



## Webinar Replay & Chat Room Contents

### June 26, 2020

A free benefit of being a member in the International Speaker Network is to be able to attend these monthly webinars - including getting to hear expert speakers from around the world!

**On our call for June 26th 2020, we heard from Krista Giannak on “Use Writing to Market your Speaking Business and Get Booked More Often”**

On this webinar, Krista, a writer and PR professional, discussed the importance of blogging and developing other content for your website marketing and how to easily repurpose it all too. This discussion also featured writing your bio, topic titles, and positioning yourself for getting booked more.

Plus we did a hot seat with one new member, Michele Belanger, about how to get the content for her books out of her head and into print! Enjoy the replay and we'll see you on the next ISN Webinar Tues, July 7th! For upcoming webinar dates and info about the Int'l Speaker Network go to <http://www.iSpeakerNetwork.com>.

**You can also watch all the webinars from this group on this page: [www.iSpeakerNetwork.com](http://www.iSpeakerNetwork.com)**

The ISN Presents...

**Krista Giannak**  
Using Writing to Market  
Your Speaking Business  
and Get Booked  
More Often

Fri, June 26, 2020  
9:00-10:00 am PST

**WEBINAR**

**International  
Speaker Network**  
www.iSpeakerNetwork.com

Join the next live webinar yourself and get YOUR MESSAGE out to thousands on the replay too!

**Learn more about the meetup group here and RSVP to an upcoming webinar or in person lunch or mixer!**

\*\*\* [www.iSpeakerNetwork.com](http://www.iSpeakerNetwork.com) \*\*\*

See you all on the next one!! ~ Katrina Sawa, The Jumpstart Your Biz Coach, Speaker and International Best-Selling Author of *Jumpstart Your New Business Now* and author of *Love Yourself Successful* PLUS your meetup organizer! <http://www.JumpstartYourMarketing.com>

## Chat Room Contents

00:05:08 Chuck Hooper: Chuck Hooper  
email: [Chuck@SpeakerPresenter.com](mailto:Chuck@SpeakerPresenter.com)  
Web: <http://www.SpeakerPresenter.com>  
Speaker. Author: Speaker Coach.

00:05:23 Ilene Rein: Hi All,

I am a Professional Recruiter with Marketing & Sales Resources, Inc. and President of Pounding Pavement 101.

Marketing & Sales Resources is a niche search firm focused on the recruitment of sales and marketing professionals.

At Pounding Pavement 101, I share the inside secrets from the view of the Recruiter to writing a resume that generates calls, creating a digital presence that gets noticed and building confidence for your interview to get hired! I work with Professionals, College Students and High School Students.

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www.marketingsalesresources.com

## POUNDING PAVEMENT 101

Professional Navigation through the Job Search Process

Speaker/Author/Consultant

ilene.rein@poundingpavement101.com

www.poundingpavement101.com

00:08:17 Katrina Sawa: <http://www.iSpeakerNetwork.com>

00:08:49 Dianne: Dianne Rechel- Realtor Extraordinaire- Central Connecticut- Helping People Find the Comfort of Home- speaker on Home Staging, Networking, and the Arts. New website next week: Diannesellshouses.com. [houseforyou2@gmail.com](mailto:houseforyou2@gmail.com)

00:09:18 Yvonne A Jones: Hello Everyone. I'm Yvonne A Jones, Relationship Marketing Strategist/Personal Business Coach, International Speaker and Best Selling Author. I support highly motivated entrepreneurs and small business owners to create WOW experiences for their clients and customers. Yvonne@YvonneAJones.com websites: <https://50andWiserCoaching.com> and <https://YvonneAJones.com>. I'm looking for virtual speaking opportunities including podcasts. If you're looking for someone to keep you accountable (which is often the missing piece) I'm also a Certified Accountability Coach and would love to have a non-obligatory chat.

00:12:15 Keith Groshans: Hello Keith Groshans from Rocket Juiced Studio. We are a full service creative studio focusing on marketing, branding, digital and packaging design. [www.rocketjuiced.com](http://www.rocketjuiced.com) I have been doing speaking for the last year and ramped it with Covid as a part of my marketing strategy (as Krista just said). I am part of a group with our speaker today called LI Marketing cares that helps local small businesses market though this pandemic. I also teach graphic design at my local college

00:13:11 Katrina Sawa: Here is the Int'l Speaker Network FB group: <https://www.facebook.com/groups/ispeakernetwork/>

