

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.

At this point you are cranking along. You've got 7 talks lined up, ready to go. You've already contacted meeting planners. You at least have an outline for the speech that is going to get referrals and repeat business by its design.

Now, let's talk about what to do while you are at these events so that you make them into value exchanges, rather than just free talks.

Again, these talks are extremely valuable. But you want to make sure that you get the value out of it that you need for your career because the client is going to treat the talk as though it's a free speech. Which, again, is a great thing because you don't have to worry about performing at the top of your game. Yes, you want to do your absolute best and crush it, but you have that "freedom to fail" built-in.

So, the first thing that we want to do when we get to the speech is to make sure that you arrive early.

This is for many reasons. One is so that you can figure out all of your camera angles in advance. There's nothing ruder or more disrespectful than somebody who is moving around the room during someone else's speech. One of the major pieces of value that you're going to get out of this presentation - or these seven talks - is your demo video footage. You need to get clips of you speaking live. So get there, in advance, before anybody else is in the room, so that you can figure out which angles you're going to choose to film.

If you have a camera person or camera people coming in, you want to also have them there in advance so that you can tell them, "here is where I want you to be filming from to get the "waist up" shot. Here is where I want you to be to get the "full-body" shot.. And here is the options for the roving camera. You do not want to be in the way of the people who are hosting you to talk. That would be the way to not get referrals. If you have a PowerPoint presentation or any slides, media, video, or audio, get there at least an hour early to make

sure that everything you have is compatible with the system that is in place. When you are a professional, you're late if you're not there an hour early for your presentations. You want to do is make sure that you are all set for filming. That way, you can capture that great quality footage.

The next thing that you want to do is have a pre-written introduction that you can physically hand to the person who will be introducing you.

You want to think about three or four bullet points, things that stand out about you, and essentially "talk yourself up" through someone else's mouth. Hand them that sheet of paper and say, "I'd love it you could read this introduction before my speech. This tells the audience everything they need to know about me." Your introducer will, 99.9% of the time, be extremely thankful for this because they are going to be more nervous about giving your introduction than about your entire talk. It's hilarious how much stress people introducing speakers have. They aren't even giving the speech! Having that paper in front of them is infinitely more reassuring.

When you get to the Business Blueprint, we're going to talk about a detailed version of what should go into this introduction. For now, it is fine to just handwrite something. If you want to type it out and print it and make it into large big fonts so that they can read it that's fine too. As a hint, print it on heavy-duty card stock so that it won't flap around and shake if they are really nervous.

You're probably not going to start immediately unless you're talking at a university or a high school group. So have fun.

Remember to relax. Be a part of the meeting. Pay attention to other people who are speaking. Watch other things that are happening in the room and enjoy them. Become a part of their world.

That way, when your turn comes to speak, you have every right to demand the audience's attention because you've given them your attention.

OK, while he is reading your introduction if you're DIY filming, you want to be pressing the record buttons on every device right there.

If you had start the devices at the beginning of the meeting, they might run out of data or battery because service clubs, for example, you'll start about 30 minutes into the meeting.

So, when he is introduced using you, you press the buttons. Then, when you get on stage, you're going to give your value. Rock it and give a great speech. Then, towards the end of your talk in the call to action part of the talk, remember the outline at the very end the second to last item before you put the bowtie on at all you have an option to sell an item or give a call to action. Cool, this is where you are going to give a call to action, asking for the audience to give you two things.

One is a testimonial.

A written or video testimonial.

Earn your right to the audience's attention by paying attention to what happens in their meeting before and after your talk.

Two is referrals.

I've attached a download that is an 8.5 x 11 sheet of paper that is divided into thirds. You're going to give these to little sheets to each of the people in the audience. On that piece of paper it just says name, email address, a check box if you want to be added to your newsletter. You can change that if you want. It's a Word document so you can change the language however you want. Then, there is a line that says, "how would you promote John's talk to one of your friends? Say the best few things you can about it." Then in quotes, there are four blank lines. At the bottom, there's a little checkmark that says "I give my permission for this quote to be used in John's marketing materials." That simple. So obviously, in those four lines, you want them to write their testimonial about your speech.

So how do you actually transition to getting these filled out? It's simple. You just be transparent and authentic.

