

Pam Perry's Ready Set Go Speak System

www.ReadySetGoSpeak.com



Get Seen, Get Heard, and Get Noticed
Through Media Exposure and Speaking Engagements

THE **READY SET GO** SPEAK SYSTEM™

by Pam Perry PR

www.ReadySetGoSpeak.com

ROAD TO SUCCESS



READY - (STRATEGY)

Deciding, designing and defining your brand to build your platform and to get rid of any "imposter syndrome" to walk in your calling. Produce the marketing & PR plan.



SET - (TOOLS)

Creating your foundational elements including website, sizzle reel, banners, book, press kit, media lists, etc. Develop media hooks, angles and pitch letters.



GO - (PITCHING)

Outreach to radio, TV, print, podcasts and influencers. Showing up strong and getting out there. Leveraging the Pam Perry PR Network of contacts and Speakers Magazine.



SPEAK - (BOOKINGS)

Getting booked to deliver your signature speech, workshop, webinars, etc. Delivering sound bites and talking points in the media. Getting Feedback, testimonials and reviews. Honing the process.



Go to www.ReadySetGoSpeak.com
and join our community of superstar speakers

The Ready Set Go Speak System™

Get Seen, Get Heard and Get Out There!

1

This is the READY Phase: Deciding, designing and defining your brand to build your platform and get rid of any “imposter syndrome” to walk in your calling. This is the STRATEGY phase where we will show you how to create your marketing and PR Plan.

2

This is the SET Phase: Create your foundational elements including website, sizzle reel, banner, book, EPK (press kit), media lists etc. Develop media hooks, angles, content calendar and pitch letters.

3

The Go Phase: You become the pitch master. You are doing intentional outreach to media: TV, Radio, Print, Podcasts & Influencers. You are showing up strong, confident and getting out there. You are leveraging other people’s platform and the Pam Perry PR Network... including Speakers Magazine.

4

This is the Speak Phase: You are a booking and getting bookings! You are delivering your signature speech, workshop, webinars.... Consistently. Delivering sound bites and talking points in the media - and getting invited back. You are getting feedback, testimonials, reviews... honing the process. You may even get invited to do your own show or be a regular on someone else’s program.

Join the Community at
[ReadySetGoSpeak.com](https://www.ReadySetGoSpeak.com)



Your secret weapon to getting out there,
seen, heard and BOOKED!

