

Action Guide - Module 8:

AT-EVENT REQUIRED TASKS AND SCRIPTS



The SpeakerCareer.com Kick-Start Guide

Be a pro at your events. Get the value you deserve in exchange for your talk.

Overview:

Specific instructions and scripts to use at your value-exchange speeches to ensure you'll get proper 'payment' for your services.

Background:

You've done the heavy lifting. Your gigs are booked and you've got both speech and product ready to roll. Great job.

Now, let's talk about both what to do that will make you be a professional at your events as well as exactly how to get the 'value exchange' items you need from each of your events.

It's important to note that you should do these things at all events moving forward. In other words, begin practicing them at your 7 value-exchange gigs. When you begin charging a fee, continue to do these tasks!

What to Do At Each of Your Events:

1. Arrive 1 Hour Early.

This allows plenty of time for you to meet and greet the client, setup your cameras, connect your tech, prepare your back-of-the-room product sales table, and get a feel for the staging and seating layout.

What to Do At Each of Your Events, Continued:



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Module 8 Action Guide

2. Give Pre-Written Introduction to Your Introducer

You don't want them to make something up about you! Make it easy on your introducer, and on yourself, and write your own introduction!

- ☐ Write a 3-4 sentence introduction for yourself. Type it up and print it in a large font so that it takes up an entire 8.5x11 sheet of paper.

3. Have fun, relax, be a part of the meeting.

You will typically not be the only item on the agenda. Earn your right to having attention... by paying attention to everything else going on before and after your talk.

4. Start your camera(s) as your introduction is being read (or right before).

5. Once onstage, deliver immense value. Crush it!

6. During your product pitch, ask for testimonials and referrals.

Be transparent and tell the audience why you are asking for their testimonials.

- ☐ Adjust the testimonial & referral request form to fit your needs and make it match your style. Print off enough copies for your event.

7. Ask for video testimonials.

You can ask from the stage, during your pitch, or only ask people who compliment your speech after it's conclusion.

- ☐ Decide how you will be collecting video testimonials and make proper filming arrangements.

8. If working with an email marketing list, collect audience email addresses.

Raffles work great. Incentivize with discount for future product.
You can also ask for the email address on your endorsement sheet.



9. Get testimonials and referrals directly from the meeting planner.

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Module 8 Action Guide

Give them a pre-written letter of recommendation for their convenience and ease. Yes, you should write it yourself and suggest that you've written a 'template' for them to follow. Of course, they are free to write their own.

Include the printable download asking for their referral.

- ☐ Write an ideal letter of recommendation about yourself. Once someone 'signs off' on the recommendation, write another!
- ☐ Adjust the referral request form to fit your needs and make it match your style. Print it off and give one to the person who brought you in to speak.

Bonus Steps:

- ☐ Watch the video, *Lifehacker: Reduce Stress Before Giving a Speech*

<http://www.wikihow.com/Reduce-Stress-Before-Giving-a-Speech>

- ☐ Read the Article, *How to Calm Nerves Before a Speech*

<http://lifehacker.com/how-to-calm-your-nerves-before-making-a-terrifying-speech-1677504967>