

Speaking for Profits

There are three major reasons why you speak. The first is to make money. The second is getting invited to more speaking engagements so you make money. And the third is selling products so you make money. There is only one keynote theme present: to make money. If you're a member of most speaking workshops, this is something they seldom cover. There's a business side to speaking that most speakers and speaking coaches rarely mention. And that's why most speakers, even good ones, don't make the big money they're capable of. They scrape by traveling from one city to the next with limited time for romance or family. But not you... If you want to build a successful speaking career where you make real money and enjoy the fruits of your labor—you must build a proactive business model that supports multiple streams of income. The slow income model of getting booked by bureaus, getting on crowded airplanes, schlepping your luggage, checking in to hotels, working with meeting planners, and promoting back of the room product sales still works: but doesn't leverage your knowledge and skills that maximize your time, energy and talent. By setting up a multiple income stream business model and using the power of leverage—you can increase your income exponentially, spend quality time with your spouse, and be around for your kids. You can avoid staying at fleabag hotels, getting acid indigestion, and being probed and prodded by Homeland Security.

Today's Successful Savvy Speaking Model:

- 1) Building your database. (This is the "sleeper" in your marketing arsenal.) If you have a burning message, then you need a home court crowd that will support you. They are there when you want to test a new coaching program, a new book, a new information product, a teleseminar, high ticket items, a new seminar or even join you on a cruise or exotic retreats. But you'd be surprised that most speakers aren't building their database. And the few that are, barely connect with them. They believe checking in with a short note once a month will add value to their subscriber's lives. Not even! You can capture new names quickly using an online squeeze page, a subscription to your e-zine or e-course, speaking event forms, advertising, direct mail channels, book backmatter and joint venture deals. This should be standard procedure for top speakers working on a local, regional, national or international market.
- 2) Your Web presence. Are you kidding? If you've crossed the last millennium without a website—you need to have your head examined. Any speaker who has any business savvy has a website. Or three. Your website is the largest and least expensive business card you'll have in your marketing arsenal. It's your electronic brochure. From there you can display your brand, publish articles, sell products or services, register for upcoming seminars, show your itinerary, and provide information for meeting planners and speaker bureaus.
- 3) Conducting a teleconference. This is one of those wild cards that will put more butts in seats. It's simple arithmetic. Would you rather have 250 or 500 at your next speaking engagement? Just a few hundred more attendees can add thousands of extra dollars to you in bookings, products and services. By getting interviewed or interviewing your protégés in a friendly discourse, you'll build a great deal of credibility. Attendees get to hear you live in either one, or a series of teleconferences that promote your next event. This can be recorded and uploaded on a website for those who couldn't attend. You can open up the lines for a Q & A session. Create a buzz here and you'll have to book a larger hotel room.
- 4) Your one sheet. (A must-have for any speaking professional.) This shows meeting planners, speaker's bureaus, and decision-makers who you are. Include a stunning photo, your brand, your dynamic topics, names of clients, your contact info and what qualifies you to speak on your topic. Your one sheet is included in your media kit, which gets into more details about your fees, testimonials and a short biography.
- 5) Your demo video. (Another must-have in your media kit.) Produce a DVD that shows you speaking. Show the decision-makers what they can expect from hiring you to their conference. It's best to showcase you speaking at various engagements. Your video can also be uploaded onto your website for instant viewing.
- 6) Your moneymaking magalog. Looks like a magazine—but promotes products like a catalog. This is an amazing credibility-builder. After your speech, leave your adoring fans another way to reach you by giving them your magalog. This is the perfect strategy when you're not allowed to sell product on-site. Include great articles, tips, and tools that add value to their lives. List your resources and other affiliate products for people to browse. Always leave an option to buy, call, write, opt-in, or ask for more information.
- 7) Publish your e-zine, articles and press releases. You can't always be in front of a crowd. Stay in touch through your electronic newsletter, valuable articles and advanced notification of your whereabouts. Let subscriber's know when you'll be in their area for your next event.
- 8) Speak to speak. (A huge credibility booster.) Market yourself through speaking at associations, corporations, industry conferences, and panel of experts' events. Even if you don't charge to speak at a Chamber of Commerce event, someone in the audience may be the decision-maker for a huge corporation searching for a competent speaker for their annual conference. And that conference can get you the contacts and notoriety you'd never get otherwise.
- 9) Reaching various non-competitive channels to sell your stuff. There is more than one way to sell your inventory. Contact training companies who sell products at the back of the room to sell your resources. Get an endorsement from affiliate partners to reach their database, and vice-versa. Joint venture with other trainers who only offer "abc," but you can provide "xyz." And partner with another coach or consultant to produce a product to sell to both of your databases.

The speaking world is changing rapidly. Today's top speakers must become savvy enough to not only stay in the game—but also dominate it. What's keeping you from elevating your game? Tommy Yan helps business owners and entrepreneurs make more money through direct response marketing. He publishes Tommy's Tease weekly e-zine to inspire people to succeed in business and personal growth.

About the Author

This is the Educators and Trainers page for Manitoba Advanced Education.

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