

# ***Paid Association Bookings Through Article Publishing— A Complete Implementation System for Professional Speakers, Trainers & Consultants***

**By Ed Rigsbee, CSP**

## **Introduction**

Do you hate to cold call? If so, make all your calls warm calls from this point forward. My implementation system will assist you in achieving this goal instantly!

From this day forward, you are no longer a speaker calling meeting planners begging for business. You are now a valued resource. How can this amazing metamorphosis take place, you ask?

You are now a valued resource to magazine editors, in particular, association editors. Every magazine editor has to gather content for his or her readers; be it monthly, or quarterly—they still have to gather content. This is where you come in.

As a professional speaker, you are an expert on your general topic. You need to write articles based on your books and seminars and share your knowledge. When you do this, you can become a valuable resource to editors across North America and even worldwide.

Your new way of prospecting will be to contact editors and freely offer your content for their publication. You will make *relationship bank* deposits before you ever consider requesting withdrawals. You will use your new relationships with association editors to build bridges to association meeting planners. And, when you do talk with meeting planners, it will be a warm call rather than a cold call.

Are you ready to launch into a new way of doing business? Are you ready to forget the cold calls? Are you willing to give before you receive? Are you willing to get off your butt and get to work? If you have answered all the above questions in an affirmative manner, you are ready to start this implementation system. Let's get to work!

## **Credibility Builders for Speakers**

Are you a TV, Movie, Music, Sports or War Celebrity? If so, you really do not need this system. Just contact all the speaker bureaus located at The International Association of Speakers Bureaus' web site, <http://www.igab.org/> and let them know who you are. For the rest of us mortals, consider:

Media (print and broadcast) attention in general can give you credibility. For most professional speakers, this is a small element in their total credibility package.

Research and survey publishing can put you on the fast track to credibility if your efforts are in an area that will help people to be happy, healthy, wealthy and slim. Also, if your work helps the corporate world to perform better, you will catch the interest of planners.

Currently, military and security people enjoy institutional credibility based on the events of the times.

Become a best selling author. If you achieved this, see the first paragraph on this page.

Becoming a published author has been a great way for a number of professional speakers to develop their credibility. Publishing includes articles, books, video or DVD products, and of course audio CDs. Getting one's articles published is a great start and that is predominately what this implementation system addresses.

Additionally, the benefit of writing of articles is that over the period of several months, your collection can easily become your first book. There continues to be a huge controversy in the area of self-published verses traditional New York style publishers. My take is that it doesn't matter. Your book is your brochure. If you self-publish, you can mail a book to a prospective client cheaper than you can mail a printed press package. Press packages get trashed while books tend to be kept, or at least sold on ebay.com or Amazon.com. You choose!

There are also other things like being burnt to a crisp or getting shot and pushed out of an airplane, but few desire to take that path to credibility.

## **Why Associations?**

There are over 7,500 trade associations, professional societies, technical organizations, and labor unions in the United States. You'll never get to all of them. It is like an unlimited prospecting list.

- They have publications.
- They have meetings.
- They have experienced meeting planners.
- They do not have sticker shock at speaker fees.
- Associations are a gathering of business owners.
- It's a PAID showcase.

Associations spent \$2.1 billion on their meetings in 1999.

Source: Meetings & Conventions, August 2000

Of the \$2.1 Billion associations spent on meetings in 1999, 12% went to speakers, entertainers and A/V equipment.

Source: Meetings & Conventions, August 2000

1999 Association Held About 175,000 Meetings

- 61,800 Educational Meetings
- 40,300 Board Meetings
- 33,900 Professional/Technical

- 29,200 Regional/Local Meetings
- 11,700 Conventions

Source: Meetings & Conventions, August 2000

## **How to Get Published**

Following this section, you will find a cornucopia of resources for locating editors. First though, I feel it is important to address the how question. Yes, how do you get published?

