

SPEAKING AT COLLEGES AND DEVELOPING PRODUCTS

John Beede (SpeakerCareer.com) interviews Mike Rounds (RoundsMiller.com)

John Beede: Hello everybody and welcome to another SpeakerCareer.com expert interview.

On the line with me I have Mike Rounds. I am very honoured to have him with me because he was one of the early inspirations who proved that I could really make a real speaking career for myself. It was back in 2006 that I attended one of his workshops for Marketing the One-Person Business. He has been a past president of the greater Los Angeles Chapter of the National Speakers Association. He's gotten the Gold Microphone Award for Speaking Excellence and he has over fifty books, tapes and workbooks in open distribution, so I'm very, very excited to share with you his knowledge.

Mike, thanks for being on the call with us.

Mike Rounds: You're welcome and, by the way, they're not tapes anymore, they're CDs.

JB: [laughter] We've upgraded. [laughter] Excellent. Well, if you've got the vinyl version, I'll be one of the retro buyers. [laughter]

MR: Works for me, okay.

JB: Tell us about yourself. What's your speaking background in the industry? Share with everyone on the call what your life looks like right now. Who are you? Tell us who you are in the speaking world.

MR: Actually, the witness protection program, but just assume that I lie, but let me tell you my story.

JB: [laughter]

MR: Okay. First of all, I do about a hundred and fifty programs a year. My primary markets are the continuing education programs in colleges. These are the public seminars. If you remember the Learning Annex, I used to work for them, the colleges have a comparable situation. Basically, most community colleges and four-year schools have a mail-order program; they send out mail order catalogues and I'm the product. So if you'd like to learn how I found spiritual enlightenment by listening to Justin Bieber recordings, you can sign up. How's that?

JB: [laughter] I'll be your first sign up ever. I'm going to repeat business on that one.

MR: If that works for you, then you and I are going to do a lot of business. [laughter]

JB: [laughter]

MR: Anyhow, that's where I do the bulk of my work. I spent four years as lead trainer for Career Track back in the nineties. I did seminars all over the country and I did a lot of work throughout the world. I did stuff in South America, in Buenos Aires, Bogota, Colombia, Mexico City, Singapore, the Philippines, Hong Kong, Taiwan. I've done a lot of international business. These days, just about everything I do are the public seminars through the colleges. I do what's called contract education through the colleges as well.

JB: Let me get real specific then. As a little side question, up here in Oregon you've got the Central Oregon Community College, COCC. They send out a pamphlet or brochure every year, like, we've got stock market prices...



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MR: It's a mail order catalogue

JB: You've got stock market and guitar classes, so you put your course in there?

MR: That's right.

JB: Awesome, perfect. Then you market it as training for speakers? Tell us about the courses that you market.

MR: Well, the ones that I'm primarily focusing on these days have to do with a couple of things that are current in the marketplace. That's really what this is all about. The biggest single thing that I do these days is sell publishing. And, by the way, I have about a hundred and twenty products in open distribution.

JB: [laughter] Oh my gosh. [laughter]

MR: I hate to correct you but I like sound of that better. And I've written about five hundred books and manuals. I also teach seminars on how to create your own website for free, how to get into eCommerce for free. I periodically teach project management seminars. I wrote the book for Prentice Hall for that. That's my background. I do a lot of business in small business marketing, a program called The Little Guy. When you look at these things, they all centre off skill sets that I have.

JB: Sure. I'm going to break this down a little bit later in the call for the products and specific ways to get speaking and all that, but right now everybody's always interested in how somebody got started. Tell us about how you started in the speaking industry. Did you start flying over to Taiwan and South America, or did you have humble beginnings?

MR: I actually started in Catholic school when I was ten years old. [laughter]

JB: [laughter] Got it.

MR: If any of your listeners ever went to Catholic school, they will remember where I went to school of Our Lady of Perpetual guilt.

JB: [laughter]

MR: With Sister Mary 'Do It' Or Eelse

JB: [laughter]

MR: Okay. I was with Wayne Deyer? Called the scurvy elephant, the disturbing element.

JB: Disturbing element?

MR: Yes.

JB: Yes.



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MR: Sister Mary I Don't Like You took a real dislike to me and decided the way to punish me was to make me write the longest story. We used to have readers when I was a kid and then she made me read it to the class.

JB: [laughter]

MR: Public speaking is the number-one fear of the world and you get an idea of how well that worked. I had forty kids riveted.

JB: Much to her dismay. [laughter]

MR: It was called "The Emperor's New Clock."

JB: Okay. Yes.

MR: And I remember the clang, clang, clang. The immortal clock had stopped and the kids were sitting on the edge of their seats. After that I always got picked as the narrator in the school play and stuff like that. Did odds and ends kind of stuff through college. One of my jobs in the Marine Corps was, I was an avianics instructor, avianics officer, so I taught classes there. In my sales and marketing and project management background I was always giving lectures and reports and things like that.

I actually started in professional speaking in 1986. Would you consider that? My last day job was vice president of one of the world's largest toy manufacturers. I'm the guy who was responsible for the hand-held versions of Space Invaders, Pac-Man, Galaxia etc., but the important, the big gun, was Teddy Ruxpin, a computerised teddy bear.

JB: I had a Teddy Ruxpin. I didn't know that...

MR: I worked for Don Kingsborough. I also worked with the inventors and he moved me to Hong Kong...

JB: Okay.

MR: ...and I head up the Far East engineering and operations. After Teddy Ruxpin became a household word and a phenomenon, it was pretty much public knowledge that the inventors had made about fourteen million bucks in royalties off a non-patented product. Every toy inventor in the country wanted to learn how to get in on this action and nobody even bothered to formalise it. So I wrote a book called *How to Sell Your Toy and Game Ideas* and started offering seminars in colleges.

JB: Got you.

MR: My whole logic behind it was to get consulting clients. We'll talk more about that in a minute. It worked because after six hours of listening to the ins and outs of the toy business, and it's got a lot of subtleties and specifics in there, people decided it would probably be better to hire this guy Mike Rounds—he'd been there, done that—than it was to try and do it themselves.

JB: [laughter] It's almost like you overwhelmed them with how much they had to do if it was just on their own. Why don't we just hire you as a consultant?



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MR: Yes, and it's gotten worse, if you think about the current cell phone and toy business. You listen to the news or you watch the papers and they're always talking about the safety problems. The toys that you and I played with as a kid were not dangerous; some of them were lethal by today's standards and in order to work within the confines of the toy industry you have to concern yourself with that. I was in business when the safety standards were created and imparted. For example, you notice there is no good stuff in gumball machines anymore; it's a choking hazard.

JB: Really? I did not know that.

MR: Yes, that's the reason there's no good stuff in Cracker Jack anymore; it's a choking hazard.