What I would say, and what I did say in the past, when I was in this place in my career is, "look, I love speaking to audiences just like you. I've had a blast here today. I want to make this my full-time career. And one of the things I could really use for that are testimonials that I can use in my marketing. So I have these little sheets where I'm asking each of you to give me testimonial about the talk that you just heard. Would you give me an endorsement? We're going to hand these out right now and you can..." so that's when you can either hand them out yourself (if it's a small audience) or you could have some people help you. Then you say, "I've also attached a paperclip to the top of each one of these testimonials sheets. If you know of an

audience or if you know of a group that would benefit from hearing this same speech, would you do me a favor and would you just slip your business card in underneath that paperclip?"

**Be transparent
with why you are
asking for
referrals and they
will come very
easily.**



The SpeakerCareer.com Kick-Start Guide

Module 8 Transcript

Any business card that gets put under one of those paperclips is

someone with a referral. So after the talk, you're going to call and follow up with those people who give you that business card. Now, it's a little different if you're in a university or high school setting. So in this case, you would not attach a paperclip. You would start by saying the exact same thing, "I love giving talks like this, and I love helping students like you. One of my dreams in life is to become a paid professional speaker and make what I'm doing - right now - my full time career. So would you guys do me a favor and would you give me an endorsement that I can use in my marketing efforts? Basically, what would you say about me to the leader of the clubs and organizations that you're in on campus? And please, if you know of a conference or an event that I would be a good fit to speak at would you just please write down the name of that conference? If you don't mind that I contact you, would you just write down your email address on this page as well?"

Exact same concept. Now, you're just asking the student to write down the name of their event and their email. So, on that sheet you could actually just add a little spot for that and maybe I'll add one of those as a sample download as well.

Now you've got written testimonials and you've got referrals coming in. Fantastic.

How do you get video testimonials? There are two ways. The first is by asking the audience from the stage. So while they are filling out their testimonials, when they start to trickle back, you then say, "hey, by the way, if anyone would like to go above and beyond, I've got a tripod setup over there with a camera on it. One of the best things I can have from you is a video testimonials. So, if you were just really touched and inspired, and you would like to say "thank you" to me, the most helpful way to do that that would be to say it on camera so that I can use it as part of my marketing efforts. So, after the talk, if you would meet me over there and say what you thought about my talk on video, that would just mean the world to me."

It's just being transparent. That's all you're doing. Just refer to that camera that's on a tripod or say, "I'm going to be over there, holding up my cell phone. Come on over and if you would just say a few words into the camera about how this talk helped you."

There are going to be a few hams in the audience. These are people who love to be on camera. There always are. So, you're going to get some people coming over to give you a testimonial. Now, it's important to note that I do not currently use this method. I have used it in the past. What I find to be the truest and most genuine testimonial is from people who come up to me afterwards - without any prompting - and they say things like, "gosh, I don't know even know how to thank you! Just that, it just changed my life." When I get moments like that, without cheapening the moment, I will respect them, hear them, and say, "thank you and that means so much to me." Then I will say, "You know what? You could help other people if you wouldn't mind doing this. I have a cell phone here... it would help me get in front of a lot of other audiences to help people like you... would you just say that into the phone? If I can I use what you just said in my marketing materials, would that be okay with you? Sometimes they'll say "no," or if they get shy, say, "it's okay don't worry about it. "

So this is after the talk of course they come up to me. Often times they will be like "yeah! If that will help other people to feel how I feel right now..." you could even use that line. Say, "I want to help as many people as possible to feel how you feel right now. And the best way that you can help me to do that would be to give me a testimonial on this phone. Would you do that for me? Would you just say what you said one more time into the camera?" Boom! Now you've got video testimonials, awesome!

Another great way to build value is to start to developing an email list or a marketing list that you can then promote your future products to.

A great way to do this is from the stage is to say something along the lines of, "look, I'm just getting started with this XYZ product," or "I have a book that's coming out, it'll be released in 3 months," Or "I have an audio course that's being released 3 months." Or "I have a video series that's being released in a year," whenever it's being released and whatever your product is, refer to it.

"I would love to give you guys a special deal, a discount on it. If you're interested in getting a copy of XYZ when it comes out, what I would love for you to do is just put your business card in this paper bag (this bowl, or anything like that as this one goes around the audience). You could also have them attach their

There are usually 'hams' in the audience who love every chance to get on camera. They'll give you testimonials.

business card to your endorsement sheet in lieu of the referrals. You have so many options here. Just know that developing an email list is vital and crucial and many speakers have had success with this 'drawing' method.

Like, "I'm going to give out a free book out by raffling it off. So we're going to do a raffle right now. I'll give out a free copy an advance copy of my book. Would you (approach audience member) please reach in and then read off the name of the business card. Whoever's business card that is, is you get a free book (or whatever product you have)." You now have the names and emails of everyone else is in the audience who entered your raffle. That's another option for how you can collect names and emails.

