

SPEAKER EMAIL MARKETING SAMPLE

PROJECT GOALS

To increase keynote speaking engagements by effectively communicating the value and impact of team-building keynotes to prospective event planners and corporate clients through an email campaign.

STRATEGY

- 1. Value Proposition Front and Center
- 2. Challenge-Solution Framing
- 3. Powerful Headline Question
- 4. Modular Keynote Topics
- 5. Social Proof & Personal Branding
- 6. Dual Call-to-Action (CTA)

This CTA split caters to different levels of readiness and helps move prospects through the sales funnel.

Peak Performance & Team Building Keynotes

"Trust is the stuff that makes us a team. That's the glue, that's the stickiness, that's the stuff that makes the whole greater than the sum of its parts."



Teams exist because there is a challenge or an opportunity too big for one person to handle alone. If you could do it by yourself, you wouldn't need a team. The reality is: the things we are trying to handle, the opportunities we are trying to seize, both personally and professionally are too big for any one of us to handle alone.

So, how do you effectively harness the strength and potential of teamwork to overcome challenges and seize opportunities?

Keynote Speech Topics

Five Components of Extraordinary Teams

Machines are evaluated based on the output of the entire unit, not the impressiveness of their individual parts. Extraordinary teams, like great machines, require certain components that hold their pieces together.

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Don't Just Play... Win!

Peak Performers think differently than everyone else - including others with more "natural" ability. During this engaging keynote, Lee explores the characteristics found among the high achievers across industries and disciplines.

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Five Characteristics of a Championship Culture

Diversity, Equity and Inclusion are critical issues that require constant attention. Leaders who are having lasting success in those arenas are focusing their efforts on building a championship culture.

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The most engaging and sought-after voices across the country with his unique ability to understand and articulate winning principles with tremendous clarity and practical application on team building, leadership, and peak performance.

Bookings

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