

TOWARD PAID SPEAKING GIGS AND BEYOND!



The SpeakerCareer.com Kick-Start Guide

You're there. You've got everything that you need in order to come across as a professional... in fact to act like and to be a professional speaker.

**This is it! You're
officially a
professional
speaker!**

You now can command the fees that you want.

My recommendation, at this point, for a dollar value, start with \$1500, then move up in increments of \$500 for every paid speech. Do that you give until you start to feel resistance from your buyers and from your meeting planners.

Once you start feel that resistance, you have two tasks.

One is to back it off by \$500. So let's say you start to feel resistance at \$3500 and you start to lose about half of the people who contact you with the reasoning that you are too expensive. Go back to \$3000. That's step one.

The second task is to increase your credibility indicators to a point where people then value you at a higher dollar value. That's how you move past those thresholds. My personal recommendation, though: start at \$1500 immediately.

If you've gone through everything in this course, you are ready for that dollar value. If you've given seven talks, you have your website up, you've got a great demo video and full-length video, you have products, you've got testimonials, you have everything in place that we've talked about, then \$1500 is the minimum that you should go out for to start with. Then add \$500 to each booked gig until you get resistance. Deal? Deal.

So how do you get these gigs as you increase your value?

Start by contacting the referrals that you got throughout your seven talks. Remember when you were contacting meeting planners and saying, "if I do a great job can you refer me to some people who could pay me to speak?" Those are the people that you start with. Also, ideally you asked the people in the audience to give you referrals. You start with those contacts. The scripts for what to say to these people are in 'The SpeakerCareer Business Blueprint.'

I'm not going to go into a huge pitch and sell you on why you need to enroll in that course. All I'll say is that there is a free video series available and you should sign up for that video series. It's going to give you some 'moving forward' steps. I highly encourage you to click on the link that's on this page go and grab those free videos and see if that marketing course is going to be the right 'next step' for you.

**Contact Your
Referrals and Send
Them to Your
Website!**

I've created this 'Kick-Start Guide' as a launching pad to set and actually get booked at the \$1500 fee range. It shows you how to get started. 'The Business Blueprint' picks up where this course leaves off, showing you how to move up to the \$5000 to \$10,000 range, and ideally well beyond that.

But it is a process. As you know, creating this foundation is a long process.

I'm proud of you for having come this far. I want to continue to be your coach.

Either personally, through my coaching services, in 'The Business Blueprint,' or through the monthly club where I release new content about what's working right now, every single month, in the speaking industry. It's your choice. I know you're going to get a lot of value out of whichever course you decide is right for you. In all of them, I'm going to give you techniques for continuing to make speaking your full-time career. Those are your options to continue with me.

A question I get a lot is, "why am I not getting more gigs? I'm marketing and I'm sending off brochures," or "I've got adwords going" or "I'm emailing people like crazy. I'm cold calling 100 people a day. How come I'm not getting more gigs?"

You are not getting more gigs for three reasons.

Reason number one:

you are not contacting enough people. This is ultimately a numbers game. If you are contacting 10 people a day, for example, in an extremely competitive market, you may actually be having an awesome success rate of, let's say, a 5% response.

If you can send off 100 brochures and you get 5 of those positively responding to you, that's fantastic. You're doing an awesome job. However if you're only sending off 5 brochures a day... at that same rate, it's going to take 20 days for you to see those same results of those 5 people responding. So you might feel like you're not getting responses when, in fact, you are. However you need to find out what that metric is for you. Then, based on how many people you want responding to you and how many gigs you want to book, you need to increase your efforts using simple math.

If you know that one person out of 100 phone calls responds positively, and you know that you want to book 30 gigs this month, you need to make 3000 phone calls this month because one out of 100 is your rate. Make sense? So, finding that metric is extremely important. You may simply need to increase the number of requests or "asks" that you make in a day. Make more cold calls or send more cold brochure

mailings or send more cold emails. We talk about how to make 'cold' contacts into 'warm' and 'hot' contacts in "The Business Blueprint." Referrals are a totally different story of course because they are warm lead.

The next reason you may not be getting booked to speak is that the deliverable that you've chosen... that is, the value that you're providing in your speeches... it's either not actually valuable to your target market or it could be off-base as far as what the meeting planner wants.

So it's valuable to them, but it's not what they crave. It's not what they have to book somebody to speak about. Your deliverable or your subject is what's off here.

If this is the case, you will want to revisit your market, finding out what their needs are. You've given seven talks. Call up the people who booked you and say, "hey, is this actually what is being booked in this industry?" You have a good relationship with them. They understand what you're doing. They go to conferences so they have seen many speakers. If you did a halfway decent job, they would love to talk to you about it. You can get great information about how to fine-tune and hone in on what your actual deliverable valuable is. They can help you to determine the actual change that you ought to bring to these audiences. Talk to those people you've already spoken for.

