

# Taking Your Excellence Global

## Part 1



For Speakers, Teachers & People Ready To Launch

2018 *Becoming Known* by: Kevin Honeycutt &

Ginger Lewman

# Housekeeping

Close out your phone.  
Close out other windows.  
Grab paper and pen.

Let's orient here to the format.



# Major Goal for this Event...

Our chance to give folks a hand up from the hard-fought and learned lessons of our realities over the years.

# Major Goal for this Event...

*Give folks a hand up from the hard-fought and learned lessons of our realities over the years.*

**Day 1** Getting your name out there

**Day 2** Realities of life on the road

**Day 3** Cultivating your best presentation style

**Day 4** Growing — your market and yourself





# Major Goal for this Event...

what are your meat  
& potato reasons  
for being here?

---

# TODAY: Getting your name out there

1. How to get your good name out there: using social media to become and stay known
2. Social media is your BEST friend.  
(connecting to your new best friends)
3. If it's good, it's good everywhere.  
Market and share everywhere!



# Guidance Systems

---

It's important to know your course ahead of time and to keep to the plan. Blasting off without direction leads to falling back to Earth.





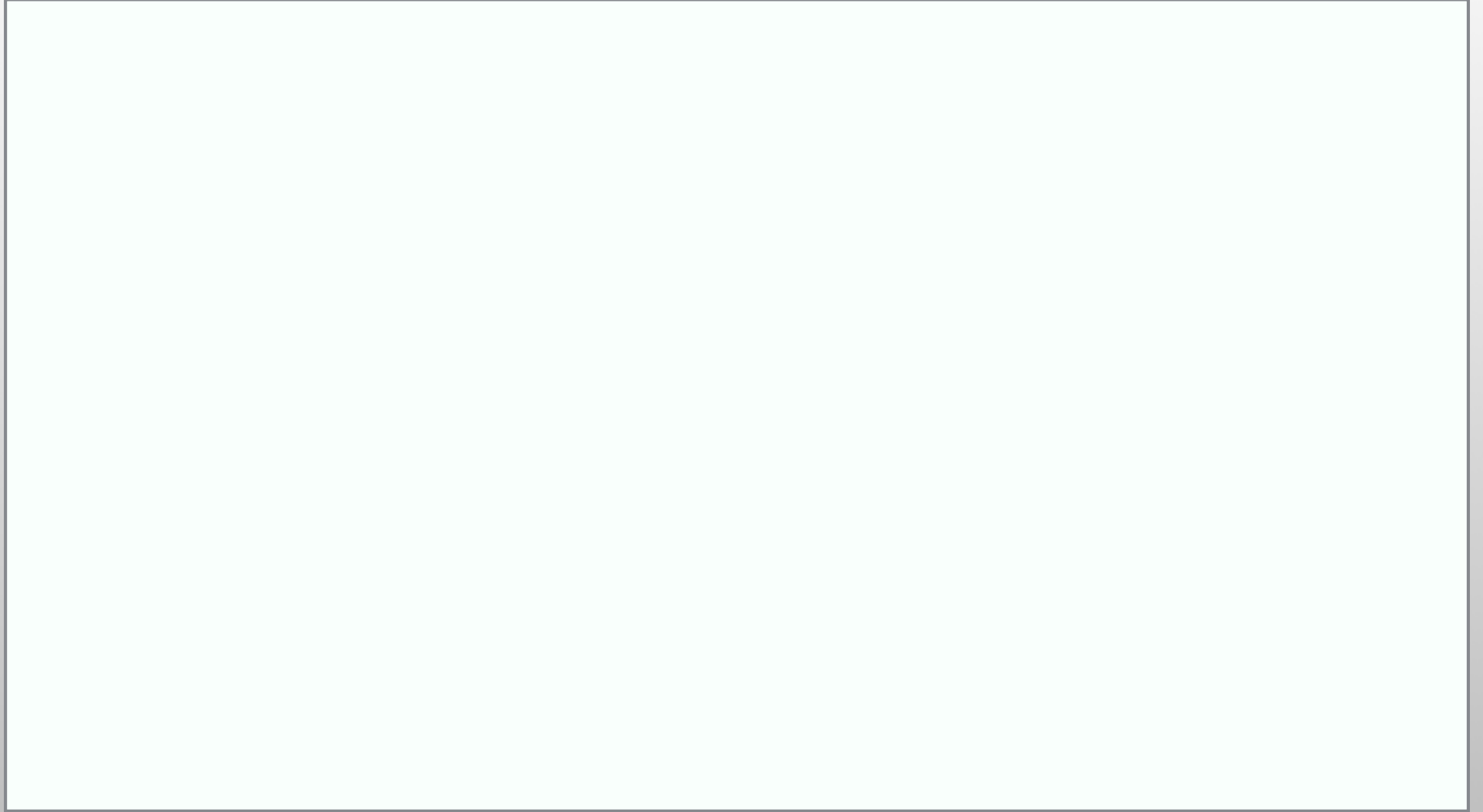
# Security, Safety & Failure to launch...

