

A “Bureau-Friendly” Website

What is a “bureau-friendly” website? This is a concept that is ripe for the Internet age when dealing with speakers and speaker bureaus. It has been the subject of many discussions at the International Association of Speakers Bureau (IASB), formerly known as the International Group of Agents and Bureaus (IGAB), and National Speakers Association (NSA) meetings. Since 90% of my business comes from bureaus, I have a strong interest in making sure that everything I do, including my website, is extremely “bureau-friendly.”

Things aren’t the way they were. In the days of the 70’s and 80’s, when NSA started, the concept of “bureau-friendly” meant that a speaker would not list their contact information including phone number, address or , later in the 80’s, a fax number.

Things are different today.

Today with the Internet and the concept of search engines any user of the Internet can quickly find almost anyone, particularly a speaker who wants the world to know how to contact him or her. Since most of the people that buy speakers, meeting planners, are reasonably knowledgeable about using search engines and other Internet tools they can find the speaker that they want.

Merely hiding your address and even city (some bureaus still don’t want a speaker to mention the city where that speaker lives) won’t cut it. Instead speakers have to be very proactive to find out where the lead comes from. This is important for any marketing for tracking what marketing works and what doesn’t work. It is even more important when a bureau has been involved in the past.

I am firmly committed to being not only “bureau-friendly” but “bureau-gushy!” I want to channel most of my business through bureaus. A bureau will take care of the hassle of follow-up, contracts, hassles that arise from time to time and more. I’m happy to pay 25% to bureaus to have this done. Therefore I will regularly track and find out where business originated so that bureaus who recommend me not only are recognized but also compensated on direct business and spin-off business.

So, this website, www.terrybrock.com is a “bureau-friendly” and even “bureau-gushy” website. It is one that respects, honors and rewards bureaus who generate business for me. You can send your clients (yes, they are *your clients!*) to this website without fear of loosing them. Just let me know that you are sending a given

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person to my website and any future contact with that person will go through you. It is that simple.

Also, the reality of the marketplace is that speakers talk with each other and so do speakers bureaus. If a speaker tries to go around a bureau and not pay the bureau's legitimate, earned commission, word will get out about that speaker and he or she will be hurt severely in the marketplace.

So, there you have it. The concept of "bureau-friendly" is built on trust. This is what business is all about. If that trust isn't there, nothing else matters. With it in place, any of the other bumps in the road can be handled.

Thank you for your time. Please contact me if you have any questions, disagreements, ideas or suggestions about this. I'll look forward to hearing from you.

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