



Leverage Your Speaking Expertise Into Paid Spokesperson Assignments!



Deb Durham
 SPOKESPERSONS PLUS NETWORK®
www.spokespersons.com

<p>1. What is the difference between a 3rd party spokesperson vs. sponsored speaker?</p> <p>3rd Party Spokesperson Definition: By virtue of one's expertise and/or celebrity, a person who lends credibility to a brand by associating with the brand and delivering specific message points about the brand in the context of various media venues</p>	
<p>2. What do I need to do to establish myself as an expert spokesperson? Do I have what it takes?</p> <p>Examples of spokespeople with great platforms and credibility:</p>	

<p> www.alisondeyette.com http://stephensaint-ongeblog.blogspot.com/ www.elliekay.com www.jeannebenedict.com </p>	
<p>3. Who hires me? Where do I get the gigs?</p> <p>Resources: O'Dwyer's Directory of Public Relations Firms http://www.odwyerpr.com/pr_firms_database/index.htm</p> <p>PR Week Contact Directory – includes corporations, PR firms (by expertise category), trade associations, PR service firms http://www.prweekus.com/directory/</p>	
<p>4. What will I do as a spokesperson?</p>	
<p>5. What does it pay to be a spokesperson?</p>	