- \* What are the lock downs on your launch pad?
- \* Don't indict them, they served and serve an important purpose.



SRB Hold-Down Post Frangible Nut

My goal/goals:

A large, empty rectangular box with a thin black border, intended for the user to write their goals. The box is currently blank.

What do you wish was true?

---

# Branding...



- ❖ What makes you, you?
- ❖ How can you capitalize on your natural strengths?
- ❖ What will define your brand?
- ❖ What can you do and love doing for the long haul?



# Your would-be customers...

You can't sell if you don't know who's buying, especially if they don't know you!

---



# Social media...targeted...

Who is your customer? What are their pains? What do you offer that transforms their life into what they have been looking for...into something they might not even have known they wanted...*needed*?

Where does your customer currently live online, if they do. and if they don't then how will you, using social media, teach your customers to teach those to get online to see you?

# Social media...targeted customer...

How do you drill down on all your various customers?  
They're not all the same. To treat them so is to miss them.

So lay them out into niches?

How do you go small to get bigger?

---

---



# How will you communicate to your customers?

\*How do you share information with the world now?

\*Is this method appropriate for your would-be customers and your goals?

\*Is it OK to publish in multiple places?

---



# Social media...for a purpose...

What social media can you use to find and grow your market?

What are some strategies to using social media that you think have a good chance of bearing fruit?

---

---





Proud to work @ a place that makes a difference in the world!

So excited about our new service! It will meet student needs!  
#worldchanging

Anyone know where I can find some partners to help us help kids become more successful researchers?

Working with passionate people who really care is amazing!  
#happyhere

# Assignments

Living out loud as and for your brand...public journaling to Twitter followers...

---

---



Who are they?

What are their daily stresses?

Where do they communicate and learn?

Who do they respect?

How will they find you?

---

---

# Stay out of your own bath water!

Never believe your own headlines. No matter how successful you get, stay humble, customer-centric and open minded!

