



Money Mouth: Get Paid To Speak

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Chapter 1 – What Is Money Mouth?

Money Mouth is the profession of public speaking. You can become a professional speaker as a lucrative sideline to your current business or you can make professional speaking the entire focus of your career. It's up to you!

Professional speaking is a flexible and lucrative enterprise. The best public speakers earn all or most of their money from public speaking, and they make very good livings indeed. Fees for public speaking can range from the low hundreds, for those just started out, all the way up to six figures, for those who have impressive credentials and experience.

What are some types of public speaking you may want to practice? Many speakers enjoy giving workshops, seminars, or keynote speeches. A speech will usually run a half-hour to an hour, depending on the time of day. Lunch speeches, for instance, will be shorter than a keynote speech at a banquet. You may be booked as the highlight or draw of a conference, or be asked to speak to a lunchtime networking meeting.

Workshops and seminars are generally lengthier than speeches. In workshops, participants often get hands-on experience in your area of expertise. Like workshops, seminars may run a day or longer, but they won't necessarily include a hands-on component. Either workshops or seminars may be presented as a part of a larger conference.

Professional speaking can also help you build your business. You may choose to add speaking to your repertoire as a marketing boost. There is no better way to become known. Many people who promote their businesses through public speaking also sell additional products at the "back of the room." These can include books, CD sets, coaching sessions, and so forth—and all of these can lead to more public speaking engagements, too!

Success as a public speaker adds to self confidence and self esteem. Knowing that you can command the rapt attention of an audience of hundreds, or even thousands, gives you unshakeable confidence in nearly every situation. The poise that you gain through mastering public speaking will help you in every aspect of business.

The best professional speakers love what they do and it shows. There's nothing like the adrenaline rush of having a roomful of people applauding you....or maybe even on their feet, giving you a standing ovation! This feeling can even become mildly addictive. But don't worry, if the thought of standing before even a small group makes your knees start shaking, there are techniques you can master to help you become comfortable and skilled.

But don't worry, because this is one addiction that is healthy. After all, as a public speaker you'll be helping people through sharing the information that you, as an expert, have accumulated. Because of this, many people feel called to the profession of public

speaker. To these speakers, sharing their special knowledge is as important, if not more important, than the healthy salaries they command for their speaking skills.

So, if you've decided that developing a lucrative money mouth profession is for you, let's get started in learning more about it. First we'll look at some of the pros and cons of a public speaking career.

Chapter 2 – Why Should I Become a Paid Speaker?

There are many reasons why you should become a professional speaker, and we've already detailed some of them in the previous chapter. Lucrative fees, prestige, and an excellent addition to your marketing repertoire are tops on most people's list. However, if you are serious about becoming a professional speaker, it is important to take a good look at both the pros and cons of the profession.

Pros:

- Flexibility in schedule
- Opportunity to travel
- The sky is the limit for salary!
- Chance to meet many varied and interesting people
- Excellent way to promote your business
- Lots of opportunity for "back of the room" product promotion
- You are your own boss
- You can make a difference in people's lives
- Great self-confidence booster
- The challenge will keep your brain fresh and alive
- Recognition as an expert in your field
- You may even achieve fame

Sound good? Great. However, slow down for a moment. Let's also take a good, hard look at the cons of a public speaking career. You don't want to begin a career in speaking only to discover you hate some of the downsides of it.

Cons:

- Necessity to spend a lot of time away from home
- Responsible for own marketing
- Your success is up to you
- Must learn—and continue to hone—public speaking skills
- Need to have interesting and timely things to say
- Must keep your product—your speeches—current
- No stable income at first

As you can see, some of the best things about being a public speaker, such as being your own boss, are also the worst things, such as being your own boss and being responsible for your own success. However, this independence and challenge is what most public speakers thrive on. The entrepreneurial spirit is alive and well in the field of professional speaking!

If all of the pros appeal to you but you aren't sure you have the skill set necessary to become a polished public speaker, don't worry. Very few people set out initially to carve out a career in professional speaking. Many speakers get into through other means—such as promoting their business or talking about their passions—and discover they have a true love for it. Over the years, they have learned tips and techniques to become stellar public speakers. And you, too, can take advantage of these tips and techniques and learn how to shine as a professional speaker yourself. There are many organizations and books available to help you learn the ropes.

Chapter 3 – How Do I Get Started?

First of all, you need to decide what you will be speaking about. The top professional speakers develop highly focused niches in very specific markets. Of course, if you have a business and want to begin public speaking as a way to increase your market share, you will already have your topic figured out. But what if you don't? How can you find a topic to speak on?

To be successful, first you must find a need, and next, you must find a way to fill it. Begin by inventorying your personal and professional life. What are your passions? What gets you excited? What do you love to share with others? Do you have an expertise in anything that you could develop into a niche? You must have something of value and benefit to convey to others, but odds are good that you already do.

Once you have identified your topic (or topics—it is okay to have several areas that you cover, just don't pile on too many or people will wonder how you can be an expert in all of them) you must write a dynamite speech. We will cover this topic in detail in a future chapter, but for now consider that writing is a learnable skill. If you think you don't have the skills you need to write a speech or seminar, you can certainly develop them. There are many wonderful books on writing speeches specifically and writing in general to which you can refer. And, of course, the internet is a great resource for information on writing. Bear in mind, too, that if you really hate writing, there are many talented writers in the world who would love to help you develop your speeches.

Next, you must master presentation skills. The professional speaker knows that preparation is key. Practice, practice, practice, and practice some more. Go through your material so many times that you know it by heart. Go through it so much that you know it better than any other human being on the planet, and can recite it at whim.

Once you've learned your material backwards and forwards, it is time to find people to present it to. You will probably have to start by offering your speeches for free. This is fine to do—it is a chance to build your skills and expertise and your reputation. Offer

your services to small groups for starters. Many communities have organizations that are in constant need of speakers. These groups would be delighted to have you come speak to them.

Look through your local phone book or an internet directory of associations which pertain to your area of expertise. Contact these groups and offer your services. Another great place to speak when you are starting out is at networking group meetings. Many business people attend these meetings to make contacts and get leads. Speaking to networking groups can be a way to hone your skills, enhance your reputation, and make contacts for future speaking gigs.