JB: What a bummer. [laughter]

MR: [laughter] Yes, so this is all part of the toy business. After six hours of being overwhelmed with this kind of stuff, the name of the game was "who do we make the check out to? So I started speaking by teaching a class class. That's really how I got into the business and it just matriculated from there.

JB: So let's talk about... I mean, that seemed like a very natural flow and fit for you to find your target market and your level of expertise. Let's talk about target markets. What's yours now and how did it evolve from there? What steps can a speaker go through to find what's the best fit for them?

MR: Well, we're kind of jumping ahead here in some things that we're going to talk about, but right now my markets are primarily entrepreneurs and small business, when you think about things like self-publishing and selling your ideas, inventions and small business, we're talking about entrepreneurs and small business, that's my target market. What I'm constantly monitoring are the college markets here in California, where we have oodles and gobs of colleges and they've got all these continuing education programs. I take a look at what's hot and what's not, what they're offering and what I think will work.

I also look at what the public sector is clambering for because one of the things I've learned over the years is that the participation, the number of people who sign up for these programs, is directly proportional to outside advertising because the colleges will put you in their catalogue and mail out the catalogue. But if there is no interest in it, people don't respond because all they do is make the title and description available.

I'll give you an example. Years ago I had a program called "How to Start a Home-Based Mail Order Business" I owned an international mail order marketing company for thirty-five years and there was a guy on TV. You may remember this; he had an infomercial and he was jumping up and down in front of a mailbox yelling, "Wouldn't you rather find checks in your mailbox rather than bills?"

JB: [laughter]

MR: As long as the infomercial was running, people would go to the colleges and take the courses.

JB: Interesting.



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MR: We'd sell the workbooks and the consulting and the rest of the stuff. When that infomercial died, so did our program. [laughter]

JB: [laughter] Like dang it, can you please go put the infomercial back on?

MR: Do you remember the TV show "American Inventor"?

JB: I sure do.

MR: Okay. When "American Inventor" was on, our seminar on "How to Sell your Inventions for Cash" was overflowing; not so much anymore.

JB: Fascinating. So payback on what's big with already getting advertising elsewhere.

MR: Yes. Let's talk about where this concept of focus flexibility and finding a need fits into the process. In the world of marketing we have two opposing concepts: market push and private pull or product push or market pull, depending on how you want to transition it. Push is where you and I decide that we're going to do a program on chicken plucking as an upward career move and we try and convince the world that they'd be better off with it. Market pull is called "find a need to sell it." All we do is find out what people want and what they're willing to pay for it, and we package our skill set to match that. It's a much more lucrative place to be.

You see, ironically, that's why people like to do business with the government. They complain about it a lot, but what the government does is put out a request for quotations for something specific. We bid on it, we get the job, we know there's money there to pay us. We found a need and sold it.

JB: Got it.

MR: And that's where I have seen a lot of speakers fall by the wayside, if you will. Their skill set is great, their knowledge is superb, their delivery is magnificent, but the audience isn't interested in what they have to say.

JB: [laughter]

MR: That's the bottom line to it and we've learned about this from a standpoint of some of our programs, and flexibility really makes a big difference. I'll give you an example. In our invention course, which evolved from the "How to Sell Your Toy and Game Idea" program, this has been around for almost thirty years. It's the only program that's typed. It's endorsed by the Small Business Administration; it's not an invention marketing scam, it's legit. It's not as glamorous as what you see on TV, but it's the truth. Anyhow, the program is titled "How to Sell your Inventions for Cash." So here's my question to you, John. What do you think the primary interest of the attendees is?

JB: I would think that it's either developing the invention or getting it to the market. I wouldn't imagine they're already proven inventors.

MR: Thank you for playing. Wrong all accounts.

JB: [laughter]



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MR: Protecting their invention. Inventors are paranoid. They believe that somebody somewhere is going to jump up out of a crack and steal their invention. It may not be worth dirt, but they're still concerned about that.

JB: Yes.

MR: So although the title of the class is "How to Sell Your Inventions for Cash," 60 percent of the seminar is explaining intellectual property law, patents, trademarks, copyrights, work-for-hire agreements, confidentiality agreements, and they're thrilled with that. Now that has nothing to do with making any money with their invention, but that's their concern and that's how we package it. The manual has all the information and we do show people how to market their inventions. But we spend the bulk of our time satisfying their true needs.

JB: Got it. Do you think that it would fill up like it does if you market it as "Here's How to Copyright and Patent-Protect Your Invention".

MR: Yes, we might even draw better, but I don't want to do that. I'm not an attorney, I've just been teaching intellectual property law for thirty years.

JB: Got you. [laughter]

MR: I know that's not necessarily popular with attorneys because I explain intellectual property law in a manner that people can understand. If you're an inventor and you go to a patent attorney, first thing they'll do is tell you to buy a patent. The guy sells patents but you'd think he was going to tell you to buy a puppy. Now, the question is, do you need a patent? Well, my patent attorney says I should buy one. Now we're back to what he sells.

JB: Yes, sure.

MR: It's not wrong, it's just what it is. You go to a Volkswagen dealer and you ask him, "What kind of car should I buy?" The guy says, "A Volkswagen diesel." You say, "I think I'll go down the street to Toyota." But you get the idea. When you go to a place that has a predefined mindset and you ask them what to do, what they're going to tell you is based on their predefined mindset. So you need to be open and flexible, you need to be willing to repackage yourself. We're constantly re-titling and re-describing the programs we do because of changes in the marketplace. Terminology, buzz words, interest, things like that; the content stays the same, it's just the packaging that changes.

JB: I really love this because a lot of speakers want to go out and talk about inspiration and motivation and finding your dream, and they think they're going to speak in front of three, four, five thousand people and that's going to be where they start their careers, but this is... describe what a classroom looks like and paint a picture of what other subjects...

MR: What does a classroom look like?

JB: [laughter] Yes.



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MR: In a school. The classroom, well technically, it's a community college. You walk in and maybe they're cleaning up the room, maybe they've got juice boxes and empty bottles all over the place, papers.

JB: [laughter]

MR: It's got desks, the kind that we sat in when we were kids, but not anymore. There are adults.

JB: How many students do you typically have? Is it five or ten students?

MR: Pardon me?

JB: Is it five or ten students, or do you have hundreds who sign up?

MR: It's varied. Right now the average is about twelve per class. We run as many as a hundred. It depends on what's hot or not. We'll have classes that have thirty-two people. I've got programs in San Diego and the classrooms have thirty-two seats and that's it, they close the classes. I said, "Give me a bigger room." "But we don't have one." I've got classes, for example, in Los Angeles, the [venture] classes had to be moved over to Martin Luther King Hall in Los Angeles, California because they had so many people. It just varies all over the place, you never know.

