

Transcript - Module 7:

CREATING YOUR FIRST PRODUCT



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You are in the home stretch! Let's talk about 10 products that people are really excited to get, they love to buy, and end up being very profitable for you.

The first one is a t-shirt.

This is by far the easiest of products to create and probably the most purchased. The first time I saw how powerful this idea was, I went to a speech by Larry Winget. He put his like trademark phrase or tagline onto a t-shirt, "Shut up, Stop Whining, Get a Life."

Don't use that on your own t-shirt. That's his. He did another version of the shirt and turned the tagline it upside down so that you could look down on it yourself. So he had two t-shirts that he sold together (and I'll talk about packaging later). It probably cost him \$2-\$3 to print each shirt. It's just a plain white shirt with black text and a cool font on it. That's all he did. These things went like hot cakes because it was the main phrase from his speech: Shut Up, Stop Whining, Get a Life.

It's something that he once said randomly in a talk that just stuck. People laughed and after that moment, he made most of his branding surround that phrase. If you can find a phrase from your talk that people just grasp onto, it sticks with them, or it's a really funny line from your talk, slap that on a T-shirt, and get it printed. I'm going to put some resources for T-shirt printing below this video. Then you've got your first product. You can sell it for \$10, \$15, \$20 whatever you like.

Judson Laipply is another great example. He's the guy who did "The Evolution of Dance," YouTube video. He had a brilliant idea. He donates a portion of his t-shirt proceeds to his charity of choice. He sells this shirt for \$20 and justifies the high \$20 price of a t-shirt by giving the proceeds to charity. Awesome, awesome idea. T-shirt easiest of all.

The next easiest of every idea, a very profitable, and personal my favorite because it's light to travel with, is a USB flash drive.

A thumb drive. It's preloaded with anything you want, to but typically what I have put onto mine are videos of my live presentation. I also recommend you load it up with videos of you doing additional trainings. You can film these in a studio or out at a beautiful park, whatever fits with your hook. Create additional trainings and teach more! In a speech - even in a 45 minute speech - you don't have a lot of time. Just look at how much time it's taken me to teach you the concepts in this course. If I tried to condense

**Choose the
easiest and
quickest of these
10 ideas**

everything that I have talked about in this entire Kick-Start Guide course and put it into a keynote speech, it couldn't be done. There is too much technical teaching. I'd also have to balance out the raw teachings with entertainment, were it a live speech.

In online video, I can just get down to the nitty-gritty because that's a better use of this format. So you can put videos like this one onto a USB flash drive and sell that. You could additionally put on PDF versions of your book or the Kindle version of your book so they can load that from your flash drive to their e-reader device. Any sort of digital file will work. If you're a musician, you can put your songs onto the drive. Jake Ballentine is a great speaker who has a ton of songs he could sell on a flash drive. He could say, "hey you guys, if you enjoyed music I've played for you today, and you would like to share it with anyone who you wish was here for this talk today, not only am I going to give you a recording of the exact same talk that I gave to day right on this little flash drive, but you're also going to get the MP3 of my ten best songs. That way, you can play them whenever you need a pick-me-up and continue to inspire yourself. Instant product. He's already got his songs. He just needs to record his speech. And guess what? You already have plans to record seven speeches!

Another cool idea for your flash drive is to create a seven-day "motivational minute" sort of thing. Really quick motivational tips. Write seven of them, either film them or record the audio, then put them on that flash drive. Sell them for \$20 and you've got a hot cake seller. Really light. Easy to travel with and carry around. Great idea.

The third product that you should be considering (and I believe that all speakers who want to have sufficient credibility within their market need to eventually be thinking about this) is a book.

This is a high quality, ideally over 128 page book (page count depends on your market). If you were working with elementary school students, it could be fewer pages. High school is 128-256 pages and University is about the same. Unless you're writing a textbook, you don't want to overwhelm the students with additional reading materials. When you get to the corporate level or to entrepreneurs, you want to really give high-value, so page count depends on your content.

You don't want to come out with a cheap book. Creating a book is a course in and of itself. Subjects would include, "wow to write a great book," "how to market a great book," "publishing methods, whether to self-publish or go to a big-name publisher," and so on. So I'm going to leave this for the many other courses that are out there. Just keep in mind the important thing about books: even though they're the hardest of all products to create, they bring the most credibility.

As soon as people find out that you are the author of a subject, that's a totally different level of credibility because you are the author.

Yes, anybody can write a book, but the fact that you have actually written a book gives you instant credibility. Don't expect the book itself to make you a lot of money, but expect it to give you the credibility

Put your live speech on a thumb drive along with additional training videos and you have an instant product.

that will help you book a lot of gigs. Then, through speaking, you can make a lot of money.

Product number four that I want to talk about is your own seminar.

So you speak at your VEGs, selling a half-day seminar, a full day seminar, a full weekend seminar, a boot camp, or even a webinar or webinar series. This is a really cool concept for those of you who are thinking, “I can’t come up with any product at all.” If you sell attendance to an upcoming seminar that gives you a full day of time to teach your subject, or a half day, or a webinar, you can sell the seats at a premium.

