



August 22 - 23 - 24, 2008

## Special Report ...



### In this special report you will learn:

1. How to develop powerful content and deliver it with ease.
2. How to get speaking engagements in front of the right audience.
3. How to create your own money-making info products.
4. How to get the checks in the seats when putting on your own events.
5. Getting your audience to run to the back of the room and buy your stuff.

# Part 1

## How to develop powerful content and deliver it with ease

### How do we start:

The first step is to pick your topic. Your topic should be on a subject that you know well and are passionate about.

For example, if you are a financial advisor, you could speak about the seven ways your audience can save money to make their financial future secure. If you are a health provider you could talk about three key ways to have vibrant health.

It is important that you talk from the heart, not give them a sales pitch.

The second step is to identify the key elements you will present in this particular speech. Keep in mind the time you have to present. If you are giving a 20-minute speech, you may only have time to talk about three elements. In a one-hour speech, you might have time to cover seven or more points and do them well. The longer you have to speak, the more ideas you can present.

The next step is to create an outline. On this outline you will develop an attention grabbing opening, put your key points in the middle and end with a call to action and a memorable close.

Do not write your speech down word for word. If you do, you may be tempted to read it or memorize it. Either way, it won't come off as authentic and you will not get the results you desire.

### Crafting a sellable title:

Often the title of your presentation is the only thing your audience sees before hearing you speak. Therefore, it is imperative to have a title that attracts listeners' attention and motivates them to come hear you speak. To

do this, your title must promise something they want to have or something they want to avoid.

Also, keep in mind that people love secrets, numbers, and “how to” titles. Numbers have an added advantage in that they indicate a system. They tell the reader that you’ve given some thought to the process and have developed a proven formula that you are about to share with them.

Here are some examples of title templates you can use:

1. What the (*Eye Surgeons*) Don't Want You to Know about (*Lasik Surgery*)
2. The Most Common (*Tax*) Mistake You're Probably Making Now
3. The (*Number*) Biggest Problems You'll Have with Most (*Collision Centers*)
4. The #1 Most Common Goof People Make When (*Buying a House*)

## **How to involve your audience:**

When you involve your audience in your presentation, you will keep their attention and they will hear more of your message. Audiences have changed. We no longer want to be lectured; instead, we want to have a conversation. We want to experience what the speaker is sharing with us.

You can involve your audience in several ways. Select those that will work well with your presentation and that feel genuine to you. If it feels uncomfortable, it will look uncomfortable—so don't use it.

For example, you could ask questions, do exercises, or give a reward for participating (such as a small piece of candy).

## **Use your speech to get clients and generate leads:**

Speaking in front of groups gives you credibility even before you show up to speak. When you give overwhelming value and not a sales pitch, it positions you as an expert in your field and everyone likes to buy from experts. When you give real value, your ideal client or customer will be compelled to want to know more and want to do business with you.

When this happens, you've generated a lead. Be sure to exchange business cards so you can follow up with them later and close the deal.

## **How to create and use stories:**

Use powerful stories to illustrate your points. Done right, they will create anticipation and emotional connection. There are three types of stories that every presentation must have.

First is your personal story so people get to know you because we buy from people we know, like and trust.

The second is the client success story. Nothing sells like success. If you don't already have a client success story you can borrow someone else's. Whether you borrow it or it is yours, it must be a true story about how real people got real results from your products and services.

The third is a story that creates an emotionally powerful experience that opens the hearts of your listeners and connects them deeply to your message.

## **How to use visual aids:**

One of the most important things to remember when using visual aids, such as PowerPoint, is to remember that the visual aid is **NOT** the presentation, **YOU** are the presentation. Second, make sure that the visual aid does not upstage you or distract the audience in any way.

Make sure that you stand to the side of the visual aid and not across the stage. Otherwise, your audience will have to play eyeball ping-pong and eventually they will just give up and look at the aid and not you. The problem with this is that they must look at you in order to create a connection with you that makes them want to buy.

## **How to learn to do all of this:**

One of the best ways to learn these techniques is to watch the top speaking professionals use them. Attend seminars such as Speak Your Way to Wealth, where you can hear speakers who seldom present at public events. Listen and watch them carefully so you can learn exactly how they do it so you can do it too.

# Part 2

## How to get speaking engagements in front of the right audience

### How do you book speaking engagements?

One of the quickest ways to book engagements is to research your target market on the internet, get their contact information and call them.

The script you use is as follows:

“Do you invite outside speakers to speak at your organization?”

If the answer is yes, say, “Great! I’m a speaker and I speak on (your topic). I would love to come and share your information with the members of your group.”

Then be silent and let them answer first.

A second way, especially if your market is closely targeted, is to send out a mailer, such as a one-sheet or flyer, which outlines your topic and how it benefits the association, organization or group.

### What is the difference between a speaking fee and an honorarium?

Basically, an honorarium is a small amount paid to a speaker, usually under \$250, in recognition of the time and effort the speaker took. It is understood that the amount is a token payment only and is usually set by the organization.

