



# **BRIAN CARTER'S**

## **Keynote Customization**

After the contract and deposit are set, the keynote customization process begins:

1. Client fills out and returns the Program Questionnaire to Brian.
2. Client and Brian have a Content Phone Call for further discussion.
3. OPTIONAL: Brian conducts Audience Interview Calls for additional insight.
4. Finalization of program title(s), blurb(s) and bullet points. This step can be earlier if you have an urgent marketing need.
5. OPTIONAL: At this point Brian can create a 30-60 second video you can use to prepare and excite your audience.
6. Brian customizes your program(s) based on previous steps.
7. Brian delivers your talk(s).