The final reason that you may not be getting as many gigs as you want is that you suck.

I laugh, because I say that very bluntly. Just hearing it come out of my mouth isn't very motivational.

However, you must be engaging and entertaining on stage! Watch the videos that you filmed. It is one thing to recognize how you feel when you speak, but it is a totally different thing to see it from the perspective of an audience member. Every speaker feels like they're great on stage because to them, it feels really cool. But every speaker is in their own brain, they are in their own heads. So of course it's engaging and entertaining to the speaker. What about to the audience? More often than not, it's a totally different story.

The way you can tell whether you are good on stage or not is to watch video of yourself speaking. Ideally, put a camera on an audience. Watch how they respond to your speech. Play two screens at once - or two videos at once - that you sync up on your computer. Watch the faces of the audience members at different parts of your talk. See whether you are actually delivering engaging, fun material.

These are the three problems that anyone who is not getting enough speaking gigs - or their desired number of speaking gigs - this is what they come down to. Not proper - or enough - marketing, not giving the right deliverable to the meeting planner, or not being good on stage.

Do whatever it takes to get great photos. They represent you!



The SpeakerCareer.com Kick-Start Guide
Module 12 Transcript

So, to improve your stage presence, go back to Toastmasters. Continue to work in your sweaty boxing gym. Start going to comedy clubs. Speak to high school students. If you can and engage high school students, you can engage any crowd on the planet. These are the things that you must improve if you're going to become a high-quality speaker.

In addition to the marketing course, I've created a program called, "The Killer Keynote Formula." It's another course, just like this one, where instead of just teaching for 40 minutes, "here's how to layout your keynote and organize it," it's an entire course. I teach you how to be extremely polished, how to give great value, how to use humor and audience interaction, how to sell from the stage... the whole shiwala. It's going to rock your socks off. We talk about multimedia, tools to use, different presenter tools, slides. Everything. Technology to use and tech to avoid, video, the whole... **it's everything I know about how to be magnificent in your keynotes. I've put it all into this course.**

**As a speaker,
practice Kai-Zen.
That's Japanese
for "constant,
never-ending
self-
improvement."**

So your options for continuing forward with me are: "The Business Blueprint."

This is for anyone who wants to go straight after booking more gigs for the highest fee possible. I show you how to book the number of annual gigs that's ideal for you and how to achieve the yearly annual income that you desire.

You can continue with "The Killer Keynote Formula."

And of course, I've got the monthly "What's Working Now" club.

You're welcome to check it out and join for up-to-date information on the speaking industry. Those are your options for moving forward with me.

At this point, I am so proud of you. You've gone through this course and you've established everything that you need for the foundation of your successful speaking career. I mean... you get a slow golf clap. You rocked it. Well done.

I want to leave you with a final bit of inspiration.

In Atlanta, I was booked for four years in a row to come and speak at an annual conference. My second year speaking there, a student came up to me. She's had tears in her eyes. My immediate thought was, "oh my gosh. Somebody said something to her or somebody hurt her." I mean, she was bawling. She was scuffing her foot as she came up to me. She reached into her pocket and pulled out this crumpled piece of paper. The paper had been through the wash a couple times. It had smudges all over it. She opened it up and I immediately I recognized the outline from my talk from the previous year at the conference.

She was in the audience the previous year. She says, "John, I did what you asked me to do. And because I did that, I got a job within a week of the conference last year. I paid my family's rent over the past year." As a high school student. She paid her family's rent. And she is - the first in her family - admitted into university. She was on her way. She said, "I came to this conference... I'm not even the right age group to be here today... but I demanded that my teacher let me come to this conference so that I could come

here and say thank you. To you.”

That’s the kind of impact that you can have on people. On human beings who need your help. They need the information, the inspiration, and the skills that you can bring to them.

That’s my motivation for teaching you right now. I can only reach so many people with my own speeches. So I want to empower you and inspire you to do the same.

I fully believe that I have over-delivered in this course. I’ve helped to get you on your feet with the ‘SpeakerCareer Kick-Start Guide.’ Take it. Run with it. Make a difference in other people’s lives. Continue to learn from me - or whoever you resonate with - and make a magnificent career for yourself.

This thing that we get to do.... this honor that we have... make it yours. Make it your own. Go out and make your impact.

Thank you for being with me and letting me mentor you and be your coach.

I’d love to hear your stories. If you’ve made an impact on others, or if this course has set you up for success, please shoot me an email let me know.

Thank you again for your time. See you in one of the other SpeakerCareer.com courses.



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