00:14:13 Katrina Sawa: Here is the Int'l Speaker Network Meetup page: <https://www.meetup.com/internationalspeakersnetwork/>

00:14:16 Ilene Rein: [www.poundingpavement101.com](http://www.poundingpavement101.com)

Topics:

Writing a LinkedIn Profile to Build Your Business

Job Searching in a Post Pandemic Economy

Resume Development

Interview Preparation

## Job Searching Process

Audience: Seasoned Professionals, College Students, High School Students

00:14:43 Katrina Sawa: And the main Int'l Speaker Network page again is <http://www.ispeakernetwork.com/>

00:21:32 Katrina Sawa: Michele B - Vancouver CANADA - professional Speaker, tour guide too - interested in doing a book

00:21:56 Katrina Sawa: Russ Matthews - Individual stock trading

00:22:00 Gary McKinsey: Gary McKinsey I work with individuals to polish their speaking and presentation so that they can connect effectively with their customers. <https://GaryMcKinsey.com>

00:25:59 Katrina Sawa: As a writer and PR professional, Krista Giannak uncovers hidden stories, getting businesses and experts noticed as they expand and rebrand. Her press releases and pitches have resulted in media coverage for her clients in local newspapers. In addition, her journalism background includes feature articles published in Hotel Interactive, Merrick Life, The Times of Smithtown, and other local newspapers. She also inspires others with her story of fear and triumph: from 'scared kid' to business owner, networker, and skier, who happens to be blind. Contact her through <http://wisewordsthatmatter.com> or on her Facebook Live at [facebook.com/wisewordsthatmatter](https://www.facebook.com/wisewordsthatmatter).

00:26:09 Dianne: If I disappear it is because I have tree cutters and woodchippers right outside my office window. Some interruptions are inevitable...

00:27:12 Kathi Burns, CPO: colleges

00:27:43 Keith Groshans: local Business centers and small conferences for me

00:27:45 Katrina Sawa: If we missed you in the introductions, hang tight and we'll catch you at the end of the call. Don't forget you can post what you do in the chat also!

00:30:02 Haim O: Haim Holistic Alternative Psychology Master Life and Business Coach youtube:Haim o 516-424-6289.

00:33:01 Katrina Sawa: Anyone have a question around your speaker bio? want a hot seat on what to say? Or maybe on topics for your blog posts?

00:33:53 Katrina Sawa: How to Make Fast Cash with Easy Yes Offers is one of my hot speaker topics and I've done videos about it and blogs as well as Facebook Live.

00:34:23 Kathi Burns, CPO: Shift Happens ~ How to Embrace Change with Grace

Secret Hacks Busy Women Use to Get Organized and Energized

Dump Your Baggage & Ramp Up Your Energy

From Harried to Harmonic, Take the Mess Out of Domestic  
Simple Organizing Hacks For Busy Solopreneurs

00:34:48 Katrina Sawa: Also... Jumpstart Yourself as an Author to Increase Your Credibility and Jumpstart Yourself as a Speaker to Increase Your Influence

00:35:06 Keith Groshans: I'm not a classically trained writer. Hence why I pursued visual arts. How important is it to write perfectly or try and write in "my voice" which may be more off the cuff and unpolished

00:35:46 Katrina Sawa: themes are great, parts are awesome too and what's funny is if you have a part 2 but NO part 1.... LOL, people will look EVERYWHERE for that part 1 and read more stuff hee hee

00:36:38 Yvonne A Jones: like How to Wow Your Clients in 6 Easy Steps

00:37:18 Yvonne A Jones: I write a lot about Relationship Marketing, as well as Productivity and Communication. I'm a Major Day Speaker for a University and general talk about Leadership and Mindset.

00:38:09 Katrina Sawa: 7 Budget Eating PR Mistakes  
<https://wisewordsthatmatter.com/>

00:38:36 Keith Groshans: I'm not a classically trained writer. Hence why I pursued visual arts. How important is it to write perfectly or try and write in "my voice" which may be more off the cuff and unpolished

00:38:56 Keith Groshans: I'm not a classically trained writer. Hence why I pursued visual arts. How important is it to write perfectly or try and write in "my voice" which may be more off the cuff and unpolished

00:39:33 Kathi Burns, CPO: Should the mission statement stand alone by the photo on the one sheet or be a part of the bio?

00:40:07 Keith Groshans: Thanks Krista

00:41:42 Kathi Burns, CPO: thanks

00:42:53 Gary McKinsey: Krista, very informative. Thank you!

00:44:01 Yvonne A Jones: Great information, Krista. Thank you.