Another place to look for engagements is at local colleges and universities. Contact them and offer your services. You can also look through the extension catalogs of community colleges. You'll find a wide variety of classes offered. Odds are good one will be on your topic. Contact the teacher and offer your services. Once you get really good, you may even want to contact the college and offer to teach a class. You won't get paid much, but you will learn more about how to present your material, and how your audience will absorb it.

Also, by watching how many people sign up for your class, you can begin to get an idea of how popular your topic will be. If not very many people sign up, this may be a sign that you need to tweak your topic a little. Perhaps you will need to choose a more specific aspect of the topic. For instance, if you want to speak about writing, you will need to choose a certain kind of writing—say, fiction. But if nobody signs up for that class, you may need to narrow it to novel writing. And if that doesn't work, you can further focus it by offering a class on creating characters. And so forth.

Remember, your goal in the early days of your speaking career is not to make money but to get really good at what you do. Some experts recommend speaking in public three times a week in order to hone your presentation skills and learn your craft. An added benefit to this is the marketing it will require to find three groups a week to speak to. You'll be developing your marketing skills and learning how best to present yourself as you offer your services for free. It won't be long until you are able to charge, first in the hundreds, and as your reputations develops, later in the thousands.

Besides, if you have a burning desire to share you knowledge on your topic, that will take precedence over any amount of money you will make, and you will happily want to share your knowledge for free. It is this kind of enthusiasm for your subject that makes the best professional speakers.

Chapter 4 – What Traits and Skills Do I Need?

Successful professional speaking involves mastering a specific skill set. There are certain underlying traits and behaviors that can help you in your quest to master this new skill. You'll find a list of desirable traits for the professional speaker following this paragraph. Be honest now—do you have all or many of these traits? If not, are you

willing to work hard to get them? If you are truly motivated to become a top-notch public speaker, you should be willing to develop all of these traits. Here's the list:

- Self-motivation
- Determination
- Persistence
- Helpfulness
- Selflessness
- Independence
- Self esteem without ego
- The tolerance to be flexible
- Willingness to master any of these traits you might lack!

If you have decided to commit to a career in public speaking and you lack any of these traits, don't despair. There is such a thing as momentum, which can be your best friend when it comes to accomplishment. Say you are determined and persistent and have a great desire to be helpful, but fear you lack self esteem. Once you get a few speaking engagements under your belt—due to your persistence and determination—you're going to start feeling pretty good about yourself. And suddenly you will realize you are growing some self esteem around your public speaking. That is going to make you even more determined and persistent.

Such is the power of momentum! Once you start accomplishing one aspect of your dream, you will find yourself willing to do whatever it takes to accomplish more. Besides, when you get a taste of the adrenalin rush that comes from standing in front of an audience, you may never want to do anything else.

It will also help if you understand the stages of development in public speaking. Just as a child grows and develops through various stages of maturity, so, too do public speakers. The faster you can progress through these stages to the final one, the quicker you will develop that lucrative income you're looking for.

The first stage, the beginning stage, is when the speaker is almost completely focused on himself. He is worried about his how he looks and whether or not he'll remember his speech. The beginning speaker thinks about how he looks and what he is saying.

The next stage is the average speaker stage. This speaker has advanced beyond the beginner's extreme focus on herself, but is now mostly concerned about how the audience perceives her. Do they like the way she looks? How are they receiving the information she is presenting? What does the audience think of her?

The final stage is the stage of the professional speaker. This speaker is so confident in his speech and his ability to present it in a rousing manner that he is able to not focus on himself at all. Instead, the professional speaker is completely concerned with the audience. This speaker cares about fulfilling the needs of others—his audience. He brings a caring attitude to all of his speeches. He knows he has material of value that only he can present—and he knows for certain that his material will be useful to his audience. This is what he cares about most—taking care of his audience.

You can easily progress through these stages if you understand that you need first to have something of value to say to your audiences and second that you must learn to convey it effectively. Remember, you chose a topic about which you have a great deal of passion for this very reason. Your goal is to have such a burning desire to share your knowledge with your audience that imparting information becomes the paramount goal.

Chapter 5 – Develop a Strategy for Success

Now that you've gotten a bit of a taste for public speaking, it is time to strategize. In order to become successful as a speaker, you will need to create a plan. You should commit it to paper, and you may even want to assign dates and goals to each aspect of your plan. Write it and treat it as seriously as you would a business plan for any other kind of business.

This plan should cover all of the competencies you will need to develop. These will fall into three areas: writing speeches, honing your speaking skills, and marketing your services.

Start by taking a close look at your current talents and skill set in each of these areas. Let's begin by looking at writing. Are you happy with your current writing skills? Do you feel you have decent writing skills but maybe not the exact qualifications to write a speech to present your information effectively? How will you be most comfortable acquiring any writing skills you need? Would you prefer to teach yourself from books? Take a class? Hire a writing coach? Or would it be easier for you to find a ghostwriter to write all your material for you?

When pondering these questions, take into account your current situation when it comes to time and money. Hiring a ghostwriter or a writing coach might be the most effective option, but also the most expensive. You can get books on writing speeches and writing in general from the library or at a used bookstore for free or next to nothing. If you are beginning your operation on a shoestring budget, these may be the best options, at least at first.

The advantage of taking a class is that it will offer benchmarks by date. You'll develop a sense of mastery as you progress through the term or semester. However, you can easily duplicate this for your own course of study. Peruse the list of books featured in a later chapter, choose the ones that appeal to you most, and assign yourself deadlines by which to finish reading them. Commit this goal sheet to paper and make it part of your professional speaking plan. Many of the books will feature self-directed writing assignments and you'll want to build this into your goal sheet.

The next section of your plan should focus on the development of your speaking skills. You need to take an honest self-appraisal of your current status. If you know that you need improvement, write down the steps you will take toward this goal on your plan. You'll find many suggestions about how to improve your presentations in chapter nine. Study these, create goals, and assign deadlines by which you will accomplish them.

You will also want to make some decisions about your business. You've already developed a niche, and decided what you want to speak about. But now you need to decide how you will deliver the message. Do you want to concentrate on giving speeches? Or would you prefer to do workshops or seminars? Do you aspire to be a nationally or internationally known speaker? Or would you be content to be a big fish in a little pond? You might also decide to market your services to a seminar company. All options are equally valid; it simply depends on what you desire.

The final aspect of your strategy is marketing. This is the area where many professional speakers fall short. You may be so excited about your topic and the prospect of sharing it that writing and presentation skills are no problem for you. But when it comes to marketing, like many creative people, you feel clueless.

