

Transcript - Module 5:

SECURING YOUR FIRST 7 VALUE EXCHANGE GIGS



The SpeakerCareer.com Kick-Start Guide

**Now is the time
that you get
booked to talk!**

I am so excited for where you are at right now in the progression of your speaking career. You have developed the proper mindset and now understand what meeting planners want. You have created a speech that meeting planners will book and refer. It will get you repeat business.

If you haven't yet created your speech in its entirety, that's okay because we're get you seven booked talks in this module. Once you have seven talks coming up, you're going to think, "I've got to write my speech!" Use these booked talks as your inspiration. It's okay to have booked talks as your incentive to write your speech because you're going to book them three weeks and two months in advance.

The way you're going to start your career is to establish Value Exchange Gigs (VEGs).

What I mean by that is rather than speaking for a fee, you are going to speak in exchange for the building blocks necessary for starting your speaking career. These are required components for getting paid gigs.

If you'll remember, in the very first module I painted this amazing picture of being flown up to Alaska and being paid to speak a high fee while they treated me like a celebrity. You need to have specific items in place in order to be able to secure gigs like that. That's what we're developing in this course. You need effective marketing materials and you need polish on your speech if you're ever going to get booked at those sort of events. That's what you're being groomed and prepared for in this course.

Do not think of this as speaking for free. There's a lot of advice out there that says, "just go give a whole bunch of free talks and as soon as people start asking what your fee is, then you're ready. That's when you can start charging a fee."

And you're left thinking, "okay what do I do with, I'm just going to go talk for free indefinitely?" No. You're going to deliver seven talks. From those seven speeches, and you are going to walk away with five tangibles and three intangibles. Let's talk about what these are.

The five tangible deliverables that you're going to leave each of these events with are:

First, video clips of you speaking live doing your thing.

You must have a great demo video if you're going to get booked because meeting planners scour these videos.

I've had meeting planners tell me that they have watched close to 100 hours of video before they chose me as their speaker. 100 hours watching various speakers in order to narrow down who the perfect fit is going to be for their event. Meeting planners are invested and you must be able to show them that you do great job on stage.

So, rather than filming just one talk, you're going to very inexpensively (potentially even for free) film yourself at seven talks. That's going to show your skill in front of a variety of audiences. You are going to appear as though you are out speaking everywhere.

So first you are going to get live video clips.

Second, while those cameras are rolling, you're going to get video testimonials

from audience members and from the people who brought you in or the company.

The third thing that you're going to get is written testimonials.

On your website and in your marketing materials you're going to have two different forms of testimonials. When you have other people talking positively about you, it speaks volumes more than you could ever talk about yourself. It's a third-party endorsement that carries so much more weight than you talking about you. Think about it. If a friend says, "hey I got this new bank I just got an account at. They treated me like royalty. There aren't any fees. You really need to change banks!". That's so much more powerful than if they were to mail you something that said, "hey come sign up for our bank," even if it stated the exact same benefits. So we are going to engineer this piece of human psychology to work to our advantage by creating the appearance that other trusted people are talking positively about you in video and written testimonials.

The fourth tangible that you are going to take each one of these events is going to be product sales.

You are going to appear as though you are out speaking everywhere.

You're going to take your first product (don't worry it doesn't have to be a book if yours isn't written yet). You're going to sell that product and you're therefore going to take away cash. You're not even talking for free! Between 20 and 200 usually is the range that I'll earn in product sales from these particular audiences. You're going to take dollars home with you.

The fifth and final deliverable is where the real value lies in what you're going to get from each of these events.

You're going to leave with between one and three referrals to paid speaking engagements from each of your 7 VEGs.

When you contact each of these seven audiences, you're going to gently require that they allow you to film, that they give testimonials, you're allowed to ask the audience members for testimonials, that you can quickly within 30 seconds to a minute sell your product, and finally, that they will give you referrals to clients who pay speakers. These are all essentials. This is the value you're being 'paid' with at these gigs.

