



Speaking Toolbox for Kelly O'Neil

Dear Conference Organizer,

I am honored to be speaking at your event. In an effort to best prepare for your event, I want to introduce you to my marketing manager who will be handling all of the logistics for the event. Her contact information is as follows:

Jacki Wojcik
866.615.8150 ext 702
jacki@uplevelstrategies.com

Attached to this letter are some additional marketing tools for you and your staff. These items are meant to help you attain additional media exposure, create a stronger buzz in the community and attract guests who may not already be tied into your event. I hope you find them helpful and please, if you need any additional information...let us know. I have also attached a list of speaking requests to make sure that you have all the audio/visual needs taken care of.

The supporting documents are as follows:

- Speaker Biography
- Speaker Introduction
- Audio Visual Requirements for Live Events
- Speaker Support for Live Events
- A Press Release Template to Tailor and Distribute

Depending on the location, I may bring my assistant with me. However, if am not able to arrange this, I would like to request that you provide someone to help me sell products after the event and manage details during the event.

Additionally, please feel free to contact me with any additional requests.

To your success,

Kelly K. O'Neil
Direct Line: 866.615.8150 ext 000
Cell: (Please only use on day of event) 444.333.2222
Direct email: kelly@uplevelstrategies.com

Speaker Bio



About Kelly K. O'Neil, CEO UpLevel Strategies, Inc.

Award winning Speaker, Author and Marketing to the Affluent Expert, Kelly O'Neil, is passionate about helping entrepreneurs think big and play bigger to build thriving six and seven figure businesses. Kelly O'Neil is no stranger to the good life. Having been raised in an affluent family in the Silicon Valley where private planes and luxury vacation homes were a way of life, she set out after college to create her own wealth...and succeeded.

In 2000, she left a thriving career in corporate public relations and founded UpLevel Strategies where she works exclusively with thousands of small businesses and entrepreneurs as both a coach and consultant to help them design businesses where they earn more and work less through her Marketing to Millionaires programs.

Headshots

Please visit www.uplevelstrategies.com to download a headshot of Kelly O'Neil.

Speaker Introduction

Allow Me To Introduce Our Speaker.....

Are you ready to design a six or 7 figure business? How about designing that business in a way that provides you with the freedom to live your lifestyle and where your business virtually runs for you. If you want to springboard from small sales to a financial empire, there are three things you need:

First, you've got to have a supercharged marketing strategy, a solid business strategy and you've got to have the kind of mindset that allows for big time success to occur.

Kelly O'Neil combines the expertise of a master marketing and business strategist, with the exceptional skills of a certified coach. She has designed a variety of coaching programs that teach entrepreneurs how to Market to Millionaires and consults privately to clients who are committed to extraordinary success. She is the winner of numerous national awards for marketing and business excellence, is frequently interviewed by the media and is a published author.

If you want to say "goodbye" to the parts of your business that are not working, and drive more money into your bank account – today is your day. Please stand and provide a thunderous round of applause and welcome Kelly O'Neil.

Speaker AV & Logistics Preferences for Live Events



Room Temperature: Kelly is a very high energy, dynamic speaker. As such, she tends to run hot during her presentation. Please keep the room cool during her presentation. Also, please provide Kelly with a small bottle of water in the front of the room.

AV Preference for Keynotes

1. Wireless clip-on microphone
2. Plenty of stage room
3. LCD Projector (Please provide someone to hook up Kelly's laptop to the projector or troubleshoot any potential problems.)
4. Eight foot screen
5. Six foot table
6. Theater style seating – full house lights

AV Preference for Workshops

1. Wireless, clip on microphone
2. LCD projector (Please provide someone to hook up Kelly's laptop to the projector or troubleshoot any potential problems.)
3. Eight foot screen
4. Six foot table
5. Classroom style seating

Kelly has discovered some ideas for room set up that will add to the success of your meeting. These are not requirements, only suggestions we've learned from experience.

1. Use your own speaker sound system, rather than the speakers in the ceiling. You'll get a much higher quality of sound.
2. Place speakers in the front, middle and back of the room.
3. Use an additional light source for the presenter.
4. Set up the front row as close to the speaker as possible.
5. Less is more. Do not over set the room. If you are expecting 250 attendees, set the room for 250 or slightly less.
6. Ask attendees to turn off cell phones and pagers.
7. Use a dark back drop for the speaker.
8. When video taping use BetaSP tape rather than VHS for better quality

Audio or Video Taping

1. Kelly O'Neil receives the master and/or a copy of the tape.
2. Addendum to agreement is required for taping/recording.