JB: I think something everybody's thinking right now is what is the price point to attend and what does the school take versus what you keep?

MR: Well, working for the colleges is a tricky thing. We're going to talk about the triangle in a minute. First of all, you're not going to get rich off the fees. They vary. They go anywhere from twenty-five to thirty-five dollars an hour. So if you do a three-hour seminar like I do in the evenings or on a Saturday, you going to make about a hundred bucks. Some are a sixty/forty split where you get forty and they get sixty, so if the cost of the seating is fifty bucks, you get twenty, they get thirty. Obviously, the more people you get, the more you make.

Some of the colleges are constrained by the district. Los Angeles has eight colleges in its community college district and has a flat fee of thirty-five bucks an hour; that's all you get. So that's where it's at.

On the other side of the coin, the only safe way into what I call the golden triangle of professional speaking...do you think any of your listeners are registered on how to make money?

JB: That's all they're here for, absolutely.

MR: Oh good, okay. Let's segway right into this thing. What you do is you take a piece of paper and you draw a triangle on it.

JB: Okay.

MR: At the top of it you put the word FEES, F double E S. On the lower left-hand corner you put the word BORS, B O R S, and in the lower right-hand corner you put the word BACKSIDE. Here's what those stand for.



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FEES are the money you get paid for showing up and speaking.

BORS are back-of-room sales. That's your manuals, your workbooks, your audio, your video, your support products.

And the BACKSIDE is any additional work that you get as a result of exposing your talents and skills from the platform. Here's the bottom line. For any market that you target you have to figure out how you're going to get your money out before you get in, or anything you get out will be serendipitous at best.

One of the great fallacies is that speakers are going to make all their money and fees. Obviously, based on what I just told you, I don't. But in our business we do about seven figures a year; at a hundred dollars a seminar, no.

JB: [laughter]

MR: Let's take an average. You're in one of my seminars, okay, so let's do a real good example here. Let's say that you came to my seminar at Los Angeles City College.

JB: Okay.

MR: In Los Angeles I'm doing a three-hour seminar. I'm going to get a hundred and five dollars for doing a seminar, right?

JB: Right, at thirty-five dollars an hour.

MR: Yes, okay, so I'm going to get a hundred and five dollars.

JB: So we put a hundred and five at the top of this golden triangle in the fees section.

MR: Right. Now, there's a requirement material fee of thirty dollars for the workbook, manual, whatever you want to call it. And let's say that I've got thirty people in the class.

JB: So now you get nine hundred bucks for...

MR: I get nine hundred bucks.

JB: Yes.

MR: Okay. I get you on my mailing list. What I got was a thousand dollars for a three-hour seminar and I got to drive there and go back and sleep in my own bed. What's more important? Let me ask you a question, John: what were my marketing costs?

JB: Nothing, the school did it all.

MR: Remember the old adage, "it ain't what you make, it's what you keep"?

JB: [laughter] Yes.



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MR: [laughter] Now that's two of the three. Now that I've got you on my mailing list and I know that you're a budding inventor, do you think you might get some information from me, because you're getting a newsletter all the time? Do you think you might get pitched for services?

JB: Of course.

MR: Okay. And we make a lot of money from the backside, fees, BORS and backside.

JB: On the backside, what are the... is that consulting where you're on the telephone or is that...?

MR: That's also for additional products. We do private seminars.

JB: Got it, okay.

MR: A lot of consulting work.

JB: And is that over the phone or is that a webinar? What is the format of that?

MR: Well, most of the consulting that we do is actual work for the people.

JB: Got it, okay.

MR: For example, in the middle of self-publishing we have a website that's called Publishers Haven. It's all free if any of your listeners are interested in this. One of the things that people have a problem with when they write a book is that they've got the basic manuscript down, but [they don't have] the mechanics of turning it into a finished book. We have a program called book shepherding where we take your manuscript and we do everything for you except the cover; we turn you on to a cover designer. And when all the smoke clears away you'll have a physical book, an eBook. You'll have a website, you'll have everything you need and you'll be a published author. And, by the way, for your audience [members] who are speakers and trainers, if you don't have a book, write one.

JB: [laughter]

MR: You've got to have a book.

JB: [laughter] I love that you are saying this. I harp on them all the time for the same thing [laughter]. It's great to hear it from a different voice.

MR: Let me tell you why. I'll share this with you and you're welcome to tell this story. You can have some fun at the holidays with your family and friends. This goes back into antiquity, to the time when the dominant workforces were all male. You'd have a young man who wanted to enter the crafts; perhaps he wanted to become a wheelwright. The way he would do this is that he would find a master wheelwright with whom he could apprentice and learn his craft. As he got better he'd be known as a journeyman. Eventually, if the guy was any good, he'd want to be known as a master wheelwright. The way he accomplished this was to create a sample wheel of such quality that he could present it to the already acknowledged masters and have them bless it and say, "Congratulations, John, you are now a master," and the work that he submitted was known as his



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masterpiece. That's where the word comes from. That's a piece of craftsmanship that we supply and present in order to be classed as a master. Is that fun?

JB: That's great.

MR: Now, we're just in the speaking business.

JB: [laughter]

MR: We're not dealing with wheels; we're dealing in knowledge, wisdom, experience and understanding and, although it's not a very enlightened viewpoint, most people don't trust what they can't touch. The classic form of embodying wisdom is in the form of a book. You become the person who wrote the book. Who are you going to hire, some guy named John Beede? Who's he? He's the guy who wrote the book. Give me a break. No, he wrote the book, he sent me a copy, here. Okay?

JB: [laughter] Right. So your book is your best marketing material because it sort solidifies the fact that all that information, experience, wisdom is packaged up into that physical, tangible item, which is your wheel.

MR: And more importantly, it proves that you are willing to stand behind it. You can't say, "I didn't say that."

JB: [laughter]

MR: Because you wrote the book.

JB: [laughter] I got you.

MR: It's a credibility builder. Do you remember Phil Wexler?

JB: Phil Wexler, no.

MR: Okay, CSP, CPA, big-gun hitter years ago in the NSA. Came around and talked to a bunch of speakers and he held up two things in his hands. In the left was a media kit that they had just spent twenty-five thousand bucks to develop. It folded out like one of those sewing kits and it had the video tape and an audio tape and brochures and all the rest of the stuff. In his other hand he had a self-published book that cost him five bucks. He said, "Which one do you think gets me more bookings?" He says, "I'll tell you right now, it's the five-dollar book." He said, "What's more important is [that] I can guarantee that in ninety or a hundred and twenty days they'll throw that media kit away, but they'll put that book on the shelf with my name sticking out."

JB: Absolutely.