If you get all five of these items from and seven different events, suddenly you've got seven video testimonials at a bare minimum. You've got dozens of written testimonials. You're going to have some cash in hand that you can use towards your website and your other marketing materials down the road. After your website and demo video are created, you're going to have referrals to at least 7 paid gigs. You can contact and say, "hey, I'm ready to speak, I am a pro, I look like a pro." They will be compelled to book you. These are your five tangibles.

You're getting 5 tangibles and 3 intangibles from you VEGs.



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Now let's discuss the three intangibles that you are going to get out of these speeches.

One: you're going to have - what I like to call - a "sweaty boxing gym."

I took this term from an interview that I listened to with the Jerry Seinfeld, the famous comedian. He was talking about the craft of comedy.

Interestingly enough, this was not a very funny interview. He said that every comic needs to have their New York City style of "go down the stairs into the basement" comedy club where the comic can practice and hone their craft. These clubs are raw. They have 12 to 20 people and the comics just slug it out. It's tough. Because if you can make those 12-20 people laugh, when the comic then gets in front of 1000 people, suddenly the whole audience is in stitches. The whole place busts up in uproarious laughter.

But that can't happen - the big, great "stadium style" events don't happen unless you can first "kill it" in your sweaty boxing gym. You need the proverbial New York City comedy club. That's what these events are for you. This is where you hone your skills, where you dial in that story and polish your speech.

You make it so perfect that when you get in front of these giant audiences and these really important paid talks... boom! You know exactly what you're going to do and you know exactly when people are going to be laughing and you will crush it every single time. This is because you've gone through the training in your sweaty boxing gym. That's what these events are. They are preparing you for the real deal.

You are creating your marketing materials and your product (your speech) by gathering these items.

The next intangible that you are going to get is 'audience elasticity.'

Back to that tour that I told you about with these four events: Alaska was in a giant, 600 foot long, thin hallway. It was a luncheon style event with circular tables. Those were with the corporate professionals. In Louisiana it was a Mardi Gras themed group of teenagers. They had beads around their necks, they had little flowers coming out of their headsets, and they were sitting in the audience with shiny red plastic lobsters. They were throwing them around before the talk started. Southern California was at a summer camp that was rented out for this particular leadership event. Then when I gave my talk in Saskatchewan, it was in a gymnasium. All four of these are completely different styles of events. Yet I knew exactly what dynamics to bring to the table so that I could own each of these audiences. The reason is because I have developed audience elasticity. I've seen all of these situations dozens of times before. So by speaking to these seven audiences, these different types of audiences, you're also going to have audience elasticity.

Perhaps the most valuable of all of the intangibles is that you have the freedom to fail.

When you go into these free talks (that's what you are in their minds. In your mind, you're getting a value exchange), to them, you're a free speaker. They don't have a huge investment so they don't have the nervousness that meeting planners have because they're not paying you.

So if you totally bomb and stink up the stage, there are no repercussions. Nothing bad is going to happen. Sure, you won't progress further, but you're not going to regress in your career. They're not going to call up their friends and say "hey, don't book this person to come in." Do you understand how important this is? This means that you get to play with your talk. You have the freedom to play with your talk, to dial it in, to polish it up. Of course you're going to do your absolute best. Of course you're going to just dominate that stage. However, knowing that you have the freedom to fail and a place to grow as you try out new material... that's incredibly valuable.

Fantastic. So there are our 5 tangibles and our 3 intangibles that we're going to receive as a result of giving these seven VEGs.

So let's dive into the process of what to do to actually get these seven talks booked. You can start this immediately.

So let's talk first about who you're going to be contacting, then we'll talk about how to contact them, finally we'll end off with what to say. Let's start with the who.

The first and easiest group to get in front of are service organizations. These include Rotary club, Lions Club and Kiwanis. There are others like BNI. These groups typically meet once a week and they are in every city in America. They classically bring in a guest speaker at every one of their events. They do not pay these speakers, but they will give them 15 to 20 minutes of time. As long it's not completely outlandish and 'out there,' subject-wise they'll bring you in to talk. These people need new outside speakers every week, so this is the best place to start.