Again, help is at hand. There are books, websites and classes galore on marketing. Additionally, you'll find information on the specifics of marketing yourself as a professional speaker. Research what it will take to set up a website, to create business cards, to put together a press kit to send to prospective clients. Learn what tools professional speakers need to market themselves and write down everything on your plan. Then assign due dates by when you will have gathered all these tools. You'll find a wealth of information on marketing in upcoming chapters.

Chapter 6 – Organizations to Help You Begin

Networking with other professionals in the field of public speaking is vital. Professional organizations can get point you to resources, help you to better understand the profession, and even assist you to get speaking engagements.

Don't delay in seeking out these groups, as they can be truly helpful to you as you begin your career. Some organizations, such as Toastmasters, exist specifically to help train people in public speaking. You can find more information about Toastmasters at www.toastmasters.org; however, it is such a vital organization to public speakers that we've devoted a full chapter to it.

Another recommended organization is the National Speakers Association (www.nsaspeaker.org). This group has many chapters across the nation and is a trove of useful resources. You can find a mentor, learn about professional standards, and get all kinds of help with marketing. This is a comprehensive resource that can give you a huge leg up as you are starting out.

You'll also find many organizations that offer speakers bureaus. One example is the Walters International Speaker's Bureau, which you can find at www.walters-intl.com. For many more links to speakers' bureaus and other useful organizations, check www.public-speaking.org/speaking-resources.htm.

Chapter 7 – Recommended Reading as You Get Started

It cannot be stressed enough that you need to be constantly reading and seeking information, both on public speaking and the ins and outs of your chosen topic or topics. Nobody wants to hear a speech that sounds like it was written ten years ago, with dated information. The best and most highly paid public speakers stay current, and constantly renew their material with up-to-the-minute material. The way they do this is to read, read, read.

You will also want to stay current with the trends in speaking and presenting. It is especially important to read books and articles as you are starting out, so don't skip this step, thinking you don't need. You'll find a list of recommended books at the end of this chapter.

But also don't overlook the internet as a resource. You'll find a large variety of websites full of information. True, many of them want to sell you anything from an ebook to a coaching program, but even the direct sales letters that pitch these products have useful information. One extensive website which is chock full of articles is www.creativekeys.net, which has a lengthy list of titles to choose from. Another you'll want to check out is www.antion.com/beaspeaker.htm. Also check out www.professionalspeaker.com and www.academyforprofessionalspeaking.org.

There is so much material on these websites that you'll have plenty to read for hours! However, there are many excellent books available on the subject also. Browse the professional speaking section at your local library or bookstore, or cruise around on Amazon (www.amazon.com) or Powell's (www.powells.com) for extensive selections. To get you started, here are some top picks:

- *How To Leave Your Audiences Begging for More*, by Chris King
- *101 Secrets of Highly Effective Speakers*, by Caryl Rae Krannich Phd
- *In The Spotlight: Overcome Your Fear*, by Janet Esposito
- *Money Talks: How To Make a Million As A Speaker*, by Alan Weiss
- *Marketing and Promoting Your Own Seminars and Workshops* by Fred Gleeck

You might also want to set a Google alert for your topics. A Google alert is an excellent way to keep current on your subject matter. By logging onto the Google homepage, at www.google.com, you can set an alert to send you an email, which is essentially a round-up of all the day's mentions of your topic. If you speak about Web 2.0, for instance, setting a Google alert for that subject would net you a complete distillation of all the times it was mentioned in blogs and websites. Besides setting an alert for your topic, you might also want to set an alert for "public speaking," or "professional speaking," or both. This will keep you abreast of what is being said in your areas of expertise.

Chapter 8 – How Do I Improve My Speaking Skills?

The best way to improve your speaking skills is through a comprehensive approach. First, you should study others. As mentioned in the previous chapter, there are numerous books and articles that can help you get a grasp of the overall breadth of professional speaking. And don't forget to spend a few hours a week or so looking around on the internet. Also, all of the organizations mentioned can help you with a variety of reading material and information.

Next, attend as many speeches and presentations as possible. Take a notepad and pen and pay attention to every aspect of the speech. How does the speaker structure her speech? Does she use short sentences or long ones? Is her main point clear? Does she tell stories, or jokes, or get right to the point? Do you come away inspired, feeling like she shared vital information with you? How do others in the audience react to her?

You will also want to focus on the speaker's presentation skills. How does she handle gestures and body language? Does she use props? A power point presentation? Does she stand in one position or roam the stage? Can you glean any useful gestures or body movements from her presentation? Is she using a microphone or projecting her words throughout the room?

Another thing to do when attending speeches and workshops is to talk to the presenter. Tell him or her that you are developing a career in public speaking and ask if they have any tips or pointers. You might even want to ask if you could take him out to lunch or dinner to pick his brains for information. Never underestimate the desire of people to share what they know. Remember, these are speakers just like you, who have an incredible yearning to share their knowledge. He or she will probably be flattered and pleased to be asked out to a meal.

All the time that you've been studying written material and also live presentations, you should also have been developing your own speech. Now its time for you to put everything you are learning into action. The single most important thing you can do to improve your speaking skills is to practice.

Practice as much as possible. Practice your material in front of the mirror when you are shaving, or applying make-up. Run through your speech when you are stuck in traffic. Rehearse it on your lunch hour. Carry your material with you at all times so that you can always look it over if you have a spare minute or two. Give your presentation to your dog or cat. Grab your family or friends and ask them to listen to you and give you honest feedback.

You might even want to consider hiring a coach or a mentor to help you hone your skills. The organizations listed in chapter six should be able to point you in the direction of talented coaches who can assist you. The one-on-one coaching or mentoring relationship can make for a powerful learning process.

Chapter 9 – Should I Join Toastmasters?

In the previous chapter, we looked at ways to improve your speaking skills. One of the best and most cost effective ways to do this is through Toastmasters. Anybody who is interested in developing a public speaking career could benefit from joining Toastmasters. For those who are unfamiliar with it, Toastmasters is a nonprofit organization dedicated to helping its members improve their communication and leadership skills (the two go hand in hand.) The primary way that Toastmasters does this is through training in public speaking.