---

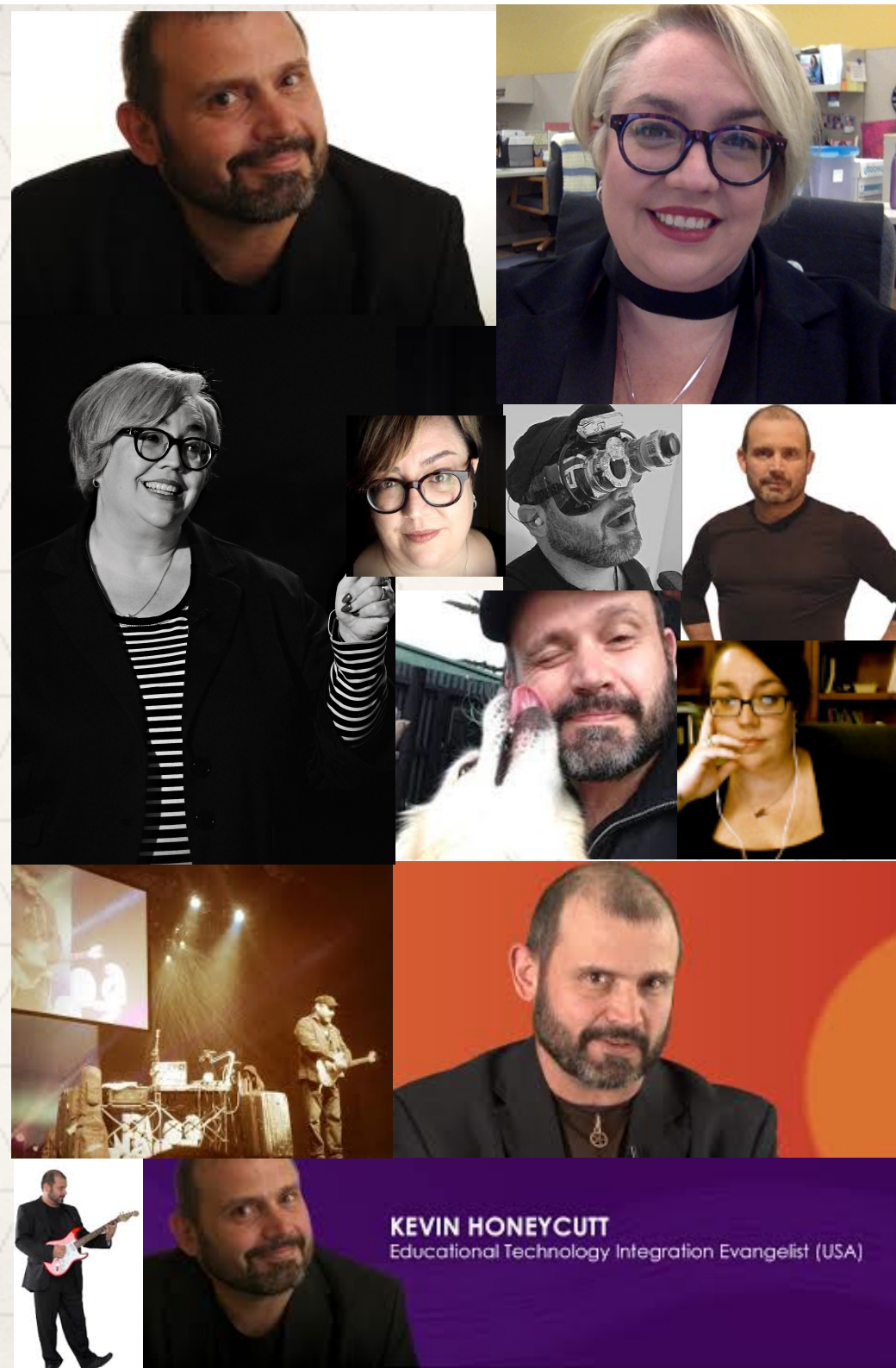




# Image...

---

Before hiring you many people Google you. What they find affects their perception of what you are, what you do and what you can bring to them. What is the importance of latitude in the kinds of pictures they find? What kinds of pictures instill confidence in the people who deciding whether or not to call you?





Google

Me



Web

Images

Maps

Videos

Shopping

More ▾

Search tools

Google yourself and click images.  
What do you find?

Did you create the images you found?

How can you grow a positive, online image portfolio?

How can you help do this for your company, brand, school?

Most customers click on pictures of you doing what they're looking to have someone do. Do you have pictures of you doing what you're selling? \_\_\_\_\_

How can you get these pictures?

When will you get these pictures?

---



# Strategic, clickable images...

1



2



3



4





5



6



7



What am I saying to potential customers in each of these pictures?

1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_ 4. \_\_\_\_\_

5. \_\_\_\_\_ 6. \_\_\_\_\_

7. \_\_\_\_\_



# Ginger Lewman

## The S.P.D

**A Short, Potent Description could entice customers of all kinds in a very short space?**





# Ginger Lewman

## The S.P.D

**A Short, Potent Description could entice customers of all kinds in a very short space?**

A presenter with worldwide reach, Ginger presents to over 50,000 educators, entrepreneurs, business people and students every year. She is former social studies teacher, gifted education teacher, school leader, maker, and writer. She's a Google Certified Innovator and helps educators bring the power of the personalized Internet and "learning by doing" to their students. Through all of her networks and associations she reaches over 20,000 people each day. She presents on stage on average 150 days a year and creates sought after material and thinking that keep her in demand.