There are three basic methods in which you might employ to connect with editors:

- First, you can send an electronic letter. This method costs nothing and is quick, easy and efficient—but is it effective?
- Second, you can mail a postcard or letter through the US Postal Service—and it costs you paper and postage.
- Third, you can pick up the telephone and call. But, you might have to accept rejection.

Just this morning I called the editor of a meetings industry magazine to soft-pitch an article. Her first comment was that she prefers a query letter. Knowing that this method works at the speed of pouring honey on a frozen morning, I politely said, "I realize that you prefer a query, and I'm calling to determine if even sending one makes sense for both of us. Do you have one minute for me to share my idea?"

I got her off autopilot, created a distraction from her work and we entered into a wonderful conversation. And yes, I took longer than a minute. The result was that she became quite interested in my idea and I e-mailed to her a PowerPoint file of my presentation on the topic that I was suggesting. In about five minutes total, we had started a relationship. This method is quicker than postcards and letters. And, it is surely more personal than an e-mail that has a good chance of being deleted.

Not to say postcards and e-mails are worthless, because I also use these strategies. Yet, whenever you can talk one-on-one—the result usually is the most rewarding.

I do mine editor e-mail addresses from association web sites and other locations and frequently, I simply sent them an electronic letter offering my articles for their publication with a link in the letter to the page of my web site that contains the article titles and links. When I do this, I also include those e-mail addresses in my editor master file for future mailings.

I generally write about an article a month, sometimes more frequent, sometimes less frequent. Every time I write an article, it is e-mailed to all the editors in my master editor file. This keeps me in the minds of editors and they frequently publish my articles. I always enjoy getting a copy of their publication in which my article is published.

I send the article using the cut & paste method and also have a link at the bottom of the electronic letter to the location of the article on my web site. A little tip to make the editor's life easier; save your file as a text document and cut from that file to past into the body of your e-mail letter. Doing

this will minimize those irritating out of place characters and save editors from having to clean up the text when they cut & past your article into their own file for your article.

If you do decide to call editors, be certain to approach them as wanting to be a resource for knowledge. Help first and sell later. When first talking to an editor, I usually ask them if they are currently connected to the Internet. They generally are, so I then ask them to check out the article page at my web site. I send them to <http://www.rigsbee.com/morearticles.htm>.

When they tell me that they are on the page, I point out that I have permission to reprint for them at the site, to make their life easier. I point out how I have the articles organized and that the words count is next to each article. I then suggest that they bookmark the page as a future resource for the time when they have an approaching issue deadline and a contributor neglects to get their article in on time. What's not to love about my offer? I'm not asking for a thing, just trying to be helpful.

At this point, if you are careful, you can transition with a throwaway question. Casually say, "By the way, could you tell me who your association meeting planner is—for my records?" Do not get pushy here. Many times the editor will say something like, "It's Sue Jones, would you like me to connect you with her?" Sometimes the editor will say, "It's me!" These responses give you permission to move into further bridge building or connecting with the planner.

Gosh, this is so much better than calling an association and asking to speak to the meeting planner and offering a cold pitch—one that the planner has already heard 17 times today, and it's only 10:30 AM.

## **Finding Associations at No Charge:**

WEDDLE's Association Directory (An extensive and no-cost list of associations by industry)

At the web site of **American Society of Association Executives**, you'll find a rich resource for searching for associations. At the home page of their site, you want to look for the "Directory" link.

**ASAE Allied Societies** are societies of association executives, generally state and local, but some national executives belong to the allied societies. They are a great place to publish your articles since the readers, are association executives. If they like your article, they will contact you requesting permission to run it in their association's publication. They are great centers of influence.