Your speaker fee is your regular, published rate to speak to an audience. It may range from \$500 to \$10,000 or more in some cases. This is the rate you set and you quote to the organization.

### How to determine what speaking fee to request?

Speaking fees are like acting fees. They are all over the board. You should charge based on the value to you will give to the organization and on what the market will bear.

You should set a standard fee that you expect to get for every presentation. This fee can always be negotiated depending on the needs and budget of the organization.

If you have a book and your topic is hot, you can demand higher fees and you will get them.

## **Should I be speaking for a fee or for free?**

It depends. If you are speaking to attract clients, generate leads and grow your business, then it is more profitable to speak for free. After all, what is one client worth to you? And what if you could turn on the client faucet every time you speak? That's what's possible when speaking in front of groups.

Many professional speakers make thousands of dollars speaking for free selling their products at the back of the room. In many cases, product sales, even if you split the proceeds with the organization, will produce far more than you could charge in fees.

Just keep in mind that if you get paid to speak, you usually cannot sell product at the back of the room.

Unless you are paid \$10,000 or more per speech and get asked to speak often, you will not make a living speaking, which is why most professional speakers also have books and audio products.

# Part 3

## How to create your own money-making info-products

### How do I create audio products?

A great way to start is to record every talk you give. Then choose the best talks and record them on a CD.

Using Sony Sound Forge Audio Studio, edit out any filler words, add music, and add an introduction and you are good to go. Simply burn the file to a CD, put a label on it using CD Stomper and sell it or give it away.

### How do I create a book?

Start by transcribing one of your speeches, turn it into an article, send it to article directories to drive traffic to your web site, post it on your blog and use it as an ezine article to stay in touch with your list.

Those same articles can become chapters in your book.

The process of writing a book requires a lot of self discipline. If you don't think you have it, get a book writing coach who will hold you accountable and make sure you get that book written and published.

Your coach will also recommend essential services such as editing, cover design, inside design, printing and publishing.

# Part 4

## How to get the cheeks in the seats when putting on your own events

### How do I create a magnetic topic?

Select a topic that you know, are an expert in, are passionate about, and that people want to know more about.

Then select a benefit driven title that acts as a magnet to attract people to your event, such as "Speak Your Way to Wealth."

Your title must promise something they want to have or something they want to avoid. In short, the title should make it obvious what the topic is and it should easily communicate the benefits of attending.

### How do I promote my event?

There are many ways to promote your event.

One of the most powerful is to market through email. You must have access to a list and write compelling copy that motivates people to sign up.

An old fashioned but still viable method is direct mail. You can send sales letters or big postcards with powerful copy. You can purchase targeted lists from vendors such as <http://www.infousa.com>.

You can set up an affiliate program, get other people to send emails to their lists promoting your events and pay them a commission.

You can set up joint ventures with other marketers. In return for promoting their events, they will promote your event.

Teleclasses are a great way to give your audience a sneak preview of what will happen at your event.

You can speak in front of groups and organizations.

These are a few of the many ways you can get the word out. Your marketing strategy must be made up of multiple tactics if you want to fill the room.

# Part 5

## Getting your audience to run to the back of the room and buy your stuff

### How do I get the audience to buy my products?

Many speakers think that selling from the stage is done at the end of their speech. In fact, if you want to be successful at selling your products from the stage, you have to start selling at the beginning of your presentation by letting your audience know that they will have an opportunity to buy your products or services. Then plant references (also known as seeding) to your offering by sharing the benefits throughout your speech.

There are a lot of ways you can use an offer form to encourage people to sign up for your products and services, such as having them cross off a price and asking them to write in a new, lower price. Another way is to get them to pull out a credit card and write the number on the form. You can also call your form "Continuing Education" instead of "Offer Form."

You may also offer bonuses at the end to increase the value of your product to the audience.

### How do I get contact information so I can follow up with them?

If your speech is 45 minutes or less, you probably don't have time to effectively sell a product at the back of the room. However, you can collect contact information by giving away a free gift in exchange for their business cards. Everyone likes free stuff and will be happy to enter a raffle. This gift can be an item of minimal value such as a book or CD. If you don't have your own book or CD, give away a gift card (such as Starbucks or Barnes and Noble). It works just as well!

# How You Can Learn More About Using Speaking as a Marketing Strategy

One of the best ways to learn more is to observe other speakers actually doing it.

At the Speak Your Way to Wealth seminar August 22, 23 and 24, 2008, you will have access to 16 experts in all aspects of public speaking such as:

- presentation skills
- how to craft your speech
- speaking to attract clients
- adding humor to your speech
- selling to an audience
- product development and book publishing
- blogging
- scripting
- podcasting
- speaking on cruise ships
- and much, much more

To find out how you can attend Speak Your Way to Wealth, go to our web site at <http://www.speakyourwaytowealth.com> or call us at 909-949-8527.

Compiled and written by  
Arvee Robinson and Lee Pound  
Speak Your Way to Wealth hosts