If you do this, you're going to want to put on your testimonial sheet a spot where you can ask for referrals. So add a line on your testimonials sheet, "do you know anybody who would value from getting a speech like this at their event? If yes, put a check mark and then how can I contact them? Please give me your email address." You want to put it on your testimonial sheet, that way, you don't confuse which business cards are which.

The last way to get value from your talks is directly from the meeting planner who brought you in.

When you originally called them and secured your speaking engagement, you communicated that you wanted to film. Now you have your footage. You wanted to get a written testimonial from them on their letterhead. If you did a good job, they would refer you to at least one, maybe even up to three (it's up to you and what you want to choose) people who could bring you in to speak. So, you are creating this blossoming effect.

Now, you've done a great job and the talk is done. Now it's time to actually get those other bits of value from the meeting planner.

Likely, most people have cleared out of the room and now they will be in a hurry if it your meeting was a lunch meeting. You want to be respectful of their time, so give them a prewritten letter of recommendation.

Say, "hey look, I know you're extremely busy. We talked about a testimonial on your letterhead if I did a decent job. Well, I wrote this template for a letter of recommendation. If you're super busy, you could just put this on your letterhead, sign it, and send it back. If you don't like, or you can do better, it's in a Word document, so just beat mine out and change it however you like. Of course, feel free to do that. Then if you could just send it over to me, here is a pre-posted, paid envelope as well.



The SpeakerCareer.com Kick-Start Guide

Module 8 Transcript

Do all the work for them! Give them that postage paid envelope. Write the letter of recommendation - about yourself - for them. Make it so that they don't have to do it. What they will always do is either, just word-for-word, print it off, and sign it on their letterhead. In that case, awesome. Or, they will use it sort of as a template and beat it out, giving you an even better testimonial, in a different voice, for you to use. Fantastic way to get

awesome, awesome endorsements and letters of recommendation.

Now you also need to get these referrals. Along with the recommendation letter, I will include a sheet that says, do you know anybody who can use a talk like the one I gave at your group? If so, please add their name, phone number and email address. I will respectfully contact them.

This is sort of like a gift that you're giving them. They have already agreed that they're going to give you this letter of recommendation and thinking, "oh God, I've got to go home and write of this letter of recommendation."

You are helping them. You're saying "look, I've already done all the work for you. By the way, if you could just write down some names of people who could use my services on this other page, that would be fantastic." Make it super easy for them. They might even do it for you right there on the spot.

I had one teacher say, "I'm going to totally forget to do this, so could we just sit down at the computer right now and just talk me through what you want me to write down? I will print it off and you could just take it with you right now. I still use that letter of recommendation that she wrote because it was exactly what I wanted it to be. Because I dictated it! It's essentially ghost writing your own testimonials. It's authentic because it's still coming from them. They sign off on it. That's an awesome way to get both referrals and letters of recommendation.

When you have all of these things together - you have footage from seven different events, you've got letters of recommendation, you have testimonials from various different people, you have video testimonials, you have letters of recommendation, and you have referrals to go and speak.

Can you see how much value is built into these value exchange gigs? This is so different from a free talk. It's mind-boggling. So many people teach, "just go off and give a speech, then hopefully, people will start to ask how much you charge." No. We're going to take control of your career.

So go through all of these steps, memorize the scripts if you need to, use the checklist for getting all of these items at every event.

The last thing I want to mention is this: if the meeting planner themselves comes up to you afterwards and says, "gosh, that was just awesome. That was fantastic. Thank you so much," do the same phone trick with them. Pull out your phone and say, "that meant a lot to me. Would you mind if we put that on camera so I can put that into my marketing? It would be so helpful." Boom! They will most likely say "yes." Occasionally, especially in companies, they have, I have an "I can't appear in media" sort of clause to their contract. That's fine, just be respectful. Don't be pushy. They've already given you a stage to work with and all this other value. So respect that, honor it, and get excited.

Make it easy on your meeting planners by writing their testimonials and letters of recommendation for them!

Look at all this awesome stuff that's coming together! You have all the working parts. It's like, if you were building a Lego house, we now have all the individual Lego pieces. Everything from here forward in "The SpeakerCareer Kickstart Guide" is going to take those Lego pieces and stack them up to build the perfect house.

We have the ingredients, now we're going to assemble them into the platform from which you'll launch your professional speaking career.

Congratulations. I'm excited for you. Do these things at all seven of your talks. See you in the next module where we'll create your demo video.



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Module 8 Transcript