The organization is truly international, with clubs all over the world, and one reason they are so successful is that they've been training speakers since 1924. That was the year the first meeting of Toastmasters was held in the basement of a YMCA in Santa Ana, California. The group's founder, Ralph Smedley, wanted to train young men to be comfortable speaking in front of groups and he felt the best way to do this would be to present the training in the atmosphere of a social club.

Early members of the group practiced their speaking skills in a supportive, informal atmosphere, and this goal continues today. However, that original club has now expanded considerably, with Toastmasters boasting over 11,300 clubs, and 220,000 members in 90 countries. Quite an accomplishment from such humble beginnings.

But the reason that Toastmasters has thrived in this manner is because it is good at what it does. For the budding public speaker, there is no better way to get training in that same supportive, informal atmosphere. Wouldn't you rather make your beginner's mistakes in a friendly group of people dedicated to helping you, than in front of a crowd of strangers?

What should you expect when you attend a Toastmasters meeting? You'll find that most meetings are small, with generally around 20 or so people attending. The meetings are structured so that each participant has a role to perform, and through performing these roles, they learn the basics of public speaking. These roles could include giving a prepared speech, saying an impromptu speech, being the timekeeper, or the evaluator, or the grammarian. Each speech is critiqued in a supportive manner by a member, who points out the good parts of the speech and also what could be improved. In this friendly manner, Toastmaster members learn the rudiments of good speaking.

You might be wondering if such a program can really be worth your time and energy. The answer is yes. Take a look at this list of famous Toastmasters alumni:

- Debbie Fields, founder of Mrs. Fields cookies
- Tom Peters, author and management expert
- Linda Lingle, governor of Hawaii
- Peter Coors, Coors Brewing Company

Toastmasters worked for these well-known people from a variety of fields, and it will surely work for you, too.

To get started, the organization recommends that you visit a local group. They emphasize that each club varies in personality, and if you don't feel comfortable at the first one you visit, try another. Once you've found a club you like, you can join and get started. There is a joining fee of \$20, and then you'll pay dues of \$27 every six months. You can see that at these low prices, Toastmasters offers great value. It will be to the benefit of your future career as a public speaker to check out a local group today.

Chapter 10 – How Do I Become an Expert?

Now that you've mastered some of the basics of becoming a public speaker and have studied widely in the field, let's talk about niches. Becoming an expert in a niche market is the fastest way to success.

You might have heard a lot about developing a niche already, because it is one of the current buzz words of the business world. The current wisdom states that the more specific of a niche that you can develop, the more successful you will be. So, for instance, specializing in organizing is no longer enough. You'd be better off to specialize in organizing for attorneys. And even better off to specialize in organizing for tax attorneys. And so forth.

This may seem counter-intuitive at first. After all, by tailoring your product to, say, marketing professionals, you'll have a much larger audience than if you niched yourself down to market only to internet marketing professionals. However, consider this. In reality, by trying to appeal to many you will actually limit your appeal. If you prepare a speech with ten points about marketing, only two of those points may actually apply directly to internet marketing. And because you had little of value to say to the internet marketer, you've lost a significant chunk of your audience. Far better to hone your message so you have a laser focus on one important niche. You'll attract far more opportunities with this kind of focus.

Once you can zero in on and develop a niche, you now need to make certain that you are perceived as an expert in this niche. Let's be clear here—no doubt you already are an expert in this niche, because, as we discussed at the start of this book, it is best to speak on something for which you have a burning passion. But how can you convince the world that you are an established expert on your topic? It's not going to lend you much credibility to simply state that you've loved the subject for years and have read as much about it as you can get your hands on. No, you need a strategy to establish your credentials.

In his book, *The 4-Hour Workweek*, author Timothy Ferriss offers a way to become an expert in just four weeks. While Ferriss offers his advice to those starting from scratch, and you already know a great deal about your topic, we can certainly learn from his advice.

The first thing he says to do is to join two or three trade organizations which are related to your topic. We've noted the importance of looking into organizations about public

speaking. At a minimum, you'll want to become a member of the National Speakers Association and Toastmasters. But don't forget that you also want to join groups that pertain to your topic. For instance, if you speak on global warming (or have niched it down to focus on green transportation alternatives) you might want to join the Sierra Club, Global Green, and so forth. This will assist you in three ways: it will keep you up to date with the most current information in your field, it will allow you to make contacts that might lead to speaking engagements, and it will help to establish your credibility.

Ferriss advises reading the top two or three bestselling books on your topic. It is easy to overlook the importance of keeping up with the freshest information in your field. Since you are already an expert, you may assume that you know as much or more than you need to know about your topic. But in our information age, new books and material are constantly being released. Don't let someone else overtake you because he is more up to date than you are—and never underestimate the value of being informed. One simple way to stay current is to do as Timothy Ferriss advises and read the current bestsellers on your subject. This has the added advantage of keeping you apprised of what the “man on the street” is thinking about your field.

Next Ferriss recommends offering to give a one-to-three-hour seminar at a nearby university. This will give you immediate credibility, if you can link your name with the university. After you've done this, offer your seminar or lecture to several big corporations that are nationally known. You can tell them that you have already given your speech or seminar at such-and-such university, which, as we have noted, already lends you credibility.

Finally, you can offer to write articles for trade magazines or internet websites. Many internet sites are hungry for material. They pay little to nothing, however, they will allow you to put a description of yourself and a link to your website beneath your name, and this is golden. Not only will these articles help to get your name familiarity, they will also go far to establish your credibility as an expert in your field.

Now that you have done all your homework and established yourself as an expert, it is time to put that expertise to work in, you guessed it, marketing yourself as a public speaker.

Chapter 11 – How Do I Market My Services?

Remember how we harped on the importance of practicing your speech? How we emphasized that you should practice, practice, practice, and practice some more? Well, guess what? When you aren't busy practicing your speech, you should be busy marketing. Many experts in the field of public speaking state that a beginner should spend 80% of his time marketing his services. Yes, you read that correctly—80% of your time should be spent on marketing at the outset of your public speaking career.

In the previous chapter, we discussed developing a niche and becoming an expert in that niche. One of your first steps when you get serious about marketing is developing a target audience. Who is going to want to hear what you have to offer? What groups can benefit from hearing your information? Target several organizations and contact

them. Be ready to share your credentials and any speaking experience you've already had.

When you are first starting out you will be wise to offer your services for free. A note of caution here: while you do need the practice of standing up before groups and talking, do not just offer to speak to anybody about anything. You'll do more for your continued success if you stay focused on your niche, and build networks and contacts within that circle.