MR: [laughter] This stuff is all practical and if you've been telling people and they haven't been listening, get them by the bullhorn. This is the stuff that works.

JB: [laughter]



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MR: There's always some street corner huckster who's got the new magic method It aint nothing new. It's not, it's just straight-out production.

JB: Yes. I planned to ask you questions about creating marketing and promotional materials and how to contact meeting planners. Do we even need to cover that kind of stuff, because you're saying the school does all the marketing for you and your best marketing material is your book; should we just focus on how to produce books now?

MR: Yes and quite frankly I'll be giving everybody my website later on. I wrote a book called *Minding the College Market*...

JB: Let's just give it to them now so they can check out your stuff as this call goes.

MR: Okay, my website is roundsmiller.com. My partner is Nancy Miller, that's where the name comes from. If you look in the store under "products," gee, they're all products, but under "books," "new books," go to a book called *Minding the College Market*. It explains step by step how to approach colleges, universities and adult schools in your area. Step by step, it's got all the information. If you want to work this market you can do it. In all markets, John, this is the one that I'm most conversant. Over 10 percent of the instructors in California are my clients.

JB: [laughter] That's fantastic.

MR: It just worked out that way. People took my class on professional speaking and said, "Can you teach me how to do this?" We've got a lot of people out there making a lot of money in the college market because I showed them how to do it. It's not mechanics, it's not magic. The thing about this market, or any market, is that it's like the juggler who spins the plates on the post. They eventually wind down and you've got to go back and spin the plate again. You can't just make a big marketing thrust and then back off and expect to live off that the rest of your life. You have to constantly be re-evaluating the marketplace to find out what they want and then repackage yourself to match it. Once again, ladies and gentlemen, I'm not asking you to change your core material, just the packaging.

JB: That's great. Let's talk about how to package stuff. You've got over, you said, a hundred and twenty books, tapes and workbooks out there?

MR: Yes. I'm a hack.

JB: [laughter] That's prolific. That's the best word I can come up with for that. That's huge.

MR: Okay.

JB: I've written two books and that's over the course of a ten-year career, so how would you recommend to somebody like me or somebody who doesn't even have a book, to quick...

MR: We've got lots of quick tips and I'm doing it. I'm doing a Serious Writers Workshop in November on two consecutive Saturdays to show people how to do it, but let me ask you a question. Let me use you as the example, John. What's your area of expertise?



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JB: I've talked about goal setting and leadership in the past and now I'm trying to transition into sales as my new market I'm going after.

MR: Selling what?

JB: Sales techniques, how to sell.

MR: How to sell what?

JB: [laughter] Like motivation for salespeople, so it doesn't matter what they're selling.

MR: So, how to sell yourself?

JB: Sure.

MR: How to sell yourself, that's basically what you're saying?

JB: Mmhmm.

MR: Okay, how to sell yourself. I've got a couple of questions to ask you. Question one, are you an expert on this topic?

JB: Yes.

MR: Question two. Do people ask you questions about this topic?

JB: Yes.

MR: Question three. Do you answer them?

JB: [laughter] Yes, sure do.

MR: Question four. For free?

JB: It has been, yes.

MR: Quit that. If they want to know, their curiosity will cost them. You can speak and write for profit. Now here's my next question to you. All these questions people have been asking you, how to sell yourself, could you write those down?

JB: Yes, of course.

MR: Okay. Could you write down the answers?

JB: [laughter] Yes.

MR: Okay. Do you know professional speakers? If you say "no," I'm hanging up now.

JB: I'm sorry, what was the question? Do I know a professional speaker?

MR: Do you know a professional speaker?



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JB: Yes.

MR: Okay. Here's what you do. You write down the questions, you write down the answers. You get a professional speaker to interview you in a Larry King-style interview and you record the interview. Now you've got fifty of the most commonly asked questions about how to sell yourself as answered by John Beede, one of the country's leading authorities on the topic.

JB: Mmhmm.

MR: Now you've got an audio, start to finish, thirty days. Hard cost on this thing, let's say you buy a thousand of them and they're a buck apiece. Or let's say you buy a hundred of them and they cost you three dollars apiece, whatever. Think you can get \$25.95 for that CD?

JB: Yes, absolutely.

MR: So it costs you three bucks and you sell it at thirty. That's a ten-to-one market. Think your high school economics teacher gives you a passing grade?

JB: [laughter]

MR: Shake your head up and down; that means a yes. Now, how do you get a book out of it? You have it transcribed, you edit it and now you put it in written form. Using the techniques to that we teach in here, you can publish that book for three bucks delivered in a quantity of one to a hundred. Think you can get twenty ninety-five for that book?

JB: Yes, of course.

MR: Okay, making that another ten-to-one market. There's two products in about sixty days.

JB: [laughter] I love it [laughter]. That's your model, that's what you do.

MR: You know what I said to begin with, stay with your area of expertise.

JB: Mmhmm.

MR: You see, over the years, the thirty years I've been in the business, I've watched people get into trouble in probably three ways. Number one is that they want to speak outside of an area where they really don't have knowledge and expertise, and they are not perceived as credible. They have great create platform skills, but the depth of their knowledge is pretty shallow.

JB: Got it.

MR: The same thing holds true for writing. People decide they want to write on a topic, they're going to write the Great American Novel, but they have no idea what that is, so they struggle with it. Think about this: if public speaking is the number-one fear in the world and death is seven, I'm willing to agree with that. Part of the reason people get panicked is that they are being asked to speak in an area where they have no expertise, so they're not passionate about it. You know



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someone who is passionate about playing rock guitar, get them to start talking, you can't get them to stop.

JB: Yes, they don't shut up.

MR: Alright. So when you speak and write in the areas where you have expertise, the material flows. I did some research on a book last year and it was really kind of fascinating. It was for small business marketing and the gentleman's comment was, "The worst reason for you to go on your own small business is for money." I said, "This guy's smoking something strange."

JB: [laughter]

MR: Then I read his article and it suddenly made sense. If you're going to go into a business, you need to understand the business. You need to be passionate about it; otherwise you'll crap out. He gave us the example of a multilevel marketing business like Avon or Amway. You see your buddy Joe and he's making a lot of dough selling Amway, so Joe says, "Why don't you get into Amway?" So you get into Amway. Are you going to make any money? Well, okay, number one, do you like asking people if they want to get involved in Amway and getting the door slammed?

JB: [laughter]

MR: You've got to enjoy a lot of rejection. You've basically got to be a masochist. Number two, do you enjoy speaking in front of people? Because that's what you are going to have to do.

JB: Sure.

