

Marketing and Promoting Speaker Brent Scarpo

Dear Programmer,

It is my pleasure to share with you some ideas about how to PACK your audience when it comes to my speaking programs.

Radio/Television/Newspaper

**I am more than willing to do interviews for all of these entities and most can be done from my home. In the marketing materials, feel free to use any of the pictures provided. Have your local and community radio shows contact my office for an interview. This is most effective 3 - 7 days before the program. Call my office at 760-322-4455 two weeks ahead of time to schedule the interviews.

Television - I am more than willing to do television interviews and need to be contacted prior to the program date. I suggest the crew be at the program an hour before starting, though interviewing afterwards is fine.

Promotional Materials

Go to the store section of my web site, www.brentscarpo.com and we have various promotional materials for sale to boost the attendance of your program. **Journey to a Hate Free Millennium has the most with various posters and table tents. The **Why Do You Hate Me?** program has our famous **Why Do You Hate Me?** T-shirts which need a 30 - 45 day lead time so as to make sure that we get the quantity of shirt desired for you marketing needs.

Mandatory Participation

**This has been a very successful way to pack an audience with students. I suggest you e-mail professors especially those departments that directly deal with the subject matter and offer "extra credit" for attending the program and I am willing to sign slips proving attendance.

Graduation Requirement

**This is an idea that needs approval but is quite successful at schools that use this method. I have spoken at various schools where attending lecture programs by students are a graduation requirement. Example: Between the freshmen and senior years at your university, students must attend a total of 30 lecture programs in order to graduate. The school provides each year a list of all programs available to fulfill this requirement. The schools that use this method have found it to be quite successful.