

7 DELIVERABLES YOU'RE GETTING FROM THIS COURSE

Hello everyone. My name is John Beede, and welcome to the SpeakerCareer.com Kick-Start Guide.

I am extremely excited for you - because the phase - or, the story that you are on right now - the journey - is incredibly fun. And it's incredibly fulfilling. Not only because of how much of an impact you can make and how significant you can be in other people's lives, but because the income you can make while doing it can definitely sustain you for a long time. It will create freedom in your lifestyle so that you can have even further and more impact.

So, I'm a big believer in Steven Covey's principle in The Seven Qualities of Highly Effective People to start with the end in mind. What the end in mind is... is seven deliverables that you will leave this course having, which are going to be your foundation. Like a home (or an empire's) foundation for moving forward with your speaking career.

Before I get to those seven things, however, I want to give you a painted picture of what your life can look like as a speaker and sort of what you have to look forward to.

It was about five weeks ago as of the date of this recording: I went on a speaking tour to four different locations. My girlfriend and I left our home here in Oregon – this studio is here in beautiful Central Oregon - and we left for Juneau, Alaska. They paid for our flight. When we



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'Start With the End in Mind.'

instantly we got off the airplane and they put us in a helicopter and landed us on a glacier in the middle of Alaska. We had this beautiful scene looking out at the ocean and this incredible glacier. Then they put us on two different float plane trips and we got to see humpback whales from up in the air and some of the local gorgeous scenery, seals, sea lions, and everything. Then they got us shooting AK-47's and anti-aircraft tanks and armory guns - paying for all of it by the way - just treating us like celebrities. Then I gave a speech - a series of presentations in fact - and then they gave me a check for \$5,650. Remember, that was net (profit), remember, because all expenses were paid including hotel and transportation.

My girlfriend then flew back here to Oregon; I got on a plane to my next gig which was down in Baton Rouge, Louisiana. There I gave an hour long keynote speech and they gave me a check for \$3,500 - I discounted my fees for them. I got on another plane, went to sunny Palm Springs, California. There, I drove up to the mountains - the Idylwild, California mountains – a beautiful scene. This is a client I have spoken for five years now, so I discount my rates for them as well because they have been such a long-term fantastic client. It's my favorite event of the year - \$2,500 net profit from that speech. I got a few days back here in Oregon, then finally I went to Saskatchewan, Canada, where they wrote me a check for \$6,500. I deducted expenses from that for a net profit of \$5,500. Getting up to Canada is a bit pricey. So overall, it was \$17,000 and change, net profit, for a ten day period.

Now, that money is fantastic. It can sustain you, especially if you do tours like this every month. But, for me, what's even more exciting is the impact and the difference I got to make on five-hundred people in Alaska, six-hundred people in Louisiana, four hundred students in Southern California, and two hundred and fifty students in Saskatchewan, Canada. These are a mixture of college, high school and corporate audiences. I am going to show you how to appeal to each of those specific crowds - and which ones to pursue in which order - according to your message. I'm going to show you how to set up gigs like these for yourself. That's what I'm getting at right now.

You are going to have everything in place that you need in order to be able to show clients that you have the credibility, the stage presence and skill, and the deliverable - the actual message - in order to help them solve their problems. This is everything you need to create a lucrative public speaking career.

Right now, let's dive into it. There are seven deliverables you're going to be walking away with after you've completed this course. Here they are:

"So, overall, it was \$17,000 and change, net profit, for a ten day period."

#1

You're going to have a speech that sells itself and gets you referrals. So many people go wrong here because they want to talk about something that no one wants to book them for. So I'm going to show you how to craft a speech that is not only of a subject that meeting planners actually want to book, but is also entertaining and gives enough value that people are going to be thrilled by the fact that they hired you and therefore, you will be referred out to other gigs.

#2:

So that brings us to the second deliverable: referrals - you will have referrals to seven paid gigs at the end of this course; that means I am delivering on my promise that as soon as you are done with this, you will not only have everything that you need to get paid gigs, but you will have options in front of you - seven options in front of you - that you can then approach to get booked and go get paid to speak at those events.

#3

The third thing that you are going to be leaving with is a professional demo video. There is an Italian economist named Pareto and he is famous for creating what we now call the eighty-twenty principle - where eighty percent of your efforts will result in twenty percent of your results and, vice versa, twenty percent of your efforts will result in eighty percent of your end results. What the demo video is then, in the speaking world – it's that twenty percent of the efforts that create eighty percent of your paid gigs. The demo video is more important than anything because people want to see the end result before they book you. It is like your movie trailer. It is how you get people excited to bring you in to speak. It is vitally important and it is how you get more gigs - more quickly - than anything else. It's all about having a great demo video. So we are going to spend some time focusing on that and creating that.

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Fourth: you are going to have an awesome-looking website that will display this demo video and it will get potential clients to become paid clients. You can easily drive a lot of traffic to websites; there are loads of speakers that pay for traffic, they do all sorts of search engine optimization stuff. I don't do any of that! I don't do SEO; and I don't do paid traffic because when people come to my site I get all the business I want and that I need. As long as they arrive at my site, they say, 'this guy is legit,' because my site does its job. It shows them that I'm a professional, that I'm going to bring value to them, and then they book me. It's that simple. So you can drive loads of traffic but if the traffic bounces or, in other words, if they leave your page, it doesn't matter how much you send there. So we are going to give you an effective website that sells you.

#5:

Number five is video and written testimonials. The other way that you can sell yourself is to get other people sell you. It will be so much more effective. So I'm going to show you how to get people on video bragging about how great you are... and how to create written testimonials to beef out your website. We are going to beef out your website with both of these things (written and video testimonials).

#6

The sixth thing that you are going to have is your first product to sell at your speeches. And don't worry. This isn't necessarily a book just yet. Books are fantastic for creating more credibility and creating more income. But they are a ton of work. I want to give you a product in hand that is immediate. This way, you can start practicing your sales pitches from the stage. You can get straight to getting over that fear of selling from the stage. That is a big hurdle. It certainly was for me and I know it is for a lot of speakers. But we are going to get you a product that you can sell at your talks - right away - and start creating some income throughout this course.

So, hopefully, my personal goal for you anyway, is to pay back what you have invested in this course with this product. I want this to be a foundation that you're building essentially for free or, you may even profit while building this foundation. That is my end result goal - my secret goal - for you. I guess it's not secret anymore.

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And then finally number seven: you're going to have a clear road map for moving forward. Like I said, right now we are building the foundation for your speaking career where you are going to have a clear architectural blueprint for how to build the house off of this foundation that we are going to be creating for you. You are going to know exactly what to do next. You'll know how to move forward with your paid professional speaking career. And I've got to tell you, speaking is incredibly humbling. It's fun, it's fulfilling. If you stick with what I'm going to teach you, you can do this - I promise you. The thing though it's work. My father has this line (and I hate sounding like my dad). He always says, 'John, if it were easy, everybody would be doing it.' There are gonna be some times when this feels like it's a lot of work. There are going to be some times when you are going to feel like you could be scared, thinking, 'I don't know if this is going to work out.' But if you stick with this blueprint that I'm putting in front of you and you create this strong foundation, you can do this. You can make an impact. You can get paid for doing it. You can have a blast the whole time and be treated like a celebrity. It's just an amazing life that you get to lead by being a speaker.

So be grateful for this path that you are going to be embarking on. That's it for Module 1. Let's dive straight into Module 2 and get you going. Thanks a lot for being here, I'm very excited for you. Here we go!

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