

MECHANISMS FOR DISPLAYING AND DELIVERING YOUR VALUE



The SpeakerCareer.com Kick-Start Guide

**What is the service
you'll provide and
how will you put it on
display for purchase?**

Overview:

Display and deliver your value by clearly displaying these vitally important mechanisms. Includes overview of the 5 speaking markets.

Background:

In order to have a successful speaking career, you must have both a marketing machine AND a great speech.

Therefore, to create effective marketing materials, you must create mechanisms for displaying your value... and to create an effective speech, you must be able to actually deliver the goods - that is give your value to your audience members.

As we create your speech, marketing materials, and products, we are therefore going to include all three of the following elements:

3 Required Speech and Marketing Elements

These need to be in EVERYTHING that you produce as a speaker!

1) Your Hook:

Your personal story of how you got to where you are today. Narrow your hook down to ONE 'thing' you're known for.

This is best conveyed with a single, memorable, easily repeatable sentence that describes the story of where you came from and where you've arrived. 'Hook' is a term that's interchangeable with 'brand' and 'story.'

3 Required Speech and Marketing Elements

2) Your Niche:

The people you are targeting to help by delivering your speech.

Your goal is to choose the smallest niche (within a category) that will support your speeches per year and your desired income.



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Module 3 Action Guide

3) Your Solutions.

This is the magic bullet, special pill, special process, or hard-won knowledge that will solve the problem the meeting planner has with their audience. Fix the problems they face!

Now, in your marketing efforts and in your speech you have a hook that gets the attention of your niche and voila! You have a solution to their biggest problems.

The 5 Major Speaking Markets:

1. The Youth Market

Includes, K-12, private schools, club conferences, educators, parents of students, etc.

2. The College Market

Includes freshman orientation, residential life, graduation ceremonies, technical papers, leadership events, diversity programs, lecture series, etc.

3. Corporate Market

For companies, large and small, that include sales trainings, executive leaders, time management skills, productivity, technology trainings, employee motivation and rallies.

4. Hobbyists

These are organizations that reflect the experience in your story. Sporting events, festivals, conventions, galas, 'how to' events, conferences. EG: equestrianism.

5. Entrepreneurs

Interested in how to make money and techniques for increasing business profitability. Eg: Online marketing, publicity, social media, real-estate, stocks, bonds, forex, etc.

You will be most successful when you can speak to the problems of those specific audiences and provide a solution!

Action steps:

(complete before moving on to the next lesson)



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Module 3 Action Guide

☐ Brainstorm potential hooks.

Consider your various accomplishments and experiences. Ask your family, friends, and colleagues what is most appealing, valuable, and engaging about what they know about you.

Write three sentences (hooks) here:

☐ After sitting on your hook for 48 hours, decide on the one that is most authentic to you.

☐ Choose a niche that excites you and that can support your desired lifestyle. (Select one of the five audience categories.)

There may be some cross-over, but you should start by focusing your efforts on just one niche to begin with. Before committing answer yes to:

1. Can this market sustain my financial goals?
2. Am I passionate about helping these people?

☐ Craft the formula that will convey your solution.

Decide on the top 3 problems that meeting planners have with your chosen niche. Create a 3-step formula OR one big idea that you can teach in 45 minutes. Be sure this formula legitimately solves their problem!

Stumped? Call meeting planners and ask them! "If you had to craft the speech for a motivational speaker that solved the biggest problems with your attendees, what would you put into the speech?" OR: "What are the biggest problems faced by your people?"

☐ Review these bonus materials:

<http://www.one2speak.com/find-your-niche-2/>

<https://www.youtube.com/watch?v=zw3tmvtlxok>

<http://www.quepublishing.com/articles/article.aspx?p=1671912&seqNum=6>