

Action Guide - Module 5:

SECURING YOUR FIRST 7 VALUE EXCHANGE GIGS



The SpeakerCareer.com Kick-Start Guide

Overview:

Land your first 7 engagements! Who to speak for and what to ask of them. Includes your first marketing funnel.

**Begin Creating
Your Career-
Establishing
Building Blocks!**

Background:

You will have 7 booked talks by the end of this talk. The gigs are probably going to be 3-6 weeks from today.

These will be 'value-exchange' speeches. In other words, you will barter your services in exchange for career-establishing building blocks.

As payment, you will be receiving 5 'tangibles' and 7 'intangibles. Lets start building your empire!

The 5 Tangible Deliverables:

1. Video clips of you speaking live.

These are essential for creating your demo video because meeting planners may watch hundreds of hours of videos before choosing their speaker. Filming 7 different talks will give you a great selection of footage.

2. Video testimonials.

You will get these from audience members, meeting planners, and other people of importance who are at your events.

The 5 Tangible Deliverables, Continued:

3. Written testimonials.

We will give audience members the opportunity to write endorsements for you. You can also transcribe your video testimonials.

4. Product Sales. AKA: Cash!

Sell your first product at your event. We'll cover this in detail in the 'product creation' module.

5. Referrals to 1-3 Paid Speaking Engagements.

Times 7 events, you'll have between 7 and 21 referrals to paid speaking engagements.



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The 3 Intangible Deliverables:

(complete before moving on to the next lesson)

1. You'll have a 'sweating boxing gym.'

A place to polish and refine your stage presence and talk... in front of live audiences.

2. Audience Elasticity.

Be able to enter any room and crush it in front of every kind of audience.

3. Freedom to fail.

It doesn't matter if you suck! Try out new material and become great in a scenario where there are no consequences for trying something onstage that doesn't work.

Who to Contact?

(see listing at end of this action guide)

1. **Service organizations.** Eg: Rotary International, Lions Club, Kiwanis, etc.
2. **Toastmasters.** Bonus is qualified feedback for your speech.
3. **Leadership classes.** Local university, high school, and middle-school classrooms.
4. **Schools, clubs, and classes.** Also at local university, high school, and middle-school classrooms
5. **Meetup Groups.** Find the groups that can benefit from your solutions.
6. **Conference Breakout Sessions.** Contact the hotel asking for a schedule of upcoming events.
7. **'Open Mic Nights'** at comedy clubs, bars, and coffee shops.



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Your First Marketing System:

Email - Call - Email - Quit

Apply this sequence to your prospective value-exchange gigs until you have booked 7 events. Complete these steps over the course of 1 week.

Action Steps:

- ☐ Get at least 15 names, phone numbers, and emails for prospective value-exchange speeches. Choose from the 7 possibilities we've covered.
- ☐ Track your marketing in your spreadsheet by date-stamping each completed step of your marketing sequence.
- ☐ Present your 5 conditions at the same time you agree on dates and times (ensure that you can collect your value-exchange items).
- ☐ Continue this email-call-email-quit sequence until you have 7 events on the calendar.
- ☐ Read this article with 21 places you can deliver 'value-exchange' gigs.

<http://famousinyourfield.com/17-ways-to-find-speaking-opportunities/>

- ☐ Listen to this interview about how to get gigs.

https://www.youtube.com/watch?v=i_oAc7XlQfs

- ☐ Listen to this interview about how to book 70 gigs per year:

<https://soundcloud.com/conversioncast/booking-70-speaking-engagement>

Directory:

1. Service organizations.

- 1.1. Rotary International - <https://www.rotary.org/>
- 1.2. Lions Clubs - <http://www.lionsclubs.org/EN/index.php>
- 1.3. Kiwanis - <http://www.kiwanis.org/>
- 1.4. Knights of Columbus - <http://www.kofc.org/en/>
- 1.5. Chamber of Commerce - Search your local towns/cities.
- 1.6. Business Networking International - <http://www.bni.com/>
- 1.7. Optimists - <http://www.optimist.org/>
- 1.8. See Wikipedia for more (includes outside of USA)
https://en.wikipedia.org/wiki/Service_club



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2. Toastmasters -

- 2.1. <https://www.toastmasters.org/>
- 2.2. https://en.wikipedia.org/wiki/Toastmasters_International

3. Leadership classes and schools, clubs, and classes.

- 3.1. <https://www.nasc.us/>
- 3.2. Search <https://en.wikipedia.org/> for list of high schools and middle schools in your state eg: https://en.wikipedia.org/wiki/List_of_high_schools_in_Oregon

4. Meetup Groups.

- 4.1. <http://www.meetup.com/>

5. Conference Breakout Sessions.

- 5.1. Search google for 'yourcity, your state conference schedule.'
- 5.2. Search google for 'yoursubject conference'

6. 'Open Mic Nights'

- 6.1. Search google for 'yourcity, your state open-mic' and 'your city, your state open mic night'
- 6.2. Search google for 'yourcity, your state comedy club'