

# CONVERTING FREE GIGS INTO HUGE PROFITS



The SpeakerCareer.com Business Blueprint

## Overview:

Complete this action guide as you follow along with the complimentary tutorial video located at <https://speakercareer.com/members/club/experts/hampton/>

Learn how international speaker and trainer Walt Hampton profits enormously from 'free' speaking engagements.

## Key Take-Aways

### 1. You are a speaker. So speak.

Be intentional. Don't necessarily turn down career-enhancing events because the fee isn't high enough.

### 2. "You get to dream big or dream small. It takes the same amount of energy."

Be clear about the life you want to design.

### 3. 'Seed' from the stage.

This is NOT selling from the stage. It's planting seeds. Tell stories about coaching other clients and people who have used your services or products from the stage.

### 4. This is not selling from the stage.

Chrome extension that crawls web for all social media accounts of any email address. <https://www.fullcontact.com/>

### 5. People learn by stories and remember by stories.

For greater impact, tell them! Make them relevant and make your purpose clear, but be like the great religious leaders of history who told stories in order to convey their message.

### 6. Once one program is full, Walt relays stories of people in his next program.

If his 'inner circle' is out of slots, for example, he'll begin talking about his weekly webinar clients.

## Key Take-Aways, Continued



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### 7. Audience selection is critical.

The right people must be in your audience. Know who will buy your products and services and only give free talks in they will be in your audience.

### 8. Your product tiers



**8. Make the light bulb bright in the audience's mind that you can help with their pain and frustration by offering your product tiers.**

**9. Asking someone other than a \$15 dollar book right out of the gates can be a stretch.**

### 10. Your 'Opt-In' is how you develop your list.

"Once you've gotten clear on what matters and where you're going, what you've got to get good at is saying 'no.' It's one of the most difficult things we can do. It feels good to say yes! We can't say yes to everything because we don't have the time and it's not aligned with our values. We have to say no if we want to do our big work in the world. I'd love to teach you for an hour about how to master this art of saying no. But we don't have the time. But last year my wife and I made a program called 'the art of saying no.' It's an amazing program and there's a clipboard going around the room right now. If you add your info on that clipboard I'll send you The Art of Saying No for free."

# Key Take-Aways, Continued

## 11. Use a clipboard at live events.

Don't ask them to come to the back of the room. Don't have them add you on social media or to email you or text some weird number. Just pass around a clipboard asking for their name and email.

From Randy Gage: "Send the clipboard." Walt gets 98% of the room opting in.

"Yes, send me your free program and add me to your list" at the top.

## 12. Next, take care of your list! Nurture them.

Walt offers his 'Walt's Weekly.' It's 'stupidly short' and offers Monday motivation.

## 13. People do business with people they know, like, and trust.

"When you capture the audience, followup, nurture, and serve, you are building relationship. You are building trust and credibility over time."

## 14. An assistant from Upwork or Fiverr can enter the email addresses.

Walt uses Infusionsoft for his CRM. Also consider Aweber or Mailchimp.

## 15. What benefits do you deliver to your target market?

It's not grand oratory or general motivation that gets you booked. It's solving a problem that your target market has. If they believe you are able to solve their audience's problem, you will get booked. You have 6 seconds to convey that you're the solution!

## 16.6 Strategies for widening your circle of influence.

**Networking Strategy:** Reach out every day to people you know who are in complimentary professional and connect with them.

**Direct Outreach:** Reaching out every day to people you do not yet know but would like to know.

**Referral Strategy:** Create a gang of 5 people who will refer one another for professional work.



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# Key Take-Aways, Continued

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**Speaking Strategy:** Speaking begets speaking!

**Writing Strategy:** Show up every week on the LinkedIn Pulse platform. Blog.

**Website Strategy:** Have a compelling site that is optimized for opt-ins. PPC, SEO, etc.

## 12. Visit [WaltHampton.com](http://WaltHampton.com) for more information and to get Walt's Weekly.

Connect via email [walt@walthampton.com](mailto:walt@walthampton.com) or social media @walthampton

## 13. Marketing is all about developing and sustaining relationships.

Money will never be a question if the relationship is sound

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We are privileged to do the work that we do.



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