Aloha Society of Association Executives—Honolulu, HI  
Arizona Society of Association Executives—Phoenix, AZ  
Arkansas Society of Association Executives—Little Rock, AR  
California Society of Association Executives—San Francisco, CA  
Canadian Society of Association Executives—Toronto Chapter,  
Central Florida Society of Association Executives—Kissimmee, FL  
Cincinnati Society of Association Executives—Cincinnati, OH  
Colorado Society of Association Executives—Denver, CO  
Connecticut Society of Association Executives—Marlborough, CT  
Delaware Valley Society of Association Executives—Wynnewood, PA

Empire State Society of Association Executives Inc—Albany, NY  
Florida Society of Association Executives—Tallahassee, FL  
Georgia Society of Association Executives—Tucker, GA  
Greater Cleveland Society of Association Executives—Brunswick, OH  
Houston Society of Association Executives—Houston, TX  
Idaho Society of Association Executives—Boise, ID  
Illinois Society of Association Executives—Springfield, IL  
Indiana Society of Association Executives—Indianapolis, IN  
Iowa Society of Association Executives—Des Moines, IA  
Kansas City Society of Association Executives—Shawnee Mission, KS  
Kansas Society of Association Executives—Topeka, KS  
Kentucky Society of Association Executives—Frankfort, KY  
Louisiana Society of Association Executives—New Orleans, LA  
Maine Society of Association Executives—Portland, ME  
Maryland Society of Association Executives—Bel Air, MD  
Michigan Society of Association Executives—East Lansing, MI  
Midwest Society of Association Executives—Saint Paul, MN  
Mississippi Society of Association Executives—Jackson, MS  
Missouri Society of Association Executives—Jefferson City, MO  
Montana Society of Association Executives—Helena, MT  
Nebraska Society of Association Executives—Lincoln, NE  
Nevada Society of Association Executives—Las Vegas, NV  
New England Society of Association Executives—Beverly, MA  
New Jersey Society of Association Executives—Morganville, NJ  
New Mexico Society of Association Executives—Santa Fe, NM  
New York Society of Association Executives—New York, NY  
No. California Society of Association Executives—San Francisco, CA  
Ohio Society of Association Executives—Worthington, OH  
Oklahoma Society of Association Executives—Oklahoma City, OK  
Oregon Society of Association Management—Portland, OR  
Pennsylvania Society of Association Executives—Harrisburg, PA  
Pittsburgh Society of Association Executives—Murrysville, PA  
Puerto Rico Society of Association Executives—San Juan, PR  
San Antonio Society of Association Executives—San Antonio, TX  
Society of Alaska Association Executives—Anchorage, AK  
South Carolina Society of Association Executives—Columbia, SC  
St. Louis Society of Association Executives—Saint Louis, MO  
Tallahassee Society of Association Executives—Tallahassee, FL  
Tennessee Society of Association Executives—Nashville, TN  
Texas Society of Association Executives—Austin, TX  
Tulsa Society of Association Executives—Tulsa, OK  
Utah Society of Association Executives—Midvale, UT  
Vermont Society of Association Executives—Montpelier, VT  
Virginia Society of Association Executives—Glen Allen, VA  
Washington Society of Association Executives—Edmonds, WA  
West Virginia Society of Association Executives—Charleston, WV  
Wisconsin Society of Association Executives—Milwaukee, WI  
Wyoming Society of Association Executives—Cheyenne, WY

**The International Association of Association Management Companies** is an association comprised of people that own and or run association management companies. These companies, on an outsourced or contract basis, manage associations that select not to have, or cannot afford, in-house association staff. These companies vary in size from managing a couple associations to the "big boys" like Smith Bucklin and Kellen that have multiple offices and manage a large number of associations.

## **Buying Association Information**

(Before purchasing the below listed directories, consider buying a used copy. You can obtain used copies that are one to five years old for a fraction of their original cost. Search both Amazon.com and ebay.com and you will most likely find deals.)