MR: Oh, and by the way, do you really enjoy slapping salt, [laughter] because if you don't, you'll crap out of Amway. Now it's not that there isn't money there and it's not a great opportunity, it's just not appropriate for you. What the article went on to say was, pick something that you know well and that you are passionate about. Even when times are tough, you will stay with it and find a way to make it work.

JB: Absolutely.

MR: Because you care about it. We all know people who are passionate about things. It could be anything like guns, motorcycles or working on their car, or they're into golf or they're into tennis, they're into boats. We take a look at them and say, "OCD." [laughter]

JB: [laughter]

MR: Or "fanatic" or something like that, but they're good at it because they're passionate about it. Now let's transition that into the speaking business. If you're passionate about showing people how to sell themselves, you'll constantly be researching this. You'll be looking for new ways, tips, tricks, insights, and this gives you a whole range of things to do. It will be John's Latest Tips on How to Sell Yourself. Sell yourself first because you're the most important client you've got. If you don't believe it, how are you going to get somebody else to believe it?



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JB: Absolutely.

MR: It's like the kid who walks up with the Girl Scout cookies and says, "Hey mister, you wouldn't like to buy these, would you?" and he says, "You got that one right, you want to try for two?"

JB: [laughter]

MR: It's negative sell.

JB: Say that again, it's negative sell.

MR: It's a negative sell if you don't believe in it. Remember that when you lie, the first person you have to lie to is yourself.

JB: That's a really interesting statement. [laughter] I really like that.

MR: If you lie to yourself long enough, you'll believe it. [laughter] So that's what it's all about. Nevertheless, you really have to believe in what you're doing. If you believe that selling yourself is the first step to any kind of success, you will succeed with that because you believe in it; that belief and that positive attitude will come across.

JB: I'm loving this. Let's say somebody has a more, I guess, hands-on subject. Say they're fly fishermen or they're boating enthusiasts; how can that passion, the thing that they won't shut up about, that they're super excited about it, how can they make that into a subject that they teach at a university?

MR: Well, my first comment is, obviously, if you go back and look at that model I gave you on the triangle, the first thing you've got to do is you've got to have a book. You're not going to make it at a hundred and five bucks and you maybe won't get consulting clients, but if you have a book that you got for three dollars and you sell it for thirty, you've got a thousand dollars out there. Let's say the book cost you three dollars apiece, so you've got ninety bucks tied up in the books that was twenty dollars for gas and a sumptuous meal at Chez McDonalds in the evening.

JB: [laughter]

MR: So you're still making about eight hundred and fifty bucks for the evening and you've got no marketing costs.

JB: Absolutely.

MR: Now you do that three hundred times a year, like Nancy and I do, and it starts to add up real fast. And I'm not giving away any insider secrets and I'm not violating any trust rules or anything like that; it's what it is. If you wonder why people work that circuit, it's because there's money to be made, but you have to know how to get it out.

JB: Right, got it.



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MR: the consulting fees start at four figures and go up. If you're in front of somebody for three hours and the guy says, "Man, this guy's good, we've got to bring him into our company for our sales force," or something like that, you're not going to work for thirty-five bucks an hour on that.

JB: Right, absolutely.

MR: That's where you transition into your full fees. So the guy said, "How much is it going to cost to come out to train our sales force?" and you say, "How many days?" The guy says, "Ten days." "Ten grand and I'll supply all the marketing materials."

JB: Got it. That's what looks like a marketing funnel where we just get them in the door, they become our, basically, leads if they take the course, they buy the back-of-the-room product.

MR: And, for God sakes, collect mailing lists. Our mailing list is over fifty thousand.

JB: That's great.

MR: We address a lot of people. I wish I had the ones from the days I was at Career Track. We got six hundred people in a room. [laughter]

JB: Yes, true. And do you collect just the email address or do you collect the full set of contact details?

MR: No, we try to collect the whole thing.

JB: Okay.

MR: You get a quarterly newsletter from us and I'd like to share this with your listeners too. If you've ever noticed our newsletter, it's not a hardcore pitch. We talk about stuff that's available, but if you look at it carefully, we break it up by the seminars that we teach. We usually try and give a tip, a trick, a discount, something that they might be interested in, so people don't say "unsubscribe me." We want it to be useful.

JB: Yes.

MR: And that brings up an interesting point that I keep getting hammered with these days. One of my greatest books is called *Virtual Book Marketing for the Clueless*. When you go to the store, you see the *Idiot*, the *Dummies* and the *Clueless* line; I own the *Clueless*.

JB: [laughter]

MR: I should make a lot of money. Oh well, what the heck. I always have been and I figured other people would be, too.

Anyway, the bottom line is, people were complaining that they didn't want to go out and do book signings and this, that and the other thing. Isn't there some way to do this online? I said yes. So we did a lot of research and it's called *Virtual Book Marketing for the Clueless*. But the first thing people want to do is they want to use social networking. Let's just take Facebook as an example. Can I sell



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my services, can I sell my books on Facebook? Yes, you can, but not overtly. Here's a statement: everybody likes to buy but nobody likes to be sold. If you've ever been to the Pacific Rim, I used to live there, you walk down and the vendors are in your face. They're hawking right at you and that upsets people in the western world.

Here's the deal. The most powerful form of selling in the world is sample selling. Like when buying a car, if they won't let you test drive the car, you won't consider the car.

JB: So I want to go and buy a Porsche...

MR: "What's wrong with the car?" The guy says, "Nothing, I just don't want you driving that Maserati." Well, obviously, if you'd seen my driving skills, there's a good reason for it.

JB: [laughter]

MR: But you test drive the car. That's why Mrs. Fields will give you a free cookie and the guy's hanging over the counter with the orange chicken on a stick.

JB: That's why they give out chicken samples at Costco.

MR: Right. That's what they call the Minnesota date [laughter].

JB: [laughter]

MR: The bottom line of this deal is that you need to give away something to prove your expertise before you start saying, "Oh, by the way, I have books available and I'm available to speak for parties, cookouts ... bat mitzvahs, not necessarily in that order, but definitely if your check clears." Everybody wants to start with the pitch up front. It doesn't work that way. Social networking evolved from something called the UseNet News group. You're old enough to remember that?

JB: I do remember that one, actually.

MR: The internet started out as an email situation. You and I were sending emails to each other when we were interested in chicken plucking. Suddenly you say, "I've got this friend, Bob, interested in chicken plucking," and suddenly we were all doing mail order on steroids using email about chicken plucking. These evolved into what was called a Usenet news group and they were topic-specific. We were there gaily talking about chicken plucking and then one day Joe's Chicken Plucking Supplies puts an ad in there and somebody gets upset, so they chastise Joe. Joe comes back and says, "I can do whatever I want, it's a free country" and they ignite what's called a flame war. It's an electronic shouting match. Most of us like you and I who were interested in chicken plucking said, "I'm not interested in this, I want to talk about chicken plucking, I don't want to get involved in the argument" and they bailed out. Now there are still some news groups around, but they're not as popular as they once were.

