

John Beede interviews **Jane Atkinson**
SpeakerCareer.com SpeakerLauncher.com

How'd You Get Started in the Speaking Industry?

- Worked very fun odd-jobs.
- Found a Les Brown special.
- Was inspired by the dream.
- Landed job as a speaker's marketing director.
- Sold on straight commission.
- Recruited to Vancouver for Peter Legg.
- Recruited to Dallas for Vince Poscente.
- Worked in Speakers' bureau.
- Started "Speaker Launcher" after the recession.
- Now focused on making other speakers successful.

What is a 'Wealthy Speaker'?

- Imagine your perfect day.
- You define your own success.
- Prefer standing on front of 10,000 people or 10 executives?
- Want to travel overseas or speak locally?
- Mental conditioning is required. Step out of a poverty mindset.
- Require yourself to play a bigger game.
- Truly believe that you deserve your speaking career... and your ideal life!
- Mental blocks to fees are your biggest enemy.
- Consider Ryan Estis. Quit job. Freaking out. Started at \$5k. Now he's at \$20k.

Clients aren't buying 1 hour of your time. They are buying the 20 years of experience that it took you to arrive at where you are today.

Who Can Charge Higher Fees?

- CEOs
- Celebrities.
- Speakers who are booked solid.
- Speakers who have build the confidence to support it.
- What is the value of your time?

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How to Choose an Authentic, Profitable Topic

- Find the intersection of passion and profit.
- Use the form in *The Wealthy Speaker 2.0* to rank your needs.
- Assign a number to give numerical value to each of them.
- 'Hot' should not be a criteria because it will be cold sometime soon.

How to Choose an Authentic, Profitable Topic

- People will always need to groom their leaders.
- Sales groups always have 'pick-me-up' meetings.
- 'Change' will never stop!
- Find an evergreen subject and put a new spin on it.
- There will always be new generations with different needs.
- Bottom line: be passionate about it, but be credible to speak about it!
- The 10,000 hour rule is important to your credibility. (see *Outliers* by Malcolm Gladwell).

Is It More Important to Be a Celebrity or Expert?

- Celebrity is based in ego
- You want to look good and polished. Show it in your marketing materials.
- You must back it up with value.
- You want to get 2-3 spinoffs from every event.
- The only way to do this is to bring value. Generate expertise and celebrity will come as a result.

How Can Speakers Convey Expertise in their Marketing Materials?

- In you 'about page,' tell what you've actually done.
- Even if it's humble!
- Show how you've worked your way up.
- What have you done over and over again with success in your life?

How to Work with Bureaus and Agents

- You're usually trying to throw money at a problem.
- Spend 3 years working the business yourself. Learn to sell yourself.
- THEN train someone on how to sell you
- It may take others a while before getting a booking.
- When you're losing business because no-one is following up because you're so busy, it's time to get help.

Vital Tasks for 1-3 years

- Start with an industry. Focus on associations in that industry.
- Start planting seeds.
- Have a followup sequence.
EG: *call, send, call*
or *call, email, postcard, article...* etc.
- Becomes a numbers game
- Nail down the right fee
- Go to each state association of ideal client.

1 Brilliant Marketing Campaign Component

- Consider including an oversized postcard.
- Concept is to give something of value.
- One side of postcard has valuable quote.
- Other side has 'book you to speak.'
- Your goal is the get them to post it on their bulletin board.
- Send 3x per year.
- Get all 3 postcards up for bonus points.
- Put your URL on the postcard.
- Quote yourself! Don't make someone else the expert. Make yourself into the expert.
- Tweet your quotes. Those with 'favorites' and retweets are your quotes.

Do's and Don'ts for Negotiating With Meeting Planners

- Don't 'show up and throw up.'
- Do be respectful of their time.
- Do ask them if they have time! Ask:
Do you have time for me to ask you a few questions about your conference? I'll be happy to tell you what's the best program for you.
- Let them talk! Don't yap.
- Check in on the time and ask if it's OK to ask questions.
- If they don't then just give them what they're after.
- Make your contact information easily found.

Do's and Don'ts for Making the Event a Hit

- Don't go over your time. Huge don't.
- If somebody goes over, be prepared to cut things.
- People always go over on their time. It's up to you to compensate.
- Know the length of time each of your segments requires.
- The more time you can spend with their group, the better.
- You might avoid looking bad by not repeating a story!
- Time with client = increased spinoff potential.
- Check in and run through details.

Great Question to Ask Before You Speak

"In case someone goes over/Because we're starting early... Do you prefer that I end on time or do you prefer that I take my full 45 minutes and end at 4:45"

Making an Income Without Traveling to Speak

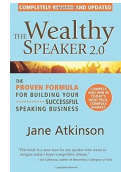
- You still have a nicely paid job.
- You're trading time for money.
- Better is to enjoy life and hear computer notifications for income in the background!
- Membership platforms are great option.
- Bring audiences with you in your community.
- Speakers who talk with thousands of people every month miss the opportunity.
- Consulting and advising on the backend.
- Webinars and online training programs. Membership platforms.

Example: Jane's 16 Week Program

- Was an 8 week program. Now 16 weeks.
- Hybrid version of coaching and online training.
- Jane doesn't need to travel and speak!

For more from Jane visit:
SpeakerLauncher.com

Start with Books:
Wealthy Speaker 2.0
&
The Epic Keynote



For more from Jane visit:
SpeakerLauncher.com

The Focus 40 Session - Intro session
Wealthy Speaker University
Wealthy Speaker Community

Ready. Aim. Fire.

Ready: Crystal Clear on What You're Selling
Aim: Develop Your Marketing Materials.
Fire: Roll it Out To Your Target Markets
