





John Beede

interviews

Hugh Culver



How to Get Booked

The main priority for meeting planners is to fill a speaking slot.

Indirect approach is to create long-form content. (blog, videos, podcasts, etc.)

Direct approach: find the empty slot and fill it!

Look at their agendas and if you're a fit, make contact with the event planner.

2

Google Search Term:

"(CITY) Association Agenda"

EG: Denver Association Agenda

Ask these questions:

Do they bring in external speakers?

Do they bring in speakers on my topic?

Approach the event planner with the intention of learning about their event.

Are you even a fit?

How to Find the Ideal Topic & Niche

- · What's your expertise?
- · What's your work experience?
- · What are my personal interests?
- What are you bringing to the table?
- What are you willing to talk about for the next 3 years?
- · What is the market already buying?

EG: 'Male Grooming' might be valuable, but nobody is buying it.



How to Narrow Your Topic & Niche

How will you 'stand out' when a meeting planner can look at dozens of other speakers in an instant?

- Narrow your topic: EG: Conflict resolution. Closing techniques for selling.
- Narrow your market: EG: Dentists. Middle management. Retail. Manufacturing.
- Or both! EG: Conflict resolution for middle management.
- Even Tony Robbins has narrowed his topic!
- EG: Administration for dentists
- Make your topic broad enough to support your 'personal income' and 'number of gigs' goals, yet narrow enough to make yourself the undisputed expert.

4

5

Why Associations?	7	
• Schools have low budgets (comparatively)		
• There are 23,000+ associations in the USA alone.		
• They deliver regular events and they HAVE to bring in speakers!		
Corporations don't offer predictable events		
Government gigs are lucrative & consistent		
• Private groups don't pay fees so you rely on platform sales.		
• Schools, Universities, and not-for-profit groups are bottom of the rung.		
Live Coaching	8	
1. Boxer		
Weakest place to come out is as a 'motivational speaker'		
• "What story could become my 'anchor story' that I can build my platform around?"		
Have a unique twist on 'motivation' that you can 'own' yet is also very memorable.		
2. World-Traveler		
Schools are a great place to get experience and get good.		
To deliver real value, look at what they can use right now.		
Lessons about diversity are more useful than travel. Take-away: Teach what's relevant NOW.		
How to Market to Associations	9	
There are often requests for proposals (RFPs). (search for these in addition to 'CITY association agenda)		
Google Search Phrases: CITY Association RFP CITY request for speaker CITY request for proposal.		
CITY request for proposal Reach out to the event planner. "Who is the best person to speak to regarding speaker selection?"		
 Heach out to the event planner. "who is the best person to speak to regarding speaker selection?" Use long form content to stay 'top-of-mind.' 		
oss long to m solitonic to stay top-or-mind.		

Webinars are one of Hugh's current favorite form of long-form content.

 Meeting planner typically has 4-6 contact points before they'll event pick up the phone.

IMPORTANT:

Most speakers live in a 'feast or famine' mindset.

Have systems 'built in' so that you produce content with regularity.



Make your long-form content creation time as 'holy' as taking the stage!

You would never miss a 3pm speech... Likewise, use the same rigor and dedication when it comes to your content creation schedule! 11

The 1/7/45 Formula

This speaks to the idea of having discipline

1: Once per day, reach out to somebody. (event planner, a friend, or a colleague)

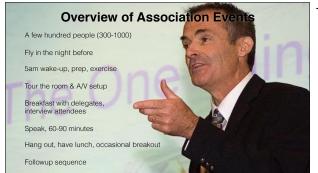
7: Every 7 days, create long-form content.

(this is the equivalent of allowing a vehicle test-drive or a free sample)

45: Launch a new campaign every 45 days. (8 times annually, get meeting planners to look at you or get them to take some sort of action while simultaneously driving more revenue).

12





Maximizing your Audience

Satisfy the event planner AND the delegates

Invite to your long-form content (blog/ webinars/etc)

Offer your digital course with incentive

☑I like what I heard! I'm interested in bringing Hugh to my next event!

(checkbox with phone number put in between invitation to long-form content and paid content)



14

BOSS: Business of Speaking School



www.SpeakerCareer.com/BOSS/

For full details and discount:

Enter coupon code: Save500 for \$500 off!

Designed for people entering the speaking business and speakers who want to take it to the next level.

- Selecting topic, audience, and building a great product.
- Marketing, product development, and passive
- Finding people to manage your business.
- Faculty: Michael Port, Grant Baldwin, Jaime Tardy.
- Digital trainings, live weekly calls, Facebook group

15	

Final Encouragement



- 1. Take yourself seriously.
- 2. Charge what you're worth.
- 3. Choose a singular topic that you're willing to talk about for the next 3 years.

Read the books, go to the conferences, and become a world-class expert in that subject.

16	