

Speaking at Colleges & Developing Products



John Beede

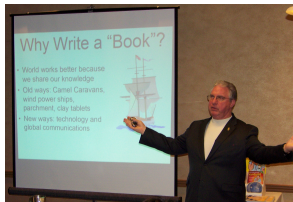
Interviews



Mike Rounds

Who is Mike Rounds?

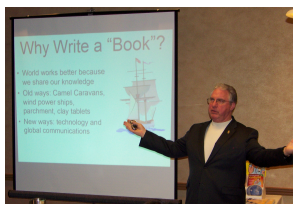
- 150 programs per year
- Continuing education courses
- Community Colleges send out mail order catalogs
- Mike is the product. He does contract education
- Was CareerTrack speaker in the 1990's
- Worked in South America, Asia, and North America.



Mike Rounds

What's Current in the Marketplace?

- Mike puts his courses into continuing education catalogs
- He focuses on self-publishing
- Creating your own website
- Small business marketing
- All based on his skill-sets

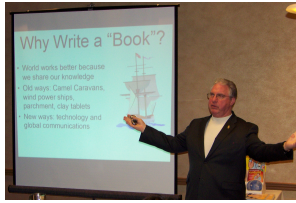


Mike Rounds

How Mike Got Started

Catholic School Background

- Was punished for acting up
- Punishment was to give a speech
- He loved it and so did the students



How Mike Got Started

Additional Experience

- Joined Marine Corps and taught for them
- Worked with Teddy Ruxpin
- Taught inventors how to get royalties
- Inventors decided to just hire Mike rather than do the work he taught them
- Has created spin-off trainings for college catalogs ever since.



How Can a Speaker Find Their Target Market?

- Mike focuses on entrepreneurs and small businesses
- He constantly looks at what is hot and what's not
- Pop culture and cultural trends have a lot to do with what's popular in courses
- Piggyback on what's big and already getting advertising

Focus, Flexibility & Finding a Need

Market Push:

Try to convince the world they'll be better with our idea

Product Pull:

Find out what the market needs, wants, and will pay for

Importance of Flexibility

How to Sell Your Inventions for Cash

Primary interest of attendees?

Patenting their inventions!

Patents, trademarks, confidentiality agreements, etc. are the main concern, so that's where he spends the bulk of his time.

*Because he hits on what they want, they love the program and are satisfied!

**Constantly redefine your titles
and the packaging of your programs
as the marketplace changes.**

Mike speaks in classic community college classrooms.

Average of 12 students per class.
Up to 100.

Often the school will cap the course based on seats in a room.

What Can You Make?

\$25-\$35 per hour flat fee.

Some offer 60/40 split. (They get 60%)

The Golden Triangle

Money you get paid for showing up

Fees

• One of the big fallacies of the speaking world is that all the money is made in fees.

• You must figure out how you'll get your money out before you get into any market!

What You Make!

BORS

Backside

Back of the room sales

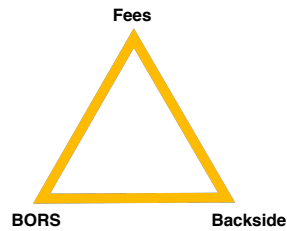
Additional work you get from speaking



Golden Triangle, Continued:

Here's a Practical Example:

- 3 hour seminar.
- \$105 in fees.
- Required materials fee: \$30 x 30 people = \$900.
- \$1005 for a 3 hour seminar. No overnight travel.
- All attendees added to his mailing list.
- He continues to market to his mailing list.
- Sells consulting, products, private seminars.



Done-For-You Services Are The Best 'Backside'

- Create the 'thing' for them!
- Masterpiece is the piece of craftsmanship we supply in order to be classified as a master.
- Most people don't trust what they can't touch.
- You can touch a book.
- So write the book! People will trust that you are the go-to source!
- Self-published book gets more bookings than any other product or media kit.
- This is the stuff that works! Nothing's new. You just have to do the work.

How to Market Yourself

- www.RoundsMiller.com
- *Mining the College Market* - Book that explains, step-by-step, how to approach colleges in your area.
- It's mechanics, not magic
- You have to keep momentum going.
- You don't need to change your core material, just packaging.

How to Produce Products

Are you an expert?

Do people ask you questions?

Do you answer them?

Is it for free? Stop!

Write down your answers.

Get another speaker to interview you.

Now you have a book and an audio.

If you can produce it for \$3 dollars and sell it for \$30, you're doing fine.



How to Produce Products

- When you speak and write in an area that you have expertise, the material flows.
- When you go into a business, you need to understand it and be passionate about it.
- Do you enjoy your product?
- Do you enjoy speaking about it?
- Pick something that you know, love, and are passionate about. You'll stick with it when times are tough.
- If you're passionate about your subject, you'll constantly move towards the top of your industry and always be researching and improving.
- It's a negative sell if you don't believe in it.
- When you lie, the first person you have to lie to is yourself. You have to believe in what you're saying.

How to Make Uncommon Subjects Your Subject

- You must have a product.
- Make it required material at your course.
- Charge 4-5 figures for backside.
- Build your list!
- Get all contact points. Name, email, phone, address, etc. Not just email.
- Make your emails useful.

Sample selling is the most powerful form of selling in the world.

So give away something to prove your expertise before you ask for the sale.

You cannot be overt in today's marketplace. Start by offering value.

4 Most Effective Methods for Booking Gigs

1. Seeing you speak live
2. Referral from another meeting planner who they trust
3. Referral from another speaker who they trust
4. Promotional materials

What Works on Your 1-Sheet

1. "Testabalonyals"
2. Bio
3. Program descriptions
4. Send them to your website



Marketing Materials That Work

1. Keep it short!
2. Postcards
3. Ask, "would I read this?"



Speaking Market Specifics

1. Seminar and Workshop companies
2. Rubber chicken circuits
3. College market
4. Bureaus and meeting planners
5. Keynotes and skills-trainers.
7. Keynotes are known for who they are
8. Skills trainers are known for what they talk about. Be topic specific.



Favorite Tools for Efficiency

1. Outlook calendar.
2. Weekly calendars/planners.
3. Subcontracting "Do what you're good at and hire out the rest."
4. Pay for performance, not for presence.
Most people get a job and complain about it because their primary objective is to not do any work!
5. Elance (now Upwork), Fiverr, the Philippines, etc.
6. Be very clear about the results that you are seeking

Favorite Tools for Efficiency

1. ACT by Sage - CRM/Database management
2. If not ACT, a CRM is essential. Pick what you're comfortable with
3. Mikogo - gomikogo.com - displays monitor. Flip back and forth between monitors.
5. Powerpoint
6. "Open Office"

How to Contact Mike or Get More Information:

www.RoundsMiller.com

Call Mike: 310-544-9502

Final Tips From Mike Rounds

3 questions you must answer in order to make money and be successful in this business:

1. What do you want to accomplish?
2. When do you want to see results?
3. What resources will you commit and invest to ensure your success?

The more definitive you can be, the more you will be able to create a success plan.
