

Finding the Message of You



John Beede

interviews



Judy Carter

Who is Judy Carter?

- Fired as a teacher!
- Your message comes from your mess!
- Messes propel us to success.
- You need a mess to success formula.
- Judy was a 'nerdy kid' in school and had a speech impediment.
- Now a professional speaker and trainer.



Judy Carter

Why Listen to Judy?

- Every mess she's had, she's turned into success.
- Everyone listening has something similar!
Use it in your marketing, your business... everywhere!
- You're going to learn 'The Message of You' formula.
- Make your stories make your points! It helps the audience come to those conclusions rather than stating your points.



Judy Carter

Which Kind of Speaker Are You?

(and why you need to find your message!)

1) Professional Speaker

- Already out there speaking
- You need more material to stay fresh
- You can develop another speech
- You should always be improving



Which Kind of Speaker Are You?

(and why you need to find your message!)

Techies

- Speak about data
- High content speakers
- Benefit from using more stories!



Which Kind of Speaker Are You?

(and why you need to find your message!)

3) Entrepreneurs

- They talk about themselves
- It should be about the audience, not them!



Which Kind of Speaker Are You?

(and why you need to find your message!)

4) Entertainers

- This was Judy.
- Corporate gigs pay MUCH better! Consider \$1,500 vs. \$25,000
- Top-notch treatment
- Entertainers need a message!! It's worth \$23,500 per speech!



Which Kind of Speaker Are You?

(and why you need to find your message!)

5) Survivors

- Life-changing event
- Consider Aron Ralston
- More money, better relationships, improve health



IMPORTANT:

People don't pay you to tell your story. People pay you to help their audience improve in one of those three areas.

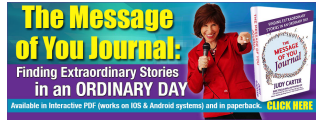
(finances, relationships, health)

This is your 'methodology.'

How Can Speakers Make Great, Authentic Speeches?

1. Occupy your own life.
Track all of your stories in a 21 day period.

*Exercise: Examine your message daily and tweet it!
It's only worth something if it affects another person.*



How Can Speakers Make Great, Authentic Speeches?

2. Go through 'The Message of You' University

You can't do it alone.

This is a portal for taking video classes with others and a place to get and give help.

It's Judy's legacy.

It'll help you to leave an impact and make an incredible difference. Judy wants to empower you to have an inspirational message.

Training opportunity for her most successful students.

What Makes a Great Message?

It's based on your mess.

- Every day has a mess.
- Even at the dry-cleaners!
- Realize how it reminded you of your childhood.
- Formulate a methodology based on it.



What Makes a Great Message?

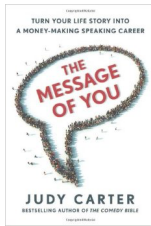
Have Great Credentials

- Have the proper credentials.
- Corporatize your methodology.
- A Banana Republic greeter has a valuable methodology!
- We all find our jobs to be boring.
- Don't stray from what you are credentialed to speak about.
- Meeting planners are drawn to experts.



How Can Speakers Become Experts?

Meeting planners don't hire you for your story.

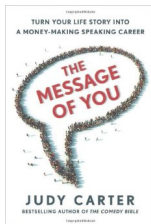


Start by blogging.

- Helps you to define, "What am I going to talk about?"
- Make articles and blog posts about them.
- Judy has a *Psychology Today* column! Yet she doesn't have psychologist credentials.
- It's easy to give content to magazines.

How Can Speakers Become Experts?

Meeting planners don't hire you for your story.



Once you have credentials...

- Those credentials build support for other credentials (such as getting published.)
- What you know is worth more than you think it is.
- Submit your best subjects to NPR.
- Consider just audaciously reporting for a station!
- Be audacious!
- Actively look for the message of your life.

What is Your Core Promise?

First, identify the pain the audience is in. 1-2 sentences.

Next, tell them the results they'll get from listening to you.

EG: "Many of you are stressed. How many of you feel like you aren't sleeping well at night? And you feel like you aren't getting a lot of respect! What I'm going to do is show you how to use humor to overcome these challenges in your life"

Keynote Tips

Every person has an essential motivating life event.

Find that.

It's what will help you to crush it onstage.

You'll have created a connection with yourself which will in turn connect you with the audience.

You must find that within yourself before speaking to an audience.



Keynote Tips

Every person has an essential motivating life event.

Find that.

It's what will help you to crush it onstage.

You'll have created a connection with yourself which will in turn connect you with the audience.

You must find that within yourself before speaking to an audience.



How to Get Booked



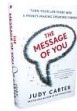
- Think like a meeting planner.
- Use Google's 'Keyword Planner.'
- How will they find you?
- Low search activity is GOOD.
- Get into the head of the person trying to find you.

For More Judy Carter Trainings:

Amazon.com for 'The Message of You.'

JudyCarter.com

Has additional workshops & trainings.



"At your funeral someone will tell your story.
How about telling The Message of You while you're alive.
Find your message and start changing lives - including your own."
- Judy Carter

**Sign up for Judy's free newsletter to be notified about
The Message of You University.**

"Finding the Message of You"
Interview, recording, and video produced by John Beede with SpeakerCareer.com.