JB: Okay.



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MR: Fast forward to today when we have social networking. They are topic-specific areas that people get involved in, but if you become blatantly overt, people can easily unfriend you or block you without dropping out of the group.

JB: Right.

MR: The other thing that you have to remember—the term “social networking” defines it—is that it’s for social networking, not for business. Business is a secondary aspect of it. Yes, there’s a lot of promotion and yes, there’s the sucker bird who made his billion dollars from the advertising of it and yes, everybody does it, but as people who are putting articles on Facebook, Twitter, LinkedIn, Pinterest, whatever it is you do, you cannot be overt. You have got to be in service to the people at first.

JB: So start with that Costco sample rather than saying, “Hey, come buy my course.” Start with the “Hey, here’s a free great tip that’s on whatever subject people are trying to speak about.”

MR: Right. And that gets us into “What’s the best way to make the transition with meeting plans?” The answer is as follows. It’s a four-step process. And it can be anybody; we’ll just use “meeting planner” as a generic term for somebody who’s likely to hire John Beede to come in and teach them How to Sell Yourself. Number one is personal experience, if they have heard you, if they’ve seen you, it’s a no-brainer, they know how good you are, they know what you’re going to deliver, they know what your audience interaction is and they know what they’re going to get.

The second is referral from a trusted peer.

JB: Okay.

MR: You’ve got a meeting planner and they’ve got a client who wants somebody to come in and do motivational programs for their sales force. They call another meeting planner and they say, “Hey, Harry, who’ve you been using?” and he says, “Man, I’ve got this guy John Beede, man, the guy walks on water.”

JB: [laughter] You think highly of me, thank you.

MR: Well, you know, you’ll send me the check later.

JB: [laughter]

MR: The third is from a speaker whom they trust. I get this kind of call from the college all the time “Mike, I know you don’t speak about chicken plucking, but do you know anybody who does?” I have a decent reputation, so they take a referral from somebody who has a sterling reputation. And number nine thousand six hundred and forty-two, what happened to number four?

JB: [laughter]



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MR: Here's the deal; it's called promotional materials and it's only number four because it's numerically correct. It belongs somewhere behind being on Judge Judy, Jerry Springer or the cover of the National Enquirer.

JB: [laughter]

MR: Because, let's get real. We can write anything we want into our promotional material and videos are not sanctimonium because there are guys who can make you look good when you fall off the platform.

JB: Yes.

MR: So, spending a lot of time, money, grief and aggravation on your promotional materials is not the best way to do it. The best way to do it is to find a way to sample yourself. Our recommendation is, for sending stuff to anybody, you do a one sheet. There's a zillion definitions on what's on a one sheet. It's got your picture, your contact information, a brief resume and a description of your program, but the most important thing on that one sheet is a link back to your website. On the website you can put all the testable audible letters; yes, I said testable audible because nobody puts up bad reviews except me.

JB: [laughter]

MR: I wouldn't hire this guy to clean my garbage, okay... testable audibles, course descriptions, topic outlines, customisation forms, anything that you think will help impress somebody, including free downloadable audios and videos, any kind of demonstration material you can get.

JB: All that goes onto the website and to the one sheet?

MR: Only goes on the website.

JB: Okay yes, yes.

MR: Think about this, John. You and your listeners and I are no different; we are so information overloaded, yet we just do a mental block. If you open your mailbox and you get a postcard, you're likely to read it. If you get a brochure that's got eighteen pages in it, even if you're interested in it, you say, "I don't have time right now, I'm going to get around to it." By the time you get around to it, it gets lost, tossed or forgotten.

JB: Yes.

MR: So you're better off sending somebody something short, maybe a postcard. If you go to my website, we'll give you a free copy of *The Introduction to Chicken Plucking*.

JB: [laughter] These chicken plucking examples are great, they crack me up every time.

MR: Well, I use those in my seminars all the time. Believe me, I run into mixed emotions from that. In my website class, at the end I show people how easy it is to do and redo a five-minute create on a



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website. I'll do John's Chicken Plucking Academy and I've had people who've gotten really upset and said, "That really isn't on the web" and I said, "Yes, I just pushed the publish button!"

JB: [laughter]

MR: I can't have that, I'm a very serious person.

JB: [laughter]

MR: On the other hand, I do the program for AT & T and John and Mary were our hosts. We did John and Mary's Chicken Plucking Academy and I said, "Do you want me to delete that?" and they said, "Absolutely not." They said they hear everybody talking about their new entrepreneurial advice.

JB: [laughter]

MR: So it depends on how seriously you take yourself.

JB: Yes, sure.

MR: Obviously I don't take myself really seriously. I take the topic really seriously, but not myself.

JB: Yes.

MR: So going with the concept of giving people literal information that they're likely to read and with the instant option of going to your website and getting as much as they want is a lot better than sending material that people aren't going to read because they likely don't have time.

Think about how you live your life, how your listeners live their lives. You stand in front of your microwave, yell at it as you're looking at your watch. "Hurry up, I have a life." That's how we live these days.

JB: [laughter] I think a great thing that I put into my mind when I'm creating marketing materials, websites, postcards, all that, is, would I read this? And I take a few days to decide from that. I say, "Did this catch my attention this time and do I have time to go through this?" You're absolutely right, we're so busy and that's a great question to ask yourself.

MR: Yes.

JB: Let's keep moving. We're coming up to close on fifty minutes now. You just gave some tips to meeting planners, how does that fit into the university market, or is that a separate idea?

MR: They're separate. They're attacked in different ways.

JB: Got you.

MR: The way I break it up when I teach professional speaking classes is, I talk about the seminar and workshop companies, like the Fred Pryors of the world, that's one. Another one is the Rubber Chicken Circuit, The Rotaries, Lions, Kiwanis clubs of the world where you speak for free, but gather leads and get expertise; it's a great way to prove your skills. The college market is something that's



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entirely different. When you start dealing with bureaus and meeting planners, you're entering the lion's den. My experience with bureaus has been very mixed. I go back to the days when Dotty Walters was queen and meeting planners look to bureaus because the bureaus have a reputation for supplying the quality and the content that the meeting planners want. As a result, it's a closed loop. You'll have bureaus that have their pet speakers and their pet clients and how do you break into that? It's not easy. You end up on their list. Back in the days, back in the nineties when the Internet was really hot and I was one of the big runners in the country, the bureaus were all over me because I was billed by Turner Communications as the man who translates terminology into human terms. I spoke for everybody, honest to God, from morticians ...