Speaker Support for Live Events



UpLevel Strategies has prepared a speaker support process document to aid your event staff in creating an amazing event. We frequently receive requests on process and have developed a step-by-step process to provide to Kelly's designated support people. Having a support person for the speaker ensures that Kelly is at her best for your audience. Prior to a presentation, Kelly prefers to take 10 minutes to prepare mentally for the audience. Following are the ways that Kelly can best be supported in the event I am unable to attend:

1. Please manage the hook-up of the laptop to the LCD projector and test its function. Also, if there is a remote for the LCD, please prep Kelly on how to use it.
2. Kelly will provide you with the handouts prior to the event. Please place these handouts in front of each participant prior to the presentation beginning in the following order: presentation handout on top, show special second, order form on bottom.
3. About halfway through the presentation, Kelly will offer a free product to the audience. At that time, please go around and collect all business cards and bring them to Kelly as that is what she will draw from. Kelly will also provide you with an envelope to place the cards in that she will draw from.
4. After the presentation, Kelly will make her way back to the sales table. She generally is surrounded by participants asking her questions and introducing themselves. She will direct them to the sales table where you can take their order.
5. Once all the post-presentation sales are complete, please collect any additional fliers off the table and Kelly's laptop from the front of the room.
6. Provide Kelly with the copy of the sales sheets.

Thank you so much for your support in making this a successful event!



Media Contact:

INSERT YOUR NAME, PHONE NUMBER and EMAIL

FOR IMMEDIATE RELEASE

AWARD-WINNING BUSINESS AND MARKETING EXPERT TO SPEAK AT **NAME OF YOUR EVENT ON DATE**

Kelly O'Neil to Dazzle Audience with her Presentation "**Insert Name of Presentation**"

CITY OF EVENT, STATE, DATE, 2009 – Name of Your Event/Organization is pleased to announce that legendary business expert Kelly O'Neil will be speaking at EVENT on DATE. Kelly O'Neil is a national award-winning expert on business and marketing strategies to market to the affluent and increase the success of small business.

INSERT TOPIC PARAGRAH HERE

Sample: Kelly will teach our audiences the fundamentals of positioning your company, product and service for success. In today's world, there are over 3000 messages per day bombarding consumers. Kelly will teach you how to combat the resistance to communication by successfully positioning a new product, an existing product, a business, and even yourself and your career.

"I believe in the freedom that is possible with a successful entrepreneurial venture. I have also seen the very freedom entrepreneurs are chasing taken away by the business they are creating. It is my mission to help them create a profitable venture that brings freedom to their life." Kelly O'Neil, founder of UpLevel Strategies.

Kelly is regularly consulted by national media on marketing and business strategy issues. She's the creator of the Marketing to Millionaires System and has published several books and learning materials specifically for small businesses including Visionary Women Inspiring the World: 12 Paths to Personal Power.

Attendees can register for the event at: **INSERT REGISTRATION INFO HERE.**

About UpLevel Strategies, Inc.

UpLevel Strategies is a business coaching company run by entrepreneurs, for entrepreneurs. Founded by Kelly O'Neil in 2001, UpLevel Strategies' mission is to support entrepreneurs in transforming their small businesses to achieve greater income, focus, ease, joy, and ultimately freedom to enjoy the fruits of their labor. O'Neil's company was named as a 2004 Purple Cow Innovator by NY Times best-selling author Seth Godin. Focusing on how companies can transform themselves by becoming remarkable, the award acknowledges her firm as "One of America's Most Innovative Companies." UpLevel Strategies offers other services, products and trainings including www.MarketingtoMillionaires.com. Kelly O'Neil is available for media interviews and to give presentations throughout the United States.

For More Information visit www.UpLevelStrategies.com or www.MarketingToMillionaires.com.

INSERT: About Your Event/Organization

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Media Contact: Jackie Wojcik 866.615.8150 ext 702

Images: Kelly O'Neil's Headshot is Available in the Media Room at www.UpLevelStrategies.com.