# Kevin Honeycutt

## The S.P.D

**A Short, Potent Description could entice customers of all kinds in a very short space?**





# Kevin Honeycutt

## The S.P.D

**A Short, Potent Description could entice customers of all kinds in a very short space?**

A presenter with worldwide reach, Kevin presents to over 100,000 educators, entrepreneurs, business people and students every year. He is former art teacher, musician, current school board member and published author. He's an Apple Distinguished Educator who also received the Making It Happen for his tech leadership in the classroom. He has over 50,000 followers on Twitter, 1,400,000 views on his youtube channel and over 11,000 users on his ArtSnacks network. Through all of his networks and associations he reaches over 60,000 people each day. He presents on stage on average 100+ days a year and creates sought after material and thinking that keep him in constant demand.

---





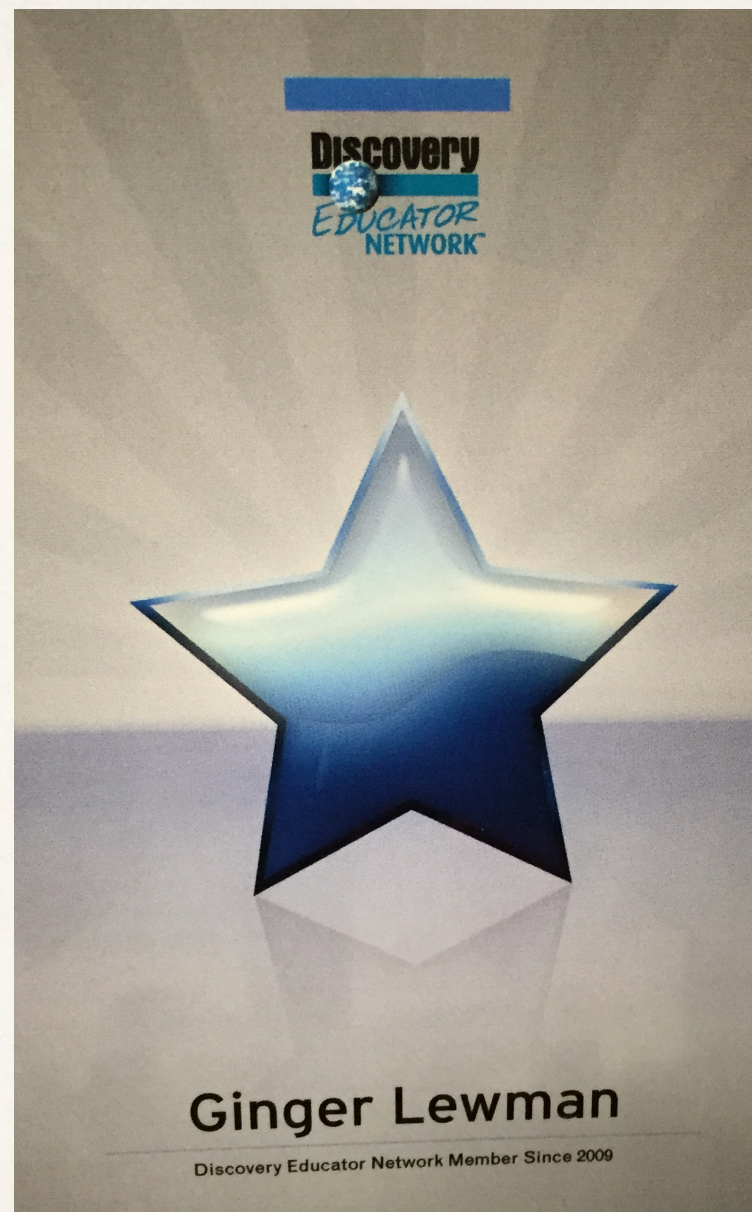




<http://www.you.com>

Own your name!

---



Do you own your name online?

Should you?

How can you?

---

---



**Do you have a home site and  
or social media presence??**

What does it do for you?

What should it do for you?

---

---

# Shy? Why?.....Try!

What could stand in the way of you asking people to hire you?

Why is it important to overcome the reluctance to ask?

---

---





Kevin Honeycutt &  
Ginger Lewman

# TODAY: Getting your name out there

1. How to get your good name out there: using social media to become and stay known
2. Social media is your BEST friend.  
(connecting to your new best friends)
3. If it's good, it's good everywhere.  
Market and share everywhere!



# TOMORROW:

## Daily Realities of Life On the Road!

- Learning and growing while on the run (*how to stay productive while in motion*)
- Taking care of you (*not letting travel & the road kill you*)
- Making the five minute friend (*and high value connection*)