*National Trade and Professional Associations of the United States*

<http://www.columbiabooks.com/ntpa.cfm>

Lists 7,500 national trade associations, professional societies and labor unions. Five convenient indices enable you to look up associations by subject, budget, geographic area, acronym, and executive director. Other features include: contact information, serial publications, upcoming convention schedule, membership and staff size, budget figures, and background information. \$199 for 2005 edition

*State and Regional Associations of the United States*

<http://www.columbiabooks.com/sra.cfm>

Lists 7,300 of the largest and most significant state and regional trade and professional organizations in the U.S. Look up associations by subject, budget, state, acronym, or chief executive. Also lists contact information, serial publications, upcoming convention schedule, membership and staff size, budget figures, and background information. \$179 for 2005 edition  
Both available from Columbia Books, Inc

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For mailing lists:

Gino DiAngelo at [gdiangelo@columbiabooks.com](mailto:gdiangelo@columbiabooks.com) or 202-464-1662 extension 22.

*Association Meeting & Event Planners Directory® 2005-2006*

[http://www.douglaspublications.com/Tsg/sub\\_meeting.html](http://www.douglaspublications.com/Tsg/sub_meeting.html)

*Medical Meeting & Event Planners Directory™ 2005-2006*

[http://www.douglaspublications.com/Tsg/sub\\_medical\\_meeting.html](http://www.douglaspublications.com/Tsg/sub_medical_meeting.html)

*Religious Meeting & Event Planners Directory® 2005-2006*

[http://www.douglaspublications.com/TSG/sub\\_religious\\_meeting.html](http://www.douglaspublications.com/TSG/sub_religious_meeting.html)

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

*The Directory of Associations*

The Directory of Associations is a comprehensive source of information on professional, business, and trade associations, 501c non-profit organizations, chambers of commerce, and other charity and community institutions.

Available from Marketing Source  
<http://www.marketingsource.com/>

## Buying Publication Lists

If you do want to buy lists, select from about 90 lists of publication categories offered by **Dan Poynter**. He sells (not just rents) his lists in Excel format. Take a look at <http://parapub.com/maillist.cfm?>.

## Meetings Industry Publications:

Meetings industry publications are a great place to get your articles published since mostly meeting professionals read them. Additionally, reading these magazines will keep you up to date as to what happen in the lives of the people who hire you to speak at their meetings. If you subscribe to the magazines and read them, sometimes you'll even discover leads. When there is an article about a particular meeting planner, consider contacting the planner and saying something nice about them and the article. It starts a dialog and possible a relationship.

You may subscribe to over 60 meeting, business and trade magazines (no charge) at Reed Business Information: <http://www.getfreemag.com/>

*Association Conventions & Facilities*  
*Corporate & Incentive Travel*  
*Insurance Meetings Management*  
Coastal Communications Corporation

*Association Meetings*, PRIMEDIA Business Magazines & Media Inc.

*Association News*, Schneider Publishing Company, Inc.

*Black Meetings & Tourism*  
SunGlo Enterprises

*Business Travel News*  
VNU Business Publications

*Corporate Meetings & Incentives*  
PRIMEDIA Business Magazines & Media Inc.

*Events—Mid-Atlantic Events Magazine*

*Insurance Conference Planner (ICP)*  
PRIMEDIA Business Magazines & Media Inc.

*Meetings and Conventions (M&C)*  
Northstar Travel Media, LLC

*MeetingNews*  
VNU Business Publications

*Meetings West*  
*Meetings East*  
*Meetings South*  
*Meetings MidAmerica:*  
Stamats Meetings Media Inc

*Smart Meetings.* Bright Business Media, LLC

*Successful Meetings,* VNU Business Publications

## **Meetings Industry Electronic Newsletters:**

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

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

<http://enews.primediabusiness.com/enews/meetingsnet/v/192>

## **Meetings Industry Associations:**

Alliance of Meeting Management Companies (AMMC)  
American Society of Training & Development (ASTD)  
Convention Industry Council (CIC)  
International Association of Association Management Companies: Destination Marketing Association International: (*Previously International Association of Convention & Visitor Bureaus, IACVB*)  
Independent Meeting Planners Association of Canada (IMPAC)  
International Association for Exposition Management:  
International Association for Hispanic Meeting Professionals (IAHMP)  
International Association of Speakers Bureaus (IASB)  
International Special Events Society (ISES)  
Meeting Professionals International (MPI)  
National Coalition of Black Meeting Planners (NCBMP)  
National Speakers Association (NSA)  
The Professional Convention Management Association (PCMA)  
Society of Government Meeting Professionals (SGMP)

