

Money-making messaging for speakers and SMEs



As a professional speaker or SME...

- ✓ You've achieved some level of success with audiences you've spoken to. But you're **unsure** how to get on more stages, more often—at higher fees
- ✓ You're **frustrated** that your distinct value isn't clearly expressed in your marketing materials
- ✓ Your marketing efforts, when you even have **time**, are stalled—or **not well executed**



It's true:

Too many speakers lack the expertise, bandwidth, and insider's perspective to create clear, unified, buyer-directed communications. And showcase their highest value.

You can gain an unfair advantage and get more:

- ✓ **Decision makers' eyeballs** on your proposals, packages, posts, and emails
- ✓ **Unified, synthesized messaging** that compels buyers to say YES
- ✓ **Fast-tracked execution** on otherwise-stalled or delayed projects
- ✓ **Time** for other projects that only YOU can do

Speaking industry insider Andrea Driessen is your secret weapon to:

- ✓ **Win the committee meeting**—when you're up against other speakers, how will you stand out?
- ✓ **Revise, improve and unify pitch, program, email, script, and website copy**, so you generate more revenue via clear, concise, professional communications
- ✓ **Review full-length videos** to reveal the best time stamps to include in sizzle reels—proven to produce viewer-directed footage that optimally engage audiences
- ✓ **Uncover the most promising speaking leads**
- ✓ **Research the competition**—what are similar speakers doing that you can do better?

Why Andrea as your Mobile Marketing Maven?

22-year speaker bureau veteran and meeting-engagement expert who knows how to “get in the heads” of prospects

Curated hundreds of programs for executive teams and meeting planners who crave compelling, expert-led experiences that improve performance

30+ years **pitching** speakers to B2B and B2C industry leaders

Obsessed with writing from the **buyers' point of view**

A 2x TEDx speaker and 3x award-winning author of *The Non-Obvious Guide to Event Planning: For Kick-Ass Gatherings that Inspire People*



“I've known and worked with Andrea for over 2 decades. An industry insider, she brings a deep understanding of the wilds of paid speaking. She oozes integrity. And she knows how to get speakers at all levels on stage.”

Bill Stainton, Speaker Hall of Fame, Certified Speaking Professional, and author



“I hire Andrea to generate crystal-clear business communications for my clients—from web copy to sales scripts to e-books. She then distills all of the information into powerful, convincing materials that move sales conversations forward—fast!”

Lenora Edwards, Business Development Consultant



“Andrea finds the heart of my message, and adds clarity and cleverness. So my consulting and speaking clients clearly see how I'll help them. She also crafted a potent 1-word marketing hook that encapsulates my brand promise.”

Bryan Rutberg, Founder & Principal, 3 C Comms



“The world needs more direct, no-nonsense writing. That's what Andrea delivers. She was a joy to work with and delivered a manuscript on time, and with the perfect 'non-obvious' voice that we were looking for.”

Rohit Bhargava, speaker and founder, The Non-Obvious Company

What's the opportunity cost of doing it all yourself?!

Mobile Marketing Maven. MMM good!
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