Below this video (in the action guide) you will see a listing of all the service organizations' national websites. When you go to those websites, use the search feature to find your city and determine which organizations are in your town. If you live in a Metropolis area you probably have 20 to 50 of each of these groups in your city.

The next type of group that's you could speak for is Toastmasters. I think this is an awesome organization that will improve your speaking craft and skill. It's one of the best 'sweaty boxing gyms' that you can find. That's the whole purpose of this group: to improve your speaking skills. If you choose to join Toastmasters, don't just go and give some talks. Make sure that you continue to get your testimonials, your referrals, and your video from each one the talks that you give for them. That way you have footage of you speaking and when you crush it at your local Toastmasters chapter, you'll have footage that you can use that as a part of your demo video.

The third type of group that you can speak for is the way that I got started. That is to speak at leadership classes at junior highs, high schools and colleges. They ate this up. The National Association of Student Councils has a class curriculum that each high school puts their president, vice president, secretary, and treasurer of each class through. So I would call up the leadership advisor (teacher) and say, "hey I'm a professional speaker. I'm working on some new material. Would it be all right if we created a relationship where I train your students in leadership techniques for 20 to 40 minutes as I write new material?" Every single group that I called - and I mean every single class that I called saying that I would do this for them - they ate it up. They were like, "yeah! Absolutely. When can you do it? Come on in. It works in universities. It works in junior highs. It works in high schools. So that's the third type of group you can speak to: local leadership classrooms.



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The fourth group is a very similar concept to that. So, what if you don't talk about leadership (or anything related to it)? Well, every high school, junior high, and university has clubs, organizations and classes that are in alignment with what you want to be speaking about. So let's say it's something entirely different than leadership. If you wanted to talk

about horticulture, you would call the FFA group at your high school or you would call horticulture classes at the university. And you would then go in and speak to those groups. So there are clubs and organizations after school programs, especially at the high school and university level, that you could speak for. What if you want to talk about business leadership techniques? You could get in front of the MBA program at your local universities and then you have a university logo to put on your marketing materials reflecting that you've spoken for those schools.

**Select 7
audiences that
are varied, yet
similar to your
ideal audience.**

Let's say you did a high school, a service organization, Toastmasters, and you went and spoke at the University. Now you have four different logos that you can put on your marketing materials and say, "has spoken at" or "as seen performing at" all of these different locations. The response will be, "wow, this guy's all over the place... and they are in all these videos!" There won't necessarily be the correlation that the videos from your demo video are in fact the same logos that are on your website. I know, that sounds ridiculous, but if you do your videos properly, as we will talk about, it's just seamless.

Surprisingly, I had a lot of success giving these style of talks for meetup.com groups.

Meetup.com is a website where anyone can create a group in your area consisting of people who have like-minded interests. So if you have a talk that is finance based, I promise you that there are loads of meetup.com groups related to finance, personal wealth management, and real estate in your area. So you simply email the organizer of these groups and you give that same pitch. "I'm a professional speaker, this is what I want to talk to your meetup.com group about. I'll going to do it at no charge, but I need these deliverables, these five things in exchange for talking. Can we set up an event? It will be a completely free of charge to your members." You could charge for it. You could charge \$10 to \$50 per person. If you wanted, you could work out some deal where you can take a cut of the profits. Definitely don't brush this off thinking, "I'm not going to speak to a meetup.com group." There are some movers and players and shakers in meetup. Whatever you've decided to speak about, have a look through meetup and see who's meeting in your area. They will sometimes have thousands -and I mean thousands - of members for individual meetups. Not just members in the whole city but in an individual meetup. There will be thousands of people. You have incredible access to your target market by using meetup.com.

The two final types of groups that you can get in touch with to secure your first VEGs are first, **local conferences that actually hire keynote speakers.** At nearly every hotel, they have a conference center. In those conference centers they book events. So what you are going to do is contact local hotels that have conference centers. You are going to ask them for a schedule of their upcoming events. Once you have their schedule of events, you then contact the meeting planners of those conferences that have a need for the subject you're talking about. And you say to them, "I'm a professional speaker and I would like to deliver a breakout session at your conference." Do not go for the main stage session just yet. Right now we're just focusing on your value exchange. "I propose that I come in and deliver a breakout session for free. Can you schedule me in? I'd like to talk about XYZ and this is why it matters to your audience."

