BRIAN CARTER

Keynote Customization

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

1. The Client fills out and returns the Program Questionnaire to Brian.
2. The Client and Brian have a Content Phone Call to discuss the questionnaire.
3. If Client wishes, Brian conducts Audience Interview Calls for deeper customization.
4. Finalization of program title(s), blurb(s) and bullet points. This step can come 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).

BRIAN CARTER GROUP
DIGITAL IMPACT