

Transcript - Module 2:

WHY WILL MEETING PLANNERS PAY YOU TO SPEAK?

Why on earth will anyone pay you to speak? I mean that in a challenging way. Why should someone write you a check... to talk?

Even crazier, why should someone pay you to get on an airplane and fly you to them. Then they're going to congregate all of their people together and give you the time to stand in front of them... and then talk? Why? You have to know what you get paid to speak for and you must always keep this in mind.

Here are some clues, it is not because you're awesome (you are, but that's not why someone's going to pay you to speak). It is not because you're entertaining. It's not because you tell great stories.

It's because of one thing alone: the reason people will pay you to speak is because you can solve the problems that the meeting planner believes their audience has.

Let me say that again because it is so important and you must always keep this in mind.

Meeting planners will pay you to speak, because you solve the problems that they believe their audience has. A high school principal doesn't care that you're entertaining and doesn't care that you have great stories. What they care about is that their students need to become stronger. They care that there's a bullying problem.



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What a university dean cares about is their graduation rate. They see a problem that not enough students are graduating. What a business owner or CEO cares about is the productivity level of his employees and the overall satisfaction level of his employees or her employees. If you can solve these problems, it makes it worth it for them to pull out a checkbook and pay you to come and speak solving their problems.

That is the number one reason people will pay you. Far, far, far below that, a reason people will pay you to speak is if you solve the problems that the audience believes that they have with themselves. That's not nearly as important as what problems the meeting planner believes that audience members have. That's paramount. If, while you're at it, you can solve the problems that audience members believe that they have with themselves, that's just gravy.

Now, the last component of all of this is that you must engage with the audience sufficiently in order to accomplish number one and number two. So this is where the entertaining and funny aspect comes in. This is where the relatable, cool, whatever it is that you do - matters. But, from my own story, not a single client who has ever booked me cares that I am a rock climber. Not a single client who has booked me even cares that in 2013 I climbed Mount Everest.

They don't care about that. They might think that's cool but they're not going to pay me because of those things. The reason they pay me is because I use my story as a metaphor to solve the problem(s) they perceive in their people. I get booked to speak at so many leadership events because I train leaders to create compelling visions that they can inspire in others. I use mountaineering as an analogy - getting to the top of the mountain and the struggles that you go through along the way - in order to get them there.

That's an analogy or a metaphor for success and leadership. That's why they bring me in. It's for that value that I bring. They see their audience members as needing direction, training, and guidance. So I offer to give it to them. Part of the key is their perception. Their people could already be fantastic leaders. Their students could have zero bullying problems. Do you know what I mean? Or they could be incredibly productive. They could have insane creativity levels.

But if meeting planner believes - or the person who pays the meeting planner believes - that their audience has an issue, that's where the money is. That's how you get paid to talk and to speak. Therefore, your presentation must solve these problems. The more that you can show meeting planners that you will solve these problems, the more rapidly they will book you to speak.

This is so important. Start with this beginning frame of mind as you move forward. They're not booking you! I just want to say that over and over. They don't care about you. They don't care about your story. You're going to use your story and you're going to use your 'character' in order to help them. But they're not booking those things. They're not booking you to be entertaining. They're booking the value that you bring by solving their problems.

“The reason they pay me is because I use my story as a metaphor to solve the problem(s) they perceive in their people.”

So for the entirety of your speech, for the entirety of your marketing, we're going to be focusing on solving their problems. That's so important that I needed to create an upfront warning and mindset reframing in an entire module. Speaking is something that anyone can do. Every normal functioning homo sapien can create words. So why are they going to pay you?

Because you solve the problem(s) that they perceive their audience to have.

A meeting planner is essentially saying, "I can't do this myself. I can't solve this problem. We need some outside help. Let's hire someone to do it for us." To be clear: you buy time with your audience by being entertaining, funny, charismatic, and all the great stage craft. That's important only because it buys you time and interest and attention.

However, as you have that interest and attention, you must then solve the problem(s) that the meeting planner has with their audience. If you do this, you will have repeat bookings and you will get referrals like crazy. Make this your mindset from here moving forward. I've hammered on it enough. Get in their heads and figure out what their problems are, then solve those issues.

Let's go on to module 3.

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