If you've done your homework correctly and you're actually answering the problems that that meeting planner has with their audience, they will bring you in to deliver that workshop session. That's an awesome "in," not only to that organization that's holding the event, but it's also a great "in" with the keynote speaker who is presenting on the main stage. Sit in on their session. Watch what they're doing. Consider what you could do better, what they do better than you can do, and learn from those keynote speakers.

The final location that I want you to consider giving a VEG at is comedy clubs. Every comedy club has an open mic night. At these open mic nights, if you can go in and make this your sweaty boxing gym to entertain (and at these events you should have no major point except for entertaining)... if you can make those people laugh with clean comedy, when you go in to speak at corporate events, high school events, or college events, that material will crush it. I mean the laughter will be 10 times as loud.

If you can just even get some snickers at a comedy club (and they aren't pity snickers but people actually laughing), when you use that same material at events that are paying you to speak, you're going to blow them away. I've had people fall out of their chairs laughing at events that I have spoken at. Why? Because I first honed the material at comedy clubs, then I took it to these events. They never get humor. These are dry events where people are stodgy and usually dressed up in stiff professional wear. So if you can make that transition from a comedy club to conferences, you are going to do oh-so-well as a speaker. I highly recommend stepping out of your comfort zone and doing these "open mic nights" and filming them.

From these options, you're going to contact the people in charge booking speakers by using a very simple marketing system. This system to get in touch with these options is the same for each group. Here it is:

email - call - email - stop

That's it.

Let's start from the top of the list of options to contact. Let's say you want to talk to a Rotary club. You go to Rotary International and find a list of clubs that are in your area. You then will see a contact name or at least a phone number for each one of the clubs. The first thing you do is email that person and you give this pitch:



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"I'm a professional speaker. I talk about XYZ and I would like to speak to your Rotary group. Can you tell me what dates are available on your schedule? I'd love to coordinate a time when I can come in and give XYZ value to your members." If you do not hear back from that email within seven days, you pick up the phone and you call. If, after seven days you do not hear back from that phone call (which will be extremely unlikely), you send one final email. If you do not hear back from your third and final email, you stop. That's it. You use the same pitch in your email, your phone call, and your email. If they don't get in touch with you after that marketing sequence, you move on to the next club.

I would be shocked if you chose 15 of these options that I've given you and you didn't get seven value exchange gigs by following this system.

These are organizations that want anyone. They just want someone with a pulse and a mouth to stand in front of them.

So let's say they email right back. Now is when you bring in what your conditions are.

They just want someone with a pulse and a mouth to stand in front of them.

They say, "yeah, absolutely, we would love to have you come in. Here the dates are that are available." You then write back and say, "great this date works, this date doesn't work, etc. By the way I am also creating a new demo video I'm wondering if I could bring in a camera or two to film the talk."

Below this video, in the downloads (action guide), I'm including specific scripts for all of the different types of events that you could be speaking for. They're going to be very similar. There are just a few little changes and adjustments you're going to want to make to personalize for your talk. You won't give the same pitch that you'd give to a service organization or for a high school classroom or a comedy club. Each is going to vary just a little bit differently. In the upcoming videos we're going to talk about how to film your talk and what to do to create a great demo video. We'll later talk about how to put it into all together into a website.

This is now your assignment: Get 15 names, phone numbers and emails. Put them into an Excel spreadsheet and create columns that say "email, call, email." All you're going to do is put the date down that you have completed each of the tasks. So today – right now - I want you to email all 15 people you've chosen who would be a good match for your value exchange.

I am very excited for you because I know that by now you're seeing the value that we are building for you in this course and how this is going to give you an incredible foundation to look like a real pro moving forward. Your job now is to go out and secure these seven VEGs. Get on it! Start contacting send off those 15 emails.