You can do a four-week webinar series or an eight week webinar series. Doing this, you can sign people up and then develop product as you go. You will also get live feedback from your attendees. You get to find out what people’s real interests are and where their stumbling blocks are. You can get all of that information as you go. Then, after the course is completed, you take the whole course and put the information into a book or sell the recordings in DVD set or on a USB flash drive. However you re-purpose your seminar, it’ll be custom tailored to your audience because you created it organically as you went along.

So, consider doing a live seminar before you write your book. It’s an awesome way to create an outline for your subject and you get to see what people don’t naturally understand, because it might come naturally to you. After all, you already know your subject. Sometimes, because we know it so well, we miss what the steps are for learning.

In tandem with seminars, product number five is to do ‘the thing’ with you.

So as a rock climber, I could take people out rock climbing. If I wanted to incorporate my strategies for success with a full-day climbing seminar, I could do that. Or, I could just keep it to the activity without the seminar. “Come adventure with me.” I’m selling “getting to hang out with the guy.”

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People have come up to me individually and asked if they can go climbing with me. It’s not a part of my business model (for reasons I won’t get into right now), but there is a high interest there. So, consider if people are interested in experiencing your hook. If you are the person that goes to the Congo, passing out clean water bottles and filtration systems, or you create clean energy by locating windy areas for wind farms, you could bring people to do that with you. People will sign up for that because they want to be significant. They want to impact the world, just as you are inspiring them to do. So, whatever your hook is, you can bring people to do that thing with you. You are going to get some people who will bite.

Product number six is easy. Create a DVD of your talk.

You already have (or you will have) seven different video recordings of you speaking live. A great, simple, easy way to generate awesome product sales is to use the following line at the end of your talk, “I know a lot of you are out there right now, thinking or wishing that somebody very important to you was here to watch this very speech today. You know that this message would have spoken to them. It might be your brother, your parents, your children, your best friend, somebody you know personally. You just know that they needed

to hear this speech today because their life would have been changed by it.

“That’s exactly why I have produced is a DVD of this very talk. It was filmed at a different event but it was the same talk that I gave today. I want you to take it home with you and show it to that person you’re thinking of right now.”

Then you talk about how much it is. “It’s only \$15,” or “it’s \$10,” “it’s \$20, and you get to pass along the feeling of inspiration that you now have. Give it to that special someone in your life who you’re thinking about.” Boom. That’s your entire product pitch. It took, I’m thinking, 20 seconds. It’s extremely hard-hitting, compelling, and powerful. It tugs at some heart muscles and emotions. So consider a DVD.

To produce it, you take your best recording out of the 7 you’ve filmed and put it into a DVD creator software like iDVD. Use Fiverr, F-I-V-E-R-R.com to get your packaging designed. Just go to Fiverr, type in “DVD cover design” and you will see dozens of people who will design your label and everything in printable format for \$5. Hire three separate people and choose the best one. So, for \$15 you get your choice of three of your favorite designs. Combine your favorite elements if you see fit.

Once you have that your packaging designed, anytime you record a new speech where you knock it out of the park, or if the quality of the filming is improved, you just replace the actual video that’s on that DVD. Cool huh? So as your career develops and as you become a more polished speaker, or you learn to drive your points home harder, or you get more entertaining stories, your DVD will just get better and better as you go.

Product number seven is a big, expensive bundle.

There are entrepreneurs who will sell 10 DVDs, two workbooks, a coaching call, four live webinars, blah, blah, blah. They add up the value of these things as they go. And the low, low price is only \$1995. The added up value starts at \$10,000 and they cut back, for some reason or another. “Because you’re at the event today it’s \$6000. And because the first 10 fast action movers are going to be running to the back of the room right now, we’re going to cut the first 10 buyers a special discount and sell it for a special discounted rate of \$3000.” On and on until the price drops to \$1000 to \$2000 for these big expensive training bundles.

Beautifully packaged sets of DVDs and home study courses. Binders and on crisp white paper. A ton of perceived value. If you teach people how to make money based on what you’re teaching, you can get away with charging \$1000 to \$2000. Real estate courses are a great example of this. If you’re teaching people how to flip homes at \$20,000 a shot or \$20,000—\$60,000, for them to invest a \$1000 to \$2000 to get that knowledge, that that’s worth somebody’s money because their return on investment is obvious. Now, if you’re teaching as soft skill like, “here’s how to ride a mountain bike.” Probably, unless you are like Danny MacAskill, you can’t charge that high of a price for that sort of knowledge right up front.

So, if you have a subject that creates a clear turnaround of dollars, you can charge between \$1000 and \$2000 for giant home study course. Make it a big honking package that you can drop in front of someone. The speaking industry, “teaching people how to get paid to speak” is one of these. There are loads of courses that goes from \$1000 to \$5000. As you know, this isn’t one of those courses. I pride

People buy most often to take you home with them and to share your message with their loved ones.

myself as having one of the best courses that's out there at the best rate. This Kick-Start Guide's purpose is to introduce you to my other material and to develop trust between us by getting you up on your feet as a professional speaker.