Once you start getting a few free gigs, there's one very important thing you should do, and that is to request a testimonial letter. Ask the president or secretary of the group to write up a letter testifying to your skills as a speaker and how well you spoke to their group. When you get this letter, highlight key words and phrases that you want recipients to notice, and make lots of copies immediately. This testimonial letter will go into your marketing packet, about which we'll discuss more in the next chapter. The testimonial letter lets new clients know that you have experience and that you've done a good job for other groups. This will put the person in charge of booking at ease. After all, she doesn't want to be responsible for engaging a poorly prepared or nervous speaker.

Another way to get your name in front of prospective bookers is to write articles. You can offer to write articles for the organization's newsletter or website. Don't expect to get paid. But what you will generally get is the chance to have your name and contact information at the end of the article. Also, be ready with a professional headshot (more on that in the next chapter) to publish with the article. Other people may see you in an organization's newsletter and contact you to speak, and this is also a great way to raise your credibility.

Talk to as many people as you can and tell them what you are doing. Go to networking groups, where generally every attendee has the opportunity to stand up and introduce themselves. Develop a powerful, short, introductory pitch about yourself and practice it. In most cases, you'll have up to 20 seconds to make this pitch, so open with a bang. Many people prefer to ask a question to grab the audience's attention. And, of course, have plenty of business cards to hand out.

Talk to people wherever you go, not just at networking groups. Tell friends, family and colleagues what you are doing and always, always, always carry business cards to distribute. You never know—the woman standing next to you at your son's soccer game, might while be the president of a group that could use your services.

Collect business cards and contact information wherever you go, and put these into a database that you update regularly. You can then use this as the basis for focused mailings or email campaigns that can help raise your profile. As your business grows, you can hire virtual assistants to help you maintain these lists, so that you can spend your valuable time making contacts and developing your presentations.

Press releases are a vital part of any marketing plan. Press releases are easy to write. Remember to follow the basic 5 Ws of journalism—who, what when, why, and where. Keep in mind that media outlets will cut your press release from the bottom up if they don't have room to run it all, so write the most important things up front. Peg your press release to some sort of event if possible. For instance, if you have a speech or

workshop lined up, send out a press release announcing it. (And don't forget to coordinate publicity with the group to whom you are speaking.)

For templates to follow and examples of press releases, here a couple of websites to check out:

- Bill Stoller's PublicityInsider.com www.publicityinsider.com/release.asp
- Eclipse Ezine www.lunareclipse.net/pressrelease.htm
- How To Write A Press Release www.wikihow.com/Write-a-Press-Release

These websites should have more than enough information to allow you to write successful press releases. When you have them written and are ready to distribute them, start with your local news paper. Don't forget weekly or community newspapers, which often rely heavily on press releases for news. These papers, with small staffs who must do everything, will especially appreciate a well-written press release that they can pop right into the paper.

If you are announcing the launch of a website or want to trumpet the opening of your business, consider paying companies to distribute your press releases online. For a few hundred dollars, these companies can get your name and information on some of the best-known websites, where you will be sure to be noticed. This is an investment that is well worth it. Here are several businesses that can help you with this:

www.urlwire.com
www.prnewswire.com

There are also a number of press release wires aimed at niche markets. These include:

www.blackprwire.com
www.catholicprwire.com
www.indiaprwire.com
www.scubaprwire.com
www.hispanicprwire.com
www.travelprwire.com

If you have any connection to any of these specialty groups, it will be worth it to distribute a press release to them. If not, spend some time looking around on the internet. You may find a press release wire that is perfectly suited to your needs.

Eventually, you will want to look into booking agencies and bureaus to help you in your marketing, but not until you have established a track record and have quite a bit of experience under your belt. We'll discuss these options in detail in chapter thirteen.

Chapter 12 – What Marketing Tools Do I Need?

Because marketing tools are so important for you professional speaking business, we're going to start this chapter with a marketing tool check list. As you create or purchase each tool, you can check it off and move on to the next. After the checklist you'll find a detailed explanation of each tool. Here's the list:

- Business Cards
- Professional Headshot
- Website or blog
- Information Sheet
- Testimonial Letters
- Other Information
- Marketing packet
- Video clip

Before you begin assembling these materials, take an evening to think about the overall look and feel that you want them to have. You may want to consult with a graphic designer, though at the outset of your career you can produce adequate marketing materials yourself. Then, when you start pulling in those big fees you can hire a designer to upgrade your look.

Remember that you want all of your materials to have the same look. If you choose green for your business card, be certain that your website also has design elements in green and also your marketing packet. You want people to be able to glance at your material and immediately identify it with you.

Some experts recommend asking yourself, if money were no consideration, what kind of look would I desire? Then get as close to that style for your marketing materials as you possibly can.

Okay, let's go through each of the marketing tools one at a time.

Business Cards. This should be self evident. But choose what information you will put on the card carefully. Include your website or blog address and a phone number where you can be easily reached. Many experts now say it is important to have a business card with a photo of yourself on it, because people often remember faces better than names. Which leads us to....

Professional Headshot. Hire a photographer to take your picture. Many photographers specialize in headshots for business and will know exactly what you need. Often they will offer packages where you can get several different poses wearing different outfits. You'll use your headshot on your business card, on your website or blog, and on your testimonial letter. It should also accompany any articles you write for newsletters or websites.

Website or Blog. For the record, a blog is a website, and even a complete computer neophyte can set up a blog in just a few minutes. This means there is no excuse not to have a presence on the internet from the very start of your career. As a matter of fact, this is so important you should go do it right now. Go to www.blogspot.com to set up a free blog in minutes. Or, if you want a blog with a few more features, try www.typepad.com which offers a free 15-day trial and then will charge you a very low

monthly fee. If you have an ample budget, go ahead and hire a webmaster to put together a website for you. Update your website or blog often, with news of your latest successes. It is also a good idea to post articles to attract readers and keep them coming back.

Information sheet. This should include your headshot, your contact information, and the topics you speak on. You might also want to include what formats you use and fees. For instance if you present keynote speeches as well as day-long workshops, or if you offer weekend seminars, and so forth.

Testimonial letters. Always, always, always request a testimonial letter from every group you have spoken to. As mentioned in an earlier chapter, highlight the key words and phrases you want people to notice.