## Editor Section at Your Web Site

This is your 24-7 Editor Resource. This will make your life, and the lives of the editors to which you connect, so much easier. First the editors, too often they find themselves at a deadline crunch and an article that had been promised fails to arrive—unfortunately, (fortunate for you) this happens all too often. If the editor has **YOUR** article title page section of your web site book marked, they can then access **YOUR** articles with a simple mouse click—any time, any day! The result—you are a hero for saving that editor from having to write a last minute article. Now you are in print in that publication.

It makes your life easy when you talk to editors about your work. You can say, “Please go to [www.mywebsite.com](http://www.mywebsite.com) and click on the editor section.” You can then suggest specific articles for their publication based on your chat with them about their needs. Below are some of the web site features you should have for editors:

- Articles listed by topic category or organized based on your books (adapted from your various books). This makes it much easier for editors to assess just what they want. Additionally, make sure the title text is also a link to the web page at which your article is published. Each article should be published at a separate page. There are two basic reasons for this. First, because you have a better chance of a web robot finding that specific page during someone's search for that topic and second, you do not want your editor to have to scroll through miles of text to get to the next article.
- Have the word count next to each title so editors can easily grab the length article they want. This saves them from having to do a lot of editing. This is important to them when they are under a crushing time deadline. The easy to get the word count is with MS Word. In your Word doc (where you most likely wrote the article), after you have saved the document to your hard drive, delete the title and your bio. Now click on “*File*” go to “*Properties*” then find the “*Statistics*” tab and look in the box, you will see a list of statistics about that file, one of them is the word count—DO NOT go to the trouble to count each word yourself.
- I have my photo at the top right of each of my articles posted at my web site and so should you.
- Also, at the end of **EACH** article posted at your web site, you should have your desired bio and make sure to include your 800-telephone number, e-mail address and web site URL. This is one of your payments for giving away your content. Be sure to collect.
- At your article page, include a link to another page that has a list of publications in which you have been published. This makes you look like a highly published author—which is exactly what you will become if you follow my system.
- Also have a link to pages with downloadable high and low-resolution photos of you and your books. This will save you both time and money. Editors are notorious for calling at the last minute and asking for your photo to be overnighted to them.
- Your reprint parameters should be at the beginning of the web page upon which you have your article titles listed. You'll want to give permission to reprint to all hard copy and electronic published publications if they include your bio. You also want to give them permission to edit, because they will anyway. I have never had an editor make me look bad by editing my work, to the contrary, they just make me appear smarter—and that works for me. If you give permission to edit, you are making it easier for an editor to use your article.

If they are under deadline and you cannot be reached to, as an example get permission to shorten the article, you just missed an opportunity to have thousands of people read your work and see your contact information. Speaker marketing is about impressions, how many times does it take for someone to see your name before they hire you? The answer is generally, lots.

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**This information is a summary adapted from:**

***Ed Rigsbee's Paid Association Bookings Through Article Publishing— A Complete Implementation System for Professional Speakers, Trainers & Consultants***

The System in its entirety, lists mailing addresses, telephone numbers, and URLs for most of the sources listed. Also included are a CD-ROM (pdf file with live hyperlinks) and four recorded live, audio CDs (two about using the system and two about writing articles). You may purchase the implementation system from Ed Rigsbee for \$300.

**For immediate shipping, provide:**

**Your name, as it is on your credit card:**

**Mailing address & card billing address if different:**

**Telephone number:**

**E-mail address:**

**Your credit card type and number:**

**Expiration date:**

**Forward to Ed Rigsbee, 3595 Old Conejo Rd. Thousand Oaks, CA 91320.**