00:44:41 Krista Giannak: Book your way to a better bio:  
<https://wisewords.appointlet.com>

00:45:01 Ilene Rein: To help the 40 million people out of work, I have a resume coaching class Thursday, July 9:

FREE Webinar on RESUMES: Inside Secrets To Grab A Recruiter's Attention –  
Tips & Tricks

Next event: Thursday, July 9 at 7pm EST

<https://www.poundingpavement101.com/events>

Ilene Rein

POUNDING PAVEMENT 101

Professional Navigation through the Job Hunting Process

00:45:16 Krista Giannak: Join my email list and receive the 7 budget-eating mistakes you can avoid right now: [www.wisewordsthatmatter.com](http://www.wisewordsthatmatter.com)

00:46:53 Katrina Sawa: My speaker page if you want to check out my speaker sheet, bios, etc. it's linked on this page:

<https://jumpstartyourmarketing.com/speaking/>

00:50:45 Ilene Rein: My Books:

BOOKS & TEMPLATES

RESUMES: Inside Secrets To Grab A Recruiter's Attention

INTERVIEWS: Inside Secrets To Grab A Recruiter's Attention

High School Resumes for College Applications

Resumes for College Students

Interview Preparation for College Students

[www.poundingpavement101.com/shop](http://www.poundingpavement101.com/shop)

00:51:09 Ilene Rein: JUST WRITE!

00:53:14 Keith Groshans: the way I would start working between 2 book ideas would be to list both and start adding topics below each and see which one starts to take shape 1st. Once you feel comfortable about that you can start fleshing out the content

00:54:22 Keith Groshans: multipurpose is the key...turn you podcast content

into multiple smaller points of content

00:56:01 Russ Mathews: Russ Mathews, CEO & Founder, Mathews Capital Management LLC, 916-582-2823, Russ@MathewsCapitalManagement.com. My Book is titled: STOCK & OPTIONS TRADING FOR LIFE and my Podcast is: The Modern Stock & Options Trading Show.

00:56:53 Katrina Sawa: Hi everyone, I'm Katrina Sawa, speaker, author and 18 year business coach, author and speaker in the Sacramento, CA area... I love motivating, educating and inspiring entrepreneurs on how to jumpstart their businesses, make more money, tweak and shift what you're doing right now or how to do things differently so you can be more productive, profitable and impactful. I offer 1on1 coaching, my Live Big Mastermind, live events, virtual trainings, plus I run the Int'l Entrepreneur Network <http://www.iEntrepreneurNetwork.com> and the Int'l Speaker Network <http://www.iSpeakerNetwork.com> which both have multiple zoom calls every month you can join - for free or one just \$7/mo. Go to this page now for a TON of free trainings from me <https://www.jumpstartyourmarketing.com/freetrainings> - all things that will help you get more visibility and uplevel yourself as a bigger influencer. Reach out if you want to chat! [katrina@jumpstartyourmarketing.com](mailto:katrina@jumpstartyourmarketing.com) or 916-872-4000

00:59:21 Kathi Burns, CPO: [www.OrganizedandEnergized.com](http://www.OrganizedandEnergized.com)

00:59:26 Katrina Sawa: =====  
Join me at Love & Money LIVE! - A Virtual Experience!  
It's a 2-day virtual event, happening June 30 & July 1  
<http://loveandmoneylive.com/>

If you know you could use:

- A mindset shift around what you believe about yourself, how much you're worth, what you charge
- A kick in the pants to get motivated and excited again about your business
- A real sense of understanding on WHAT to do to jumpstart your business, your marketing, your website and your life... SO you were a LOT more confident... Then this event is for you and I encourage you to check it out, register and I'll see you there! Here is the link for info: <http://loveandmoneylive.com/>

01:00:24 Ilene Rein: Give yourself a deadline!

01:00:29 Ilene Rein: It works every time.

01:02:59 Kathi Burns, CPO: Complimentary Get Your Life Organized Guidebook > <https://www.KathiBurns.com/>

01:03:19 Kathi Burns, CPO: Thanks for everything!

01:03:33 Kathi Burns, CPO: The link for bio session?

01:03:53 Krista Giannak: <https://wisewords.appointlet.com>

# ADDITIONAL RESOURCES YOU MAY WANT OR NEED:

The Int'l Entrepreneur Network has 3-4 zoom mastermind calls for just \$7/mo, info at [www.iEntrepreneurNetwork.com](http://www.iEntrepreneurNetwork.com) - all laser coaching and hot seats for an hour each mo. All topics and all levels of business owners are welcome, we cover new and advanced topics on all calls.