Other information. This may include copies of articles you have written for newsletters or websites, or articles that have been written about you. Keep a publicity file and keep it up to date. As soon as information appears about you or by you, make multiple copies for the file.

Marketing packet. This is a collection of information, neatly arranged, that you will offer to prospective clients. It can include some, or all of the above marketing tools. Buy yourself a pile of crisp business folders in a color that coordinates to your overall marketing look. Folders with cutouts to include a business card are best.

Video clip. You don't need this at first, but as your reputation grows and your fees get larger, people are going to want to get a taste of what they will get. You can provide them a short video clip of you on DVD, or post it on your website.

Chapter 13 – What About Agents and Bureaus?

Speaker's bureaus and agents fall into that ironic category of life that when you most need them, they won't be interested in you. Once you have clients beating a path to your door, so too will agents and speakers bureaus be interested in representing you. Agents and bureaus can be extremely helpful in booking higher priced speeches, but, remember, they will be taking a cut of those speeches, also, cutting into your profits. Some well-known speakers rely totally on agents and bureaus to book their talks for them, while others prefer to have their own staff deal with bookings. It's up to you—but you probably won't need to worry about it for quite awhile.

Chapter 14 – How Do I Learn to Write Great Speeches?

For starters, it is important to remember why you got into this business in the first place—because you had a passion for a topic that you were eager to share. If you allow that passion to shine through in your speeches and seminars and workshops, you will have mastered the art of powerful presentations.

First of all, remember content, content, content. So far you've heard the litany, practice, practice, practice and then market, market, market. Now, when it comes to creating memorable speeches, you need to focus on content, content, content. To create a great speech, it is important to combine your passion for your subject with lots of useful content.

Let's look at the issue of content more closely. We are living in the information age; there is no doubt about it. All day, every day, we have access to up-to-the-minute information from the internet, as well as television, radio and print media. Never before have more books and magazines on such a wide variety of topics been published.

There's a funny thing about this information age—turns out information is a bit of an addiction. The more we have access to, the more we want. We are hungry for information about the things we are interested in. In the old days, it could take months or years to find information. We would go to the library, and if they didn't have what we needed, perhaps ask the librarian to get a book for us from inter-library loan. Or we'd order a book or magazine or pamphlet from a mail-order company and wait for it to arrive. Clearly, that is no longer true. Now we can find anything we need to know nearly instantaneously on the internet. And now that we know it is out there, we are willing to go to great lengths to find it. Consumers have a compelling need for information.

This is where you come in—because you can satisfy that need by presenting useful and helpful information to them through your presentations. This brings us to another important point about writing great speeches: always keep your audience in mind. We'll talk more about tailoring your presentation to different groups in the next chapter, but for now it is enough to focus on your audience and what they need.

This will involve some research. You've already targeted the audience for your subject. Now spend some time on the internet looking at what is available on that subject. What information gets covered by every website? What is everyone talking about? What could the average person—your audience member—learn about this topic if she did a casual search on the internet?

Now ask yourself, what information isn't being covered? What information can I offer my audiences that they won't readily find? Do you have a unique viewpoint on your subject? Do you know things about it that no one else does? Start jotting notes down along these lines. Don't forget that your audience will need a bit of an introduction. It is wise to recap some of the information that is being widely covered, and then branch out into your value-added material.

For instance, your specialty may be internet marketing. You do some research and find that everyone is talking about social media, such as MySpace and Facebook. There are so many people talking about these sites that the information is repetitive and stale. However, you, in your brilliance, see that all of these sites assume that everyone already knows how to set up a presence on these sites. Nobody, however, is taking people step by step through the process of signing up and establishing a page. So you design a power point presentation that simply explains. This provides true value for your audience—they will go away from your workshop with tools and information they can put to use immediately.

Another way to approach original content is to put it together in a completely new way. One of the best ways to do this is to utilize the power of story. We humans are hard-wired for story. We love to watch stories, read them, and tell them to each other. All powerful writing is based on story—even if it is the ad you read in the newspaper or the copy you read on a website. Providing your audience information in the form of story will help them to understand and process it in a familiar way.

What? You don't know anything about storytelling? Relax, it is easy. A half an hour glance around the internet will provide you with enough basics to utilize the techniques in your speeches. To get you going, here is the bottom line: all story is based on conflict. Conflict arises when a character wants something he can't get.

How to use this with content? Let's go back to our example of the expert in social media. He might begin his speech by laying out how important social media is to today's marketer, creating a desire. Next he lays out the conflict—social media is crowded and complicated. This creates a conflict—the audience desires to use social media but it is so complicated that he can't. But now, our public speaker has the solution—he is going to tell his audience how to establish a presence on social media, step by step. End of story.

Another powerful way to use story is to develop your own signature story. Many speakers tell rags-to-riches stories that become their signature tales. These are powerful because they imply, *if he can do it, I can do it too*. In the case of the social media expert, he may have a signature story that tells of how his company was floundering. He decided the only way to save it was to use social media, but then he had to learn how to use social media to his advantage. And once he learned, he had a desire to help others learn, so that everyone could share in his success. So here he is, telling all his secrets.

With practice, you'll learn to craft great speeches and useful presentations. Should you really hate writing and feel completely unable to cope, don't despair. You can always hire a ghostwriter to craft speeches for you. There are many talented writers looking for work and it is easy to find them on the internet. Try sites such as www.guru.com, or www.freelancewritersexchange.com. Many people post jobs on Craig's List with good results. These get picked up by national lists such as Telecommutingwritingjobs.com and distributed to thousands of writers across the country, so you'll have your pick of excellent help.

Chapter 15 – How Do I Tailor Presentations?

Once you become established as a speaker, you will soon be asked to speak to a variety of different kinds of groups. Not only that, but you will be asked to give different kinds of presentations. For instance, you might be invited to give a keynote speech one week and a weekend long seminar the next. How do you learn to tailor presentations in content and form?

It is not that difficult. As with learning to write great speeches, your starting point is your audience. When contacted to book a presentation, ask questions to learn about your potential audiences.

The name of the organization ought to give you a pretty good clue for starters. You might want to find out if most of the group's members are professionals, or business owners, or tend to be lower management. If it is a hobby group, ask how many group members there are, and if most of them are beginners or experts. You should ask for the average age and predominant gender. Ask if anyone other experts on your topic have spoken to the group recently, and if so, what they focused on. Finally, ask the person who contacted you if there are any other pertinent facts you should know about the group that could help you serve them better.

