

BECOMING A SIX-FIGURE SPEAKER

John Beede (SpeakerCareer.com) interviews Cathleen Fillmore (SpeakersGold.com)

“How Did You Get Started in the Speaking Industry?”

- Took her by surprise!
- Fed up ESL Teacher
- Couldn't get published!
- Moved to Nova Scotia.
- Began writing about life.
- Realized it wasn't the right course.
- Switched to Business articles.
- Published in many trade magazines.
- Wrote about speaker Pete Locket.
- Attended NTRO meetings
- (Now CAPS)
- The speaking world fit! It's positive!

“If 'most speakers fail,' what hope do we have?”

- Orville Ray Wilson from preface.
- Most don't get where they desire.
- It's having the proper mindset.
- The market will reflect your beliefs right back to you.
- Belief in your fees, marketing materials, and speech, is everything!
- Complete engagement with everything you do and say is essential
- Authenticity is crucial.

“\$3,500 is not a lot for a speech! Really?”

- For a \$500 speech, you'll lose money on travel expenses.
- You'll lose money on what you could have been doing instead.
- Your branding will take a hit!
- Your integrity with Bureaus is shot.
- It shows that you don't think highly of your message
- You need a strong value proposition. What are you going to do for them?
- It doesn't matter who you are. What are you going to do for them?

“What is a Value Proposition?”

- It could be one word.
- You don't want it to be vague!
- Subtitle clearly describes benefit.
- Examples: Crush It!
Money Magnet.
- Listen to your inspiration.
- It should be a natural desire or 'want' for your audience.
- Change your language to use lively words. No clichés!

Power Words

Exciting

- Magnificent
- Brilliant
- Magic
- Outstanding
- Fascinating

Stale

- Employee Engagement
- Success
- Money Magnet

Pay attention to your body's reaction to titles, subjects, and Value Propositions.

"Celebrity or Expertise?"

- Cathleen would give too much info.
- Their heads were spinning!
- Better was 3 steps to take.
- Inspiration equates to challenge.
- Don't give too much, but give!
- Stereotype: Canadians are known for content. Americans known for hype.
- Become a dual citizen! Have both!
- Be an enormously entertaining thought leader. Think: Sir Ken Robinson.

"How Can One Package Their Value Proposition?"

- First, actually have a value proposition.
- Then a promo page. Emailed as PDF.
- Include: Bio, Testimonials, Client List, Speech Description, Mission Statement, and 5-7 bulleted benefits.
- Have it well-designed with photos/layout.
- Your competition at \$5,000 is the higher-fee speaker!
- Your price point IS a sales point. It gives the edge to the higher priced speaker!

FEEES

- It gets complicated with bureaus. You don't want to under ride them.
- You also need to be flexible, otherwise you won't get booked! So what's the solution?
- Start by offering a package. Speech, workshops, books, dinner with speaker, facilitation for the entire day, etc.
- Then, to reduce fees, maintain integrity by removing the additional items.

How to Locate Meeting Planners

- Pick a lane.
- Define your niche by choosing an industry.
- Find one that's under-served.
- Trade associations are great niches.
- Thought leaders are able to bring challenging wisdom to an industry.
- What trade associations can you challenge? Speak for those.

How Much of a Speech Should Be Customized?

- Cathleen recommends having 20 minutes that you know inside & out.
- The rest can be variable.
- based on a 60 minute speech.
- (John recommends 5 customized minutes)

Working With Bureaus

- Make sure bureaus are good, ethical partners.
- Don't partner just because you want to get out there and speak!
- Honesty, integrity, and thought leaders... big benefits!
- Belief in your fees, marketing materials, and speech, is everything!
- Know your core message.
- Have a bookable topic.

How to Speak Internationally

- You're more valued elsewhere.
- 'Familiarity breeds contempt.'
- Reach out to bureaus.
- PR campaigns.
- Know the bureaus you're working with
- Ensure they know what your needs and desires are.

Do the work for bureaus. Put their contact info on ALL of your marketing materials!

In Marketing:

Say no more than necessary.
Say everything necessary.

How to Keep Up With Cathleen

Sign up for SpeakersGold.com newsletter.

Covers what's going on right now, in today's speaking industry.

What You Should Do After Listening:

Don't inch forward. Take massive strides.

Challenge yourself. Believe in yourself. Take it to the next level. Constantly.

Live up to the enormous potential each of us have.