JB: [laughter]

MR: Lots of money there, through the Library Association. God, who else? You name it, the entire spectrum of people out there and that was great. When the blush went off the rose, when we had the dot com crash and all the rest of the stuff, the bureaus weren't interested in me anymore. I was not what they wanted. They wanted John Beede to come in and talk about How to Sell Yourself because they wanted to sell to the marketing departments and companies. I recognised that. So, quite frankly, there were a couple of things that we did to repackage, but over time it just died out. It was not the hot topic for them and until you have a reputation out there, you've got a problem. It's got to be topic related. In the world of speaking, a lot of people don't understand this. There are two types of speakers and motivational isn't one of them. I hope none of us de-motivate people.

You want to motivate your audiences, but the two kinds of speakers are keynotes and skills trainers. Keynote speakers tell people what to do to be successful. Skills trainers show them how to do it. Keynote speakers are known for who they are, and skills trainers are noted for what they talk about.

JB: Sure.

MR: There's a very sharp dividing line. If you're like most speakers, me included, a professional speaker is an ego with a digestive tract.

JB: [laughter]

MR: We want the world to think that we're great and we're wonderful, but I haven't deluded myself in years. People don't come to my seminars because I'm Mike Rounds; they come because I'm talking about How to Sell Your Inventions for Cash. It could be Mike Rounds, John Beede or Kranston Snorg doing that program. They don't care, they came for the topic.

JB: Yes.

MR: If I have any advice to people starting out in this business, it's to go topic specific. I'm a legend in my own mind, I'm famous for my back bathroom, my mama thinks I'm good, that's great, okay, but you're a little fish in a big puddle and you don't have a name yet. You're not Tony Robbins yet.

JB: Start with the topic and then develop celebrity from that. When it creates a tipping point, then you can start billing yourself as your name rather than the subject.



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MR: Right. Right now people are going to come to hear John Beede speak because they want to learn how to sell themselves. You've become synonymous with the topic and the name of the game is "who are we bringing in?" "John Beede." "Oh, he's the guy who does How to Sell Yourself. I know three guys who'd like to come."

JB: Yes.

MR: You have to start on one and work to the other. Where people have made mistakes over the years is trying to think that they could start as a celebrity to begin with.

JB: Mmhm, that's awesome. That's such an important distinction. There are so many people who teach just to become a celebrity, but just pretend you are one right now...

MR: The trouble, John, is that they've remodelled Caesars Palace. There's no way you and I can jump the fountains. You want to jump off the Empire State Building without a parachute, you might make some notoriety, also a big splash. Wrong kind.

JB: Right. Let's keep moving along. You've got a lot going on in the world; you have a ton of products, you've got a lot of events. What are some of the favourite tools that you use to make everything efficient? I'm interested in what you use for your mailing list as well.

MR: I'll tell you what we're currently doing. First of all, I personally use an Outlook calendar system and I live and die with it. I put everything on there. I put both my personal and my business and it's all color-coded. I started out when I was in college. That was back in the days when we used to write with a stylus.

JB: [laughter] Yes.

MR: I've got a week at a glance. I started doing that in college and I've lived with weekly planners ever since then. I really like what's going on. If you want to see me get upset, keep me in the dark. I like to know what's going to happen in the future. So I live and die with a planner. Another thing is, I follow Trump's advice: "Do what you're good at and hire the rest." We do a tremendous amount of subcontracting for our business. We have virtual assistants in the Philippines, we subcontract work as we need it, and that keeps our overhead down and our control factor high.

JB: What do you mean by control factor?

MR: Well, we have control over what goes on because we pay for performance and not presence. I'm not interested in paying somebody to sit in here eight hours a day and make paper clip chains.

JB: [laughter] Right.

MR: If I'm going to hire somebody to do database work, you're going to maintain my database or something like that, I'm going to pay them so much an entry. I pay so much for entry and I pay for performance.

JB: Got it.



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MR: Not for presence.

JB: That makes perfect sense.

MR: That's an important concept. As a former director of a Fortune 500 company, I learned that very early on. One of the common things that happens in a lot of business is that people get a job and complain about it. Their primary objective is to get out of doing any work.

JB: [laughter]

MR: I worked in the Aerospace industry, I'm allowed to say that. So we pay for performance; you don't perform, you don't get paid.

JB: Beautiful, I love it.

MR: Because that's how we work.

JB: How would somebody find a performance-based virtual assistant?

MR: There are a lot of ways to do it. You can look up virtual assistants in the Philippines, but before you do that and you start saying, "Hey, five bucks an hour is really great," make sure that you read all the guidelines. People do what's inspected, not what's expected. When you hire people over a distance relationship or virtual relationship, or something like that, you have to see the standards and adhere to them.

JB: Can you flesh out what you mean by that?

MR: Well, yes, supposing that... and by the way, there are other places, too. Elance is another big one, Fiverr is another one. Somebody says, "For ninety nine bucks I'll optimise your website with search engines," you say okay. That's a nice, generic term, John. What are you specifically going to do?

JB: Yes, okay, got you.

MR: Then you get them to define it to you and you hold them to that. If they don't do that, you don't pay them.

JB: Got you.

MR: They set the standards and the question is, are they going to live up to their standards? Sometimes we set the standards.

JB: Mmhmm.

MR: In my book *Shepherding*, a lot of times I get people saying, "Oh, I'm doing a children's book, I need an illustrator." Emaps is the biggest online classified advertising system in the world; they find somebody in there and they go, "Wow, I love this guy's graphic art and he's only got twenty dollars a drawing." Because the guy is in Bangladesh, twenty dollars is a day's salary for him and his family, which is great, but you can't let the guy run amok. "Well, I don't like the guy's work. It doesn't look



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right.” “Well, what’s wrong with it?” “Well, the dog’s running up the street.” “What did you want?” “Well, the dog is supposed to be running down the street.” “Well, did you tell him that?” “No.”

JB: [laughter] So be very, very clear about what you do.

MR: You’ve got to be very clear about what you do. Virtual assistants, virtual help, subcontract help is available, but in order to make it work you have to stay on top of it. On my Outlook calendar I have a thing in there called Teleconferencing. I had it for you today. This afternoon I’ll be following up on certain subcontractors to find out where they’re at.

JB: Right.

MR: You have to stay on top of it.

JB: Alright, so we’ve got Outlook, weekly calendar, virtual assistants and hiring things out. I’m interested in your email list and any other tools that you use.