## KAT'S UPCOMING LIVE EVENT SCHEDULE IS HERE:

[www.LiveBigEvents.com](http://www.LiveBigEvents.com)

They are all designed specifically to help speakers and entrepreneurs with your business, marketing, program development, pricing, mindset, systems, delegating, online marketing, networking, speaking and so much more!

## PUBLISHING AND BOOK WRITING RESOURCES:

For those interested in writing a book, becoming an author in any way or just to learn what it would take and what they COULD do now to get the ball running, here's a free info call I did all about all of this, go get access! <https://jumpstartyourmarketing.com/webinar-publishingcall/>

## KATRINA'S WEBSITE DESIGN OR TECHY VIRTUAL ASSISTANT SERVICES

(with her and her team): [www.JumpstartYourTechyServices.com](http://www.JumpstartYourTechyServices.com) - we can update your site, hook up to a shopping cart or pay pal, design a new site to showcase you as the expert you are plus we can help you manage your social media, email marketing and anything technology related. Come to a call with Katrina to discuss: [www.AskKat.biz](http://www.AskKat.biz)

**Jumpstart Yourself as an AUTHOR TRAINING 5-Week DIY program** - This course is all about how to become an author and publish a book yourself or where to get options and how it all works. You'll learn what you need to know before, during and after you finish writing the book, how to find affordable editors, cover designers, and how to plan for an Amazon best-seller launch. You'll learn what you need to do to get a publisher, what to do about publicity, book signings, marketing and selling your book and more!

<https://jumpstartyourmarketing.com/jsyauthor/> - Get access for just \$297 when you use this coupon code at checkout: 200OFF

**Jumpstart Your ONLINE COURSE 3-Week DIY program** - This course will help you change up your business and develop, market, sell and run an online course, membership program, online virtual workshop, mastermind or any type of online/virtual training or calls you can SELL to continue working and making money doing what you love during this quarantine (and beyond). Check out the video and webpage about this asap - you guys can use coupon code 50OFF to get \$50 OFF, it's only \$147 then, come and get something in place THIS WEEK that you can sell and promote right now.

<https://jumpstartyourmarketing.com/jsycourse/>

**Facebook Groups 90-min tutorial on how to start, run and manage your own groups.** Developing groups and communities to grow your business is critical right now so come learn how to get started doing this, what to do, post, how to engage and get members, plus some other FB tips and tricks (like how to stay out of FB jail!) It's just \$25 to get access here now:

<http://www.jumpstartyourmarketing.com/facebook>

**Create Images & More on Canva 90-min Tutorial!** [Canva.com](https://www.canva.com) is such a great resource for us at this time, whether you're graphically creative or inclined or not, it has hundreds of templates anyone can use and most are all free. Many of my clients though still needed a short tutorial or training on how to utilize this tool quickly and easily to create their images, flyers, postcards, and presentations. This tutorial has been recorded via zoom with screen sharing what to do, using real client examples too and is just \$25. You will get instant access to it when you sign up here: [www.JumpstartYourMarketing.com/canva](http://www.JumpstartYourMarketing.com/canva)

**Learn the business of speaking with Katrina Sawa's Jumpstart Yourself as a Speaker 6-Week Training.** Learn how to design your talk, create your marketing materials and back of the room set up so you LOOK like an expert and professional. Learn how to make offers, what to sell, when to make offers and when not to plus so much more in preparing yourself to become a more sought after speaker AND one who monetizes what you're doing too! Find out more here and get 50%OFF when you use coupon code 500OFF!

<https://jumpstartyourmarketing.com/speakertraining/>

OR... go get access to the \$27 Get Booked! Speaker eBook, Audio and Speaker Sheet Checklist to get started somewhere:

<http://www.jumpstartspeakertraining.com/>

**Jumpstart Your Marketing** 30 day Course.... teaching how to effectively use SOCIAL MEDIA for lead generation and sales, DEVELOPING CONTENT and REPURPOSING it too, Email marketing and database marketing to your followers, list, clients, even things like doing direct mail, making phone calls, doing videos via FB live or on YouTube, mastering sales conversations and copywriting too for your website, emails, webpages. Sign up right away to get more marketing in place today: [www.JumpstartYourMarketing.com/jsymarketing](http://www.JumpstartYourMarketing.com/jsymarketing)



## Katrina Sawa

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at [www.JumpstartYourMarketing.com](http://www.JumpstartYourMarketing.com)!

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