Next, be certain to get a clear picture of the group's expectations. Is this to be a thirty minute lunch speech or a 90 minute keynote lecture at a banquet? Does the group want you to present a day-long workshop or a mini-seminar? With this information, tailor your presentation accordingly. Workshops and seminars are hands-on, and so you will need to provide exercises and activities for the audiences to do. Even with speeches, it is a good idea to engage the audience as much as possible by asking questions, requesting a show of hands, etc.

Chapter 16 – How Do I Control My Nerves?

So, you have a huge passion for your topic. And you have a burning desire to share this passion with the world. Only problem is, you also have a terrible fear of speaking in public. Don't worry, you aren't alone. Public speaking is generally the number one fear people list in surveys. Why? We are desperately afraid of being judged and coming up short.

While there are many specific tips to controlling fears that we will share with you, the thing to remember above all else is to concentrate on the audience. Because we are all afraid of being judged, when standing in front of a group of people we tend to focus on ourselves. Does my hair look alright? Is my tie straight? Should I have worn a different jacket? Will everyone think I look professional? The best way to begin calming your fears is to turn that focus back to the audience. Pay attention to them and how they are responding. Are there confused looks on their face? Perhaps you need to speak slower, or pause and ask if people have any questions. Is the audience smiling and nodding? It's a safe bet you are connecting with them and can carry on. Remember, you got into this business because you have information to share. Take the focus off of you and onto your mission and your fears will begin to evaporate.

It also helps many speakers to remember that you are the expert, and you've been asked to present to the audience because you have information that they want. The following statistics may also help. According to several studies, 50% of the audience is prepared to like you no matter what. Another 25% is just waiting to find something they don't like about you. And the final 25% is undecided—but you can sway them. One way to sway that undecided 25% is to get talk to audience members beforehand. Many groups have casual networking before it is time for the speaker. Take this opportunity

to greet people and talk to them. Then once you are in front of the group, you can focus on the friendly faces of people who you've already met in the crowd.

Spend quiet time alone before you arrive at the site. Get very quiet and take some deep breathes. Relax. Now visualize yourself in front of the group. Imagine every aspect of it, how the room looks and smells, and what the audience looks like. See yourself in front of the room, smiling, self-assured, in charge of the situation. Watch how the audience is smiling and applauding. Witness how they are taking the information you have such a passion for to heart. Now take a few deep breathes, open your eyes and go knock 'em dead!

A few tips for during the speech: walk to the dais, look at the audience, and take a couple of big deep breaths before you begin. Choose several people who seem especially interested in you and make eye contact with them throughout. (You do not want to spend the entire time looking down at your speech!) Do not try to memorize your entire speech. It is excruciatingly painful for you and your audience if you should forget it. Do not feel that you need to stand stiffly in one place the entire time. Move around. This will help keep your audience interested and energized.

Listen. Hear that applause? It's for you! You've done it! Presented your speech to great acclaim. That wasn't so hard, was it? And doesn't it feel wonderful to know that all those people are clapping for you? Ready to do it again? Good, because your next audience awaits.

Chapter 17 – What Are Back of the Room Sales?

As you continue to research the field of public speaking, you will see references to “back of the room sales.” What does this refer to? Exactly what it says—material that is sold in the back of the room, before during or after your speech. Many audiences like to take information home with them, and back-of-the-room products give them this opportunity. What kinds of items make good back of the room sales? Here is a starter list:

- Books
- CD/DVD sets
- Study courses
- Promotional items
- Other services, such as coaching

Let's take a look at each of these items in turn.

Books. This is the most obvious. There is no quicker way to enhance your credibility than to write and publish a book. In some big-city markets, such as Los Angeles, it is difficult if not impossible to secure a speaking engagement without having published a book. But don't let the word publish scare you. Yes, it is lovely if you can get an established New York publisher to bring out your book. However, it is not the only path. It is legitimate to write and publish your own book, and it doesn't even have to be that long. There are many publishing companies who can produce a book for a relatively

small amount of money for you. Also look into Print on Demand companies. These firms publish books as people order them, one at a time. This is ideal for your website, but can also work for back of the room sales. Simply order several yourself and have them available to look at and if you run out, hand out cards with easy ordering information. Many experts recommend getting a book out as soon as possible, so start writing now!

CD/DVD sets. This can be a videotape of your speech, or a longer DVD of your workshops. If you are presenting a keynote speech, for instance, many people may be interested in your longer presentations and thus buy a DVD of your workshop to take home and watch at their leisure.

Study Courses. As the name implies, a study course is a longer and multi-part publication. It can be on CDs or published style. Often the best study courses are a combination—CD of the material accompanied by a workbook.

Promotional Items. Many speakers like to sell or give away pens or pencils or notebooks emblazoned with a catch-phrase or funny quip. Look for items that tie into your presentation. Some humor speakers develop a collection of small toys that they sell. Or computer experts may sell mouse pads or other accessories.

Other services. One of the most lucrative back-of-the-room products can be selling services such as coaching or mentoring sessions. Once audiences have been won over by your wonderful presentations, they are often hungry for more. Many of them would like to work with you and so it will be to your benefit to develop a coaching program.

All of these back-of-the-room products are excellent additions to your speaking income. They may not bring in a lot of money, but they are good ways to keep your name in front of people and add credibility. Over time, back-of-the-room products can provide you with a nice additional income stream.

Chapter 18 – How Do I Create Back of the Room Material?

Follow the same guidelines that you used for creating great speeches. Focus on the audience and what kind of information they need and want. In a book, you can create interest by telling the story of your life and also telling personal stories of people who have been touched by your information. If you find you are having trouble getting your thoughts on paper, you can always contact a ghostwriter to help you.

Ghostwriters work on several different levels. You can start cold, with nothing, and have the ghostwriter do the research and interviews and writing to produce the book. Or you can provide the ghostwriter with written copy that needs editing. Or you can take a middle of the road approach by providing the writer with notes and research material and having him assemble it into a gripping narrative.

It is relatively easy to have your speeches videotaped. For short projects, such as a keynote speech, you can have a friend with a video camera do the honors. For longer projects and when you are commanding higher fees, you will want to contract with a

videographer. Ask around at networking groups or do research on the internet to locate these services.

The same is true for promotional items. Every major city has numerous companies that will be glad to help you. Start by looking in your phone book. If you live in a small town, head for the internet—you'll find a number of companies that can ship you promotional items in a remarkably fast turnaround time.

