

Action Guide - Module 3:

MECHANISMS FOR DISPLAYING AND DELIVERING YOUR VALUE

In this module we're going to talk about mechanisms for displaying and delivering your value.

In the last module we talked about why someone will actually pay you to speak. which is because you will solve the problems that they believe their audience members have. In this module which is another preparatory module before we get to the actual tasks, and the what to do's, we need to get your head in the right place so that all the work that you do won't be for nothing.

Mechanisms for displaying your value means everything that's going to go into your marketing. All of your marketing must encompass the three concepts that we're going to talk about in this module. Mechanisms for delivering your value relates to everything that's in your speech or your presentation. Your talk must also encompass these three things. Consider this a little bit of vocabulary. This is like a mini-glossary so that we can be on the same page as we move forward. As we develop your speech, your video, and your website... everything you create as a speaker must encompass these three elements.

It's because of one thing alone: the reason people will pay you to speak is because you can solve the problems that the meeting planner believes their audience has.

These three elements are **first, your hook**. This is another way of saying what your story or your brand is. **The second element is your niche** or the audience that you are speaking to. Your audience is going to have a whole different set of problems if you're talking to a geriatric crowd, as compared to if you're talking to a group of preschoolers. Or, if you are talking



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

to a bunch of nudist hippies at a hot springs resort, that's going to be very different than if you are talking in downtown Manhattan at a stock exchange event. Totally different set of problems.

Finally, the third element that we are going to talk about is your solutions.

Let's talk about each of these individually. First, your story. What you want to have is a one-sentence summary of who you are. The best way I can explain this is to give you a few examples. There's a great speaker in the youth market and he speaks strictly to teens or people who work with teens, Josh Shipp. Great friend of mine and a great teacher of how to speak as well.

And Josh's message is essentially, he was abused as a teenager and now he teaches success strategies for teens. That's one sentence that describes who he is. Nick Vujicic is another amazing speaker. Born with no arms and no legs, now he talks about how to get yourself up and face your problems. That's one sentence. I've seen both of these guys speak once in their actual keynote presentations. Yet I remember everything about their story because they incorporated their stories so well.

So are you the lady that took a team of dogsleds across the Arctic? If so that's your story, your hook, or your brand. Those are all essentially interchangeable terms. You want to determine a one-sentence description of what your story (your hook) is. You're going to put this concept both into your marketing. All of your marketing is going to hinge around this story. Of course, so is your speech.

So the first thing that you should do is to create a single sentence that explains your story. Yes you've done loads of cool stuff with your life, yes there are hundreds of great stories about you. But you need to narrow down to one thing. Personally, my story now is that I'm a regular guy who climbed the world's tallest mountains, including Mount Everest, and now I teach the leadership and peak-performance strategies that put me on the top of those hills.

So, what is your hook? What do you want to be known for? I could talk all day about whitewater rafting. I could talk about kitesurfing. I could talk about raising money for charities. These are all things that I've done but I stick to this one single sentence because I want other people to be able to repeat my story, just as I repeated the stories of Nick Vujicic and Josh Shipp. That's also what you want to do for yourself.

So, take a moment right now. Pause this video if you need to. Create that single sentence. It doesn't have to be perfect right now, but you need to have a start. Brainstorm three or four ideas and sit on those ideas for the next day or two as you go through the next modules. Percolate on what your single-sentence story is. Like I said, you need to pair down some of the other stuff in your life to get to the one thing that is most memorable. Ask other people what the most engaging part of your story is. Ask your friends, your family, your coworkers, whoever it may be.

You want to have an easily repeatable one-sentence summary to memorably define your uniqueness.

Your entire marketing system and your entire speech are both going to hinge off of this single sentence. No pressure.

Okay, so, the first mechanism for delivering and displaying your value is your hook. The second mechanism for displaying and delivering your value is choosing the niche that you decide to speak for. As I mentioned, a speech for a nudist colony is going to be vastly different from a New York Stock Exchange talk.

There are five major types of audiences.

Within each of these types of audiences there are literally dozens, sometimes even hundreds of sub-niches that I'm not going to go into. Your goal here is to get as dialed down as you can and select the smallest possible niche that will support the number of events that you want to speak at per year. So if you only want to do five events per year and you want to speak (and I'm entirely making this right now) in the crocheting market (I don't even know if there are crocheting events out there, I'm sure there are, this could be a massive market that's untapped I don't know) it could very well support you. But if you want to do 100 gigs a year and you want to be paid above the \$5000 mark, I don't think that that niche could support you. Like I said, maybe it would. I don't need to be stomping on anybody's dreams if you're dead-set on speaking about crochet, but you need to look into whether the niche can support your vision.

This is very different from your hook. For example, in my case, I'm a rock climber. I can still use that as my hook but that's different from the niche that I speak to. You don't necessarily need to speak to other people who 'do' your hook any more than I need to exclusively speak to rock climbers.

So, like I said there's five types of audiences. The first one is the youth market and this is everything from preschool and kindergarten all the way up through 12th grade. We're talking about primary school. These are sub-divided into leadership events and into schools themselves.

Sidenote: you need to figure out which niche you can provide real, valuable solutions for and one you want to speak in. So the more you know about the niche, the better. If one really jumps out at you, or if you can think of an audience that you really want to speak to, you just need to accurately learn what their problems are and create solutions to those problems.

So we have the youth market to start with.

