



The Premier Event for Professional Speaking **2018**
INFLUENCE

SIX FIGURE SPOTLIGHT – Transcript

Anastasia Turchetta, RDH

Coffee ... Conversation ... Connection

I create conversational video blog experiences and humanize a profession that many people fear... dentistry. The twist? My clients are not often the conference or associations hosting the big event. My clients are the companies & vendors who want to reach the type of audience the conference attracts.

Doing this has added tens of thousands to my bottom line and it continues to give me access to a broader audience in healthcare, corporate & employee wellness. Here's how you can add additional revenue in 3 actionable steps:

Step 1. Master Your Art of Influence

Make connection with your tribe palpable. Identify companies who benefit from your influence and add value. Be transparent and tribe-centric.

Step 2. Unlock the Power of Your Reach.

Identify your social reach on various platforms, groups & communities. Basically anywhere you can post content with authority.

This is a different approach & in addition to a paid traditional marketing campaigns. Market that as part of a package. You can execute this in a number of ways and at many price points. I chose to create mine as if you would be ordering coffee.

Step 3. Purpose Driven Content

Prior to the event, prepare a purpose-driven message with your client. Create 2-3 talking points and a call to action. Make it a matrix of storytelling & story selling.

I've provided a sample offering in the transcript you'll get through the app. A conversational video blog places a face with the message or a product. That product becomes human, it becomes relatable and it becomes profitable.



COFFEE CHAT™



Options	Tall	Grande	Venti	Xtra Shot
Whether onsite or virtual, Coffee Chats focus on agreed upon talking points with a total time goal of 2-3 minutes. Chats are edited and uploaded by Anastasia. Maximize Anastasia's online presence as video host and America's Dental Hygienist. Reach over 500K consumers and healthcare pros via Anastasia's Website, Facebook, Twitter LinkedIn, + groups & communities where content is applicable.	✓	✓	✓	✓
Maximize your coffee chats with targeted boosts on Facebook. Dominate Twitter with 5-10 tweets per chat. Publication reach on FB alone 300K		✓	✓	✓
Experience the power of Instagram video. Talking points are uploaded separately + creating stories for each point.			✓	✓
<i>Anastasia is exclusive to your company on the product of your choice</i>				✓
Investment all inclusive: Half due prior to meetings or project	\$ 2 meetings	\$ 5 meetings	\$ 5 meetings	\$ 9 meetings
Raw file is the property of Anastasia. Zero edits to testimonials and Instagram videos. <i>Requests for editing are available for an additional fee. View Video Agreement.</i>				
SINGLE Coffee Chats available for \$ ____ video. <i>Travel included.</i>				
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