

## The **Business** of Speaking



John Beede

Interviews



Hugh Culver

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## Biggest Mistakes Speakers Make

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1. They are not focused in terms of **topic** or **audience**.

2. They become enamored with building a **products too early**.

**Solution:** leverage your time.

*Sell your time with people via coaching and presentations.*

Hugh Culver

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## How to Get Booked

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- 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.

Hugh Culver

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## 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?

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## 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.*

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## 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.

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## Why Associations?

- 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.

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## Live Coaching

### 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.

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## How to Market to Associations

### 1. There are often requests for proposals (RFPs).

*(search for these in addition to 'CITY association agenda')*

### 2. Google Search Phrases: CITY Association RFP

*CITY request for speaker*

*CITY request for proposal*

- Reach 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.'
- 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.

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## IMPORTANT:

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

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

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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!

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## 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)

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### Overview of Association Events

A few hundred people (300-1000)

Fly in the night before

5am wake-up, prep, exercise


Tour the room & A/V setup

Breakfast with delegates, interview attendees

Speak, 60-90 minutes

Hang out, have lunch, occasional breakout

Followup sequence



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### 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)



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- Digital trainings, live weekly calls, Facebook group

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## 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.

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