Chapter 19 – A Personal Success Story

Abby Raymond owned a small business that taught people how to make money on the internet. She consulted on websites, wrote copy for them, and created marketing campaigns. But Abby wanted to grow her business, and knew that she needed to create a bigger platform, reaching bigger businesses, in order to do this.

How did she proceed? Abby decided to market herself as a professional speaker, which would lend credibility to her business. To begin, Abby took a good, hard look at what she did best in her business. Then she examined target audiences. She identified two topic areas to focus on: blogging for businesses, and writing copy for websites.

Abby's next step was to contact her local community college and offer to teach a class through the extension service. When the college heard her focused topics, they were thrilled, and happy to add both of her classes to the schedule. Abby made barely anything teaching these classes—but she developed two extensive modules of material that she could use for workshops and speeches in other venues. And she began making contacts.

It so happened that one of Abby's students talked about how great the class was to a friend. That friend just happened to be the president of a networking association that was looking for a technology speaker for their next monthly meeting. Abby was happy to accept. At the meeting, Abby passed out business cards and promotional pens with her name on them, and from this group she got several leads for more speaking engagements.

As Abby got more and more bookings, people began to ask her if she had a book. Abby took another close look at her two presentations and chose one to focus on first for a book—blogging for businesses. She wrote and published a book on blogging that sold so well at events that Abby decided to go ahead and write the book on copywriting, too. Abby also developed a study course which included step-by-step instructions on how to set up and maintain a blog, which flew out the door.

With her credibility established, Abby got more and higher paying bookings. She began to accept appearances all around the country. Today, Abby is a sought-after speaker, a well-known expert, and she enjoys the prestige and income she receives for her efforts. Best of all, she is sharing her passion for her topic with audiences, knowing that she is helping them with her knowledge.

You, too, can be like Abby. Following her example and the steps we've outlined in this book, you can establish yourself as a high-paid professional speaker—a money mouth. Remember our three mantras:

Practice, practice, practice
Market, market, market
Content, content, content.

If you create useful content your audiences will enjoy, practice your presentation, and market yourself constantly, you, too will be like Abby and enjoy the fruits of a highly-paid profession, sharing your passion with audiences across the country.

Chapter 20 – Are You Called to Make A Difference?

Think about this question for a minute. Sit back, close your eyes, take a few deep breaths, and answer this: are you called to make a difference?

If you've read all the way through this book, and begun to act on the things we recommend you do to start your career as a public speaker, odds are good the answer is yes.

You are called to make a difference because you have a passion. You want to share that passion with others, and help them with information that will make their lives better. In the process, you will be improving your own life, as you gain in self-confidence, build your business and increase your fees. Helping yourself, helping others—it is definitely a win-win situation. There is no better way to change the world than to improve your own lot in life. If you can also improve the lives of others, so much the better. But here's a little secret: by improving your own life, you generally can't help but improve the lives of others.

Isn't it wonderful to be one of the ones called to make a difference? Don't you feel lucky that you have such a powerful mission here on earth? As you develop your public speaking business, and fine-tune your presentations, never forget the north star of your business. That, of course, is that you underlying passion for your subject and your deep desire to make a difference in the world by sharing it.

You are one of the lucky, chosen ones. You are not content to sit on the couch and watch TV, or sit at your computer and surf the internet. Not for you endless nights watching meaningless drivel. Because you have a mission, you will choose instead to spend those evenings energized and excited about writing your speeches and marketing material. Or you may find yourself presenting a keynote speech for a local banquet. Or you may be in a distant city, a place you never would have visited without developing this career.

Perhaps it is the end of a long but satisfying day. As you look back over it, you remember the intent faces of the participants in your workshop. You are thrilled to recall the adrenalin surge that came from the applause that met the end of your remarks. You can go to bed knowing that you have made a difference in so many peoples' lives. You can rest easy, and fall asleep realizing that you have, indeed, answered a call to make a difference. There is no better feeling in the world.

Chapter 21 – Expect To Succeed!

Recently, a self-help book called *The Secret* hit the bestseller lists with a vengeance. For month, everyone was talking about the “secret” that *The Secret* described. This secret is the law of attraction—which states, basically, that what you focus on you get more of. So if you want wealth and success the trick is to focus on wealth and success. Of course, most of us are stuck in the rut of doing just the opposite—we bounce a check at the bank and spend half our day worrying about what bad shape our finances are in. We eat a huge piece of chocolate cake and obsess about how easily we gain weight. Or, perhaps we contact an organization to offer our speaking services and are refused. Then we spend the rest of the day dwelling on what a failure our new speaking career is turning out to be.

This is not the way to succeed. While *The Secret* may have been a bit gimmicky, its basic message is simple and profound and useful, and it is the same message that motivational speakers and self-help experts have been telling us for decades. You can use this same message to lay the ground work for success in public speaking. It is simple: expect to succeed. Expect that your preparation and practice will pay off in stellar speeches. Expect that your marketing efforts will gain you many opportunities to give speeches and workshops all around the country. And don’t forget to foster the expectation that you will become a high-paying, in-demand speaker.

It is important not to make the mistake that all you have to do is sit around and expect wonderful things to happen to you. That is simply not true. As you have learned in these pages, becoming a top-notch public speaker is hard work. However, it is hard work that you will enjoy, because you have a passion for your topic and a drive to share what you know about it with others. If you combine this hard work with an unshakeable belief that you will succeed, the sky will be the limit in what you can accomplish with professional speaking.

What are you waiting for? The world of success in public speaking is waiting for you. Study this book and follow the information laid out in it. Work hard, and don’t give up. Keep your dream of sharing your passion with the world alive and before you know it, you’ll reach all your goals. And don’t forget to enjoy yourself as you follow the path to success.

Here's THE Secret Membership No One Wants You To Know About



Forget All About Buying \$7 Products

Because That's Too Expensive - HUH...!

Join A Club That PURCHASES PLR & MRR Products

For You Every Second Day Thru A "Wish System" So You Decide What We Buy...

This Membership Has Open Records & Purchases Products For \$1400+ Every Month (**you read that right - fourteen hundred Dollars**) PLUS You Get PROhosting, 100 Autoresponders, Full Access To JVM2 Fantasos Hosted, More Memberships And So Much More: [See Everything Here](#)