The next is the college and university market. This includes anything from a

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Can the niche support your desired income and desired number of events? Are you passionate about it?

bachelor's degree all the way through PhD programs. They have all sorts of needs. Think freshman orientation programs, residential life skill trainings, commencement speakers at graduation ceremonies, speaker series, and even technical papers. And you can get paid for all of these different levels within the college market. There are loads more (diversity programs, for example) that I'm not going to dive specifically into because this is just giving an overview of what your options are.

The third of the five is the corporate market. This is where you could speak for large and small companies. It gets a little bit more convoluted because if you speak for a sales organization, that's a totally different speech and a totally different value that you're going to be delivering than

if you spoke for corporate executives. So you'd need to deliver a completely different message. There are hundreds of sub-niches that you can speak for within the corporate market.

The fourth niche that you can speak for is hobbyists. This is where you would actually speak about crocheting or rock-climbing. I know for a fact that there are tons of rock climbing events all around the country and they do bring in speakers. But for me, there are two reasons I don't speak at these events. One is because I don't want to be delivering technique seminars of how to rock climb. I'm not passionate about teaching climbing, I am passionate about teaching peak performance and goal-setting. Therefore, it's a bad niche for me. The second reason is that they don't pay what I want to be earning.

Now if I was a John Krakauer (who is a famed author of Into Thin Air and many others), maybe I could, but I still don't think that this market can support the type of lifestyle that I want to be living. There are certainly very wealthy markets out there for hobbyists. Horses are one of them. Equestrianism. It consists of some extremely wealthy individuals and it's an extremely wealthy hobby niche. If you know anything about horses or could give talks with your horse or anything like that, you could earn a lot of money doing this, just as an example.

The fifth and final category of people that you can speak to is entrepreneurs. This is another extremely large category, just like the corporate market. This is not the same as a corporate speech. Entrepreneurs are a very different crowd than employees. They are also a very different crowd than executives. And so I put this into a completely different category because what entrepreneurs want to know is methods for making money with their business. If you can show anyone how to make money - especially entrepreneurs - that is a fantastic category to be in and there is a lot of money to be had speaking at entrepreneurial events.

With all of these niches and sub-niches, you want to consider the income that you can make and then compare that to what the market can pay you. Also consider whether you're going to be passionate about speaking in this niche, or ideally, this sub niche. You want to get your speaking niche as narrow as possible.

So far we've covered your hook. We've covered the niche you're going to speak in. 'Your solutions' is the last of the mechanisms. Your solution is a step-by-step formula, or a process, that solves the issue that a

meeting planner has with their audience.

You want to look like the grand wizard that pulls back the curtain and shows them the holy grail of solutions to their problems. And of course, you want your speech to actually be that. This is what you are promising in your marketing and your speech truly delivers. It's what solves their problems. So in your solutions, you should be delivered in an easy-to-implement formula.

A formula is meaty enough to deliver in a speech that's 45 minutes long and palatable enough for people to actually remember it. You can't get too technical, especially in a keynote speech (more so in a workshop while a seminar is ideal for technical trainings). Remember that you have to maintain their interest and keep them engaged. That's why a formula is great. You are delivering enough value to solve their problems, but you are not giving so much that it blows over their heads. You're also not giving so little that the audience and the meeting planner just kind of thinks, "okay great they entertained us for an hour, but how did that actually help us get to our end goal?" You don't want them to feel like your speech didn't deliver any value other than entertainment.

That's why I am big fan of creating a formula. However, if you have one extremely powerful concept that you can drive home and if you can leave an audience with that one big concept, that is also extremely powerful. You can change the function of youth organizations, colleges, their corporations, hobbyist, and the businesses of entrepreneurs. You have the opportunity to offer incredible value in your talks.

My suggestion is that your solution (the value that you bring) comes in the form of a formula. Make it simple, but powerful. For years I taught audiences to 'pick a summit,' which means to find out what your goals are. The next step is to 'gear up.' That's to make a plan to go after the goal. Then, 'climb on.' Go after it. That's the formula and it's as simple. There is a great speaker that talks about the ABC's of leadership, that's an entire 45 minute talk. A-B-C. That's what I mean by a formula. And if you can deliver that in a speech, you have a solution that's tangible, it's immediately actionable, and the meeting planner is going to see you as solving their problems.

So, mechanisms for displaying and delivering your value: in all of your marketing, you're going to include your hook. You are going to make it specific to the niche that you've chosen and you are going to hint towards your value, or prove that you will solve the meeting planner's problems because you have this magic formula. All of that is going to be encompassed in your marketing.

"You want to look like the grand wizard that pulls back the curtain and shows them the holy grail of solutions to their problems."



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We're going to implement all three of these mechanisms as we move forward in creating and marketing your speech



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When you give your speech, you're going to tell the story that is your hook. People are going to love you for it, because that's you - that's your character. That's what makes you charismatic. Your talk is going to be geared towards them in a way that they can relate to. They are your niche and you understand them. Finally, you're going to actually deliver this magic formula that solves their problems. Your hook, your niche and your solutions. We're going to implement all three of these as we move forward in creating and marketing your speech. At this point you have plenty of conceptual ideas in your head, or under your belt, or wherever you want to be putting it in your body. I don't care. You have enough conceptual ideas.

The tasks that I want you to finish before moving you move forward are: number one, create a single sentence, or a few sentences, that is your story. Second, I want you to choose at least one of the five categories. Ideally dive down deep and choose a sub-niche within one of the categories. Finally start working towards your formula. What are you giving your niche? How are you solving the problem? What's your formula? Come up with that formula.

Those are your three tasks, your story, your niche and your formula to convey the solution. Get those down in the worksheet before moving on to the next module.

In the next module, it is time to create your speech!