MR: We use a program called ACT. It’s owned by Sage. It’s been owned by a number of people. It’s a great database; my wife and partner Nancy Miller maintains that. We have over fifty thousand in there and it allows you to have a lot of flexibility. My comment is that she’s been talking about it recently, about some different CRMS, Contact Relationship Management Software. We use that and we go back to the days when you had Goldmine and there were a number of others that were done by... I think Harvay MacKay had one called Sharkware. There’s a whole bunch of stuff around and ACT became kind of dominant. It interfaced with Outlook and Microsoft products so that you could import data and emails and stuff. It also allows you to cut and paste and anything that you get in the way of communication under the client’s name. What it does is make mini folders and then you can do selectively targeted mailings that’ll merge with Microsoft Word.

JB: Cool, so you can tag the customers...

MR: Instead of being, “Hey you,” it says, “Hi John.”

JB: Right, right, yes.

MR: So we act, although I have to be honest with you, we’re looking at some real robust packages these days.

JB: Got it, okay.

MR: It’s one of those things, we grew up with databases and we’ve always had them for as long as we’ve been in the business and ACT just became the de-facto standard. My recommendation, if anybody is going to invest in the software, is to invest in the training. “You only say that because you are a trainer.” No, I say that because if you don’t get trained on how to use it, you’ll: (a) not get it to operate as efficiently as possible and (b) possibly screw everything up.

JB: [laughter]



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MR: [laughter] It's not the cost of the software, it's the overall price that you're going to pay if you don't learn how to use it right.

JB: Yes, I'm 100 percent on board with you there. Do you recommend Sales Force then? What are you looking into?

MR: We're actually looking at Microsoft.

JB: Yes, okay.

MR: Simply because it interfaces with the Microsoft Suite, which is what we use. You've got to find something that you're comfortable with. I know people who are still using My Mailing List. Wow. A twenty-nine dollar program, it just creates mailing lists.

JB: Cool, yes.

MR: But it's been a round forever and I think you can probably find it on eBay for five bucks or something like that.

JB: Any other tools that are absolutely must-haves?

MR: I use a program called Mikogo, and I find Mikogo to be very advantageous. For example, right now if you were to go to mikogo.com, it would ask you what the session number is and you could see my monitor.

JB: Oh cool, yes.

MR: Or if we both sign up for a free account, then we can flip it back and forth. I can see your monitor, and from a consulting standpoint, this works great.

JB: Absolutely.

MR: It allows people to virtually shoulder search and I can stay off those lousy freeways in Southern California, which is where I spend a lot of my time. [laughter]

JB: [laughter] So this is for the backside...

MR: Well, you don't hear the words "rapid transit" and "freeway in Southern California" very often. [laughter]

JB: [laughter]

MR: The two are diametrically opposed to each other, so any time we can streamline the operation, we do that. My key programs are Outlook and all its ramifications, Microsoft Word. I like Mikogo, we use the Acra database and I live and die with PowerPoint because my presentations in the schools are all done with PowerPoint.

JB: That's it, I'm amazed. It seems like it's a much more complicated operation, but it's all done with very accessible and easy-to-use software.



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MR: Yes, and if your listeners don't buy the Microsoft Office Suite, they can look up Open Office.

JB: Yes, that's a great one.

MR: And it's 100-percent Microsoft compatible. We see a lot of people using it.

JB: Absolutely. Cool, that's a great tip. Somebody's listening to this right now, Mike, and they're thinking, 'Oh my gosh, I want to do this, I want to speak in the style that he does,' or, 'I resonate with him well...'

MR: [laughter]

JB: Where can somebody go to first get started? Do you want them to go to your website, or is there a different way that you prefer that they get in touch with you?

MR: No, I'd just as soon they go to the website roundsmiller.com. We've got all kinds of links and information and they're welcome to call me. My phone number's 310-544-9502. Operators are standing by.

JB: [laughter] Very generous of you.

MR: That's quite alright. Let me wrap this thing up, because the reason that people tune in to this thing is because they want to learn what to do in order to make money. I'll tell you what I do with my clients because my business is marketing. There are three questions that you have to answer in order to be successful in this business. Question one: What do you want to accomplish? Question two: When do you want to see results? And Question three: What resources will you commit to ensure its success? "Resources" means time and money because you're going to have to invest both.

Here's the bottom line to this. The more definitive your listeners can be in answering these questions, the easier it is to put together a success plan. Where people fall short is they give a generic answer. "What do you want to accomplish?" "I want to make more money." "Sell drugs." I'm sure whichever is paying better this year.

JB: I live in Oregon so it's definitely drugs right now.

MR: Okay, you're right. To be specific, if I walk into a small business, I say, "What do you want to accomplish?" The guy says, "You know, in the back room we've got a hundred thousand," and you say, "We've got to sell them at six dollars a piece by the end of the year or we'll go broke."

JB: Yes.

MR: I get my hand around it, I can put some specifics on it and we can look for creative ways to market, advertise and promote within the guy's budget. But if the guy says, "I just have to make more money," you can't do that. The same thing holds true for people who want to be speakers and trainers. "What do you specifically want to accomplish?" "I want fifty paid bookings next year at a thousand dollars apiece and I have ten thousand dollars to invest in the whole marketing program."

JB: Got it.



SPEAKING AT COLLEGES AND DEVELOPING PRODUCTS

John Beede (SpeakerCareer.com) interviews Mike Rounds (RoundsMiller.com)

MR: Get your head around that. Ten thousand dollars is not a lot in today's marketplace, but you can trade time for that, because there certain things that are going to have to be accomplished in order to be successful. The question is, are you going to do them yourself or are you going to pay somebody to do them for you?

JB: [laughter] Yes.

MR: The third choice is to do nothing, which is what most people end up doing.

JB: Do you think most speakers absolutely just don't take action?

MR: Yes. My experience over the thirty years I've been in is [bleep] great speakers but they're lousy marketers.

JB: Got it.

MR: I've had people watch me on the platform and they say, "You suck, I'm better than you," and I say, "Yes, but I make more money than you do."

JB: Yes, but I'm on stage, I actually got in.

MR: [laughter] I speak for money, actually.

JB: Well thanks, Mike, very much for this inspiration and for all these great tips.

MR: You're welcome, thanks John. And I sincerely wish you and your listeners the very best. I think that speaking is extremely important. Professional speakers change lives.

JB: Yes.

MR: When you stand on the platform in front of people, think of Jim Cathcart. Cathcart came up with Cathcardian math. If you spend an hour in front of fifty people, that's fifty hours of influence you've had over their lives.

JB: Absolutely, right, so make it. Put in fifty hours of preparation and give that much value.

MR: You know, I look at it like the ten thousand seminars I've given over the years and all the people I've addressed ... God, that's scary that I've been in front of people that much. [laughter]

JB: [laughter]

MR: I'm going to leave you and your listeners with some sage advice

JB: Please.

MR: Drive carefully; the life you save may be a client, you don't want to waste any of them.

JB: [laughter]

MR: Thanks for the opportunity and best of luck and hope to see all you guys on the platform.