So, product number eight is a little bundle.

You can take your T-shirt, your USB stick, and your DVD, put a rubber band around all of them (or put them in a basket or baggie) and sell all of those together for \$20. And now is when you can add up the value of every item. So you can say, “the USB stick alone is \$20, the T-shirt is \$15, and the DVD sells for \$15 as well. So you’re looking at \$50 worth of value. But because there are many of you here today, I was able to bring a whole bunch of them and I convinced the publisher to let me give them to you at a discount all these three because I brought them in bulk. So you get your T-shirt, USB stick, and DVD for just \$20. Is that a deal or what?”

“Oh yeah, that’s a great deal.” So package your stuff together as you create more and more products. If you’re just starting out, keep that in mind as your vision for the future. Right now I just want you to be focusing on getting your first product out. If you’ve been at it for a while, then start packaging your stuff together. Just keep in mind that it’s a great value and it’s a lot more compelling for buyers when you compile your stuff together and sell it as a bundle.

Product number nine is asking for donations to charity.

What do I mean by that? When the Nepal earthquakes hit, I immediately went on the speaking circuit, asking for charitable donations to help rebuild earthquake resistant homes in Nepal. We provided immediate medical relief and put food in the bellies of Nepalese people during the monsoon season until they could start rebuilding their homes. I did this because Nepal is near and dear to my heart because of my experience on Mount Everest and my friendship with the Sherpa who helped me. I mean the very Sherpa who helped me were affected and their homes were destroyed.

So, I wanted to give back. I knew I could not go forward with my life knowing I would be speaking about how wonderful this Mount Everest experience was for me, knowing that I didn’t do something to help them when their homes were destroyed. With the help of my girlfriend, we raised over \$11,000 and sent it straight to the families of the Sherpa. It helped them rebuild their homes. In Nepal, that amount of money goes a long, long way. So, one of your products that you can sell if you have a heart for any specific charitable cause is a donation. That is honorable and it is an awesome training mechanism for your sales presence and your technique as a salesperson on the stage.



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And by ‘sales,’ let me just caveat all of this. By “selling,” what I mean is “convincing people that your products will be valuable to their lives.” Some people have negative emotions around this word, “sales.” So all of these products, when you sell them from the stage,

what I translate the word “sales” to is giving them value in exchange for other value. It’s another value exchange. They give you value in the form of dollars.

You are giving them the life-enhancing value that you've included on your USB stick, in your book, or on your DVD.

There's power in that concept if you believe in your products. You should ask yourself, when constructing your sales pitch, "how do I convince people that this product has immense value that will change their lives?" Believe in the quality of your products so much that you feel like you're giving them a deal by asking them for dollars in exchange for your products. That's what sales is to me.

Product number 10. The last of the 10 products you can make right out of the gates that are simple and high value to your customers... is to sell future speeches.

In fact, you should do this with every single talk in addition to your physical products. So, the way that you politely ask people to bring you in to speak is something like this"

"You know, I absolutely love what I do. I love speaking and making a difference. I love teaching the information you've heard today. If you're sitting there feeling inspired, or you know that the information I'm teaching would make a huge difference on another group that you're involved, with whether it's a club, an organization, a sports team, a company, a service club, or any other group of people, come up to me afterwards and let me know. I'd love to speak at your upcoming event. Let's work together so that you and I can have this same impact on your group of people. I've got these brochures that are available for you to come pick up for free." You're going to need to create a brochure to say that line, but, "I've got these brochures, they're free, but come say hi. Let's exchange information and we'll stay in touch so that we can make a big impact on your group."

It's that easy. A little 15 to 30 seconds. "I would love to come and make a difference in your organization" kind of pitch. So always, no matter what product you're selling, always also include an "ask" for them to bring you into speak at other groups. Oftentimes, people don't know that you're even available to speak at other groups. They don't know that speaking is what you do.

They will think, "gosh that was so great. Now I've got to find a speaker for this other event I need to plan. I wonder who I'm going to bring in to speak." Everyone doesn't put it together that because you spoke at one group that you're also available to speak for another. The thought might be, "oh, that would be insane if we could get her to speak for our group. Nah, she probably can't, she's off doing (her hook)." So make it extremely clear that you're available to speak at other events.

What I want you to do right now is to pick one of the easier of these 10 products. Pick the one to which you said, "yeah! I'm almost there! I could make that within the next week."

Over the next seven days, your job is to complete your first product. My recommendations, if you're just starting out, are the T-shirt, the USB stick or a DVD of the talk that you already have filmed. If you have a manuscript that's already finished, finish that book this week.

Believe in the quality of your products so deeply that you feel like you're giving them a deal by receiving dollars in exchange for them.

Whichever one of these resonates with you most that you could easily get printed, manufactured, or created, choose that. Make it your goal to finish your product this week.

Then, tell me about it. Leave a comment on this page and say “here’s my first product! I did it! I’m done with it! Yee-ha!” Tell me about it. I would love to hear that feedback from you.

Finish your product and when that’s done, know in advance that I am telling you congratulations. See you in the next module.



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