, investment corporations, and non-profits. The businesses that she has founded, contributes to, and/or continues to play an integral part in are *BK Studios Photographers*, *Metier Investments*, *Portraits for the People*, *The Freebird Collective*, *The Landing Pad*, *Raise a Dream*, and *Rethink Thinking: The Summit*.



She is a speaker, advisor, idea generator, and a collaborator who is fueled by her experience that when entrepreneurs connect and collaborate, we all have the capacity to create stronger, more sustainable communities.

Rebecca has been fueling projects, businesses, and ideas through collaboration and sponsorship for almost two decades. For her most recent project, ***Rethink Thinking: The Summit***, she raised over \$200,000 in in-kind and cash sponsorship in less than 4 months for Canada's first inquiry-based youth summit. Sponsorship was secured for hotels, venue, food & beverage, educational tools, swag, decor, and speakers including Sir Ken Robinson, whose TED Talk is the most watched in history.

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