

ATTRACT CLIENTS ONLINE

SPEAKING FOR CLIENTS AND PROFITS

Speaking is one of the 'Marketing Big 3' – the 3 best ways to get the message out about what you do, and bring in that client fast.

As a speaker, you have

- A captive audience
- Instant authority
- Time to share your message without interruption

We'll look at how to get speaking gigs and what to do when you have them.

FROM SPEAKING TO PROFITS

Although you may think of a 'speaking gig' as something for which you are paid that has you standing in front of hundreds of people, there are other speaking opportunities that can be even more lucrative.

Many organizations are looking for speakers for small events or monthly meetings. If you get in front of even 10 or 12 people, you can book clients, get referrals, spread the word about what you do, and get valuable speaking experience.

We'll be looking mostly at the 'free speaking' model, where you are paid in the follow-up, in back-of-the-room sales, or in a direct offer from the stage. The other model is paid keynote speaking, which usually requires some credentials, such as a best-selling book.

WHAT YOU NEED

In the beginning, you may just need email and a phone. As you pursue more high-profile speaking gigs, you'll want more materials to share.

Video of You

One important piece is video of you speaking. Preferably this video would be in front of an audience, but even a 'talking heads' video (you talking into a camera) could be used. You'll want to upload the video to a location that it can be viewed by people who might book you for a speaking gig. (YouTube is good for this.)

One-Sheet

A speaker's 'one sheet' showcases your expertise, your signature talk(s) and rave reviews from people who have heard you speak. It should be formatted in accordance with your branding, and have the following elements on it:

- Name
- URL
- Phone number
- Name of at least one Signature Talk

- At least one testimonial
- What you are known for – what's your expertise
- Credentials, including places or groups that you've spoken for previously

Speakers Half-Sheet

This sheet will be used to collect information from people in the room. Use the template provided to gain contact info, and simultaneously invite them to opt in for your free gift and strategy session offer.

GETTING THE GIG

Since you've identified your target market, you know the people you want to get in front of. Now it's time to do some research. You can Google national organizations and associations that fit your target market, then look to see if there are local or regional chapters. Also, check out Meetup.com for groups related to your target market.

Once you identify different places you can speak, send an email to the chapter head or coordinator asking only one question:
'Do you accept outside speakers?'

If they respond that they do, then you send your one-sheet and a link to your video. Don't be discouraged if they say, 'we're booked up through the end of the year.' You can still send your information and let them know you'd be happy to substitute at the last minute if they need a speaker right away, because you're always prepared to share. You'll be surprised how often that is needed.

Phone Script for Speaking to Event Planners

“Hey, I’d like to talk to the event planner in charge of booking speakers for your group. [Here are the people I help and how I help them.] Are you looking for speakers? I’d love to give a talk to your group.”

CRAFTING A SIGNATURE TALK

Although your Signature Talk must reflect your style and personality, there are 3 critical elements that must be present in any talk.

- **YOUR SIGNATURE STORY THAT ESTABLISHES CREDIBILITY AND VULNERABILITY**

No one wants you to be a failure, but they don’t want you to be perfect, either. This is where your personal story, or your version of the hero’s journey, is SO important. When you share the challenges you’ve had, and the fact that you’ve overcome them, you become accessible, likeable, and a leader.

Example:

Pamela’s Signature Story

“For four years I had what I like to call an ‘imaginary coaching business...’ where I had two clients, and one of them I was coaching for free. I was making an embarrassing \$375 per month. I couldn’t market. I couldn’t sell. Then, I turned it around... What I learned, I’m going to share with you on this talk. I went from \$375 per month to a million dollars a year in less than three years. And, I’m so excited to share this information with you.”

Note: It's important that your story reflect, "What's in it for them?" For example, some of the results you have achieved may be similar to the desired end results for your target market. You don't even need extraordinary results. You may be a few steps ahead of your ideal client and can help move the needle forward for them.

- **YOU NEED TO OFFER SOLID CONTENT – DON'T BE AFRAID TO GIVE AWAY YOUR BEST INFORMATION.**

Just because they heard you share something from stage doesn't mean that they won't pay for it in a different format, such as a book, information product, or coaching/training program.

- **YOU MUST ALWAYS SELL SOMETHING – EVEN WITH A FREE OFFER YOU'RE STILL SELLING THEM ON TAKING SOME ACTION.**

Often you will be told you can't sell. That's fine. In that case, you say 'I can give something away to your participants, can't I?' You'll give them your freebie in exchange for their name and email address – you're just adding to your list. Or you can raffle off one of your programs or products – of course, if you are raffling it, it's natural that you would take a minute or two to explain what the raffle winner is getting. Especially with short presentations, you're usually better off collecting names and email addresses and giving them your freebie than trying to sell them something for cash.

My Signature Story - Where you've been, where you've gone, and how you've overcome it:

CREATING YOUR CONTENT

Think in terms of bite-sized pieces of information that you want your audience to remember. A common error of new speakers is that they tend to fire-hose their audiences, meaning that they drown them in too much content.

Your Signature Talk might be structured like your freebie:

- 3 Mistakes that...
- 5 Simple Steps to...

When presenting your content, use this format:

- Concept
- Story
- Example (Case study or testimonial)

Note: People will seldom remember concepts, but they will almost always remember stories (especially when they are emotionally memorable).

Success secret: When you do well, people will say, "You did a great job." When you did an amazing job, they will say, "Wow, when you said _____, I felt _____." Some part of your message connected with people and they're going to tell you their experience when you spoke to them.

10 STEP OUTLINE FOR A SIGNATURE TALK

1. START WITH A GRABBER. IT MIGHT BE SOMETHING FUNNY, OR IT MIGHT BE A BRIEF STORY.
2. ESTABLISH CREDIBILITY AND VULNERABILITY.

3. ESTABLISH YOUR AUDIENCE, WHAT YOU'LL COVER, AND THAT YOU'LL OFFER THEM SOMETHING.
4. GIVE THEM YOUR CONTENT.
5. DON'T BE AFRAID TO REPEAT – PEOPLE NEED TO HEAR THINGS MORE THAN ONCE.
6. SUMMARIZE YOUR CONTENT.
7. TRANSITION TO YOUR OFFER (WHETHER FREE OR PAID).
8. MAKE YOUR OFFER.
9. GIVE THEM EXACT INSTRUCTIONS ABOUT WHAT TO DO NEXT.
10. SAY, 'I'LL BE IN THE BACK TO ANSWER QUESTIONS.' THEN MOVE RAPIDLY TO THE BACK OF THE ROOM.

Paid keynote speaking is slightly different since there usually isn't an offer. However, you can still build your list. One effective technique is to offer to send the PowerPoint slides to the audience in return for an email address, or if they text their email address to you. (This requires additional back-end work, but can be a great way to build your list.)

SIGNATURE TALK STEPS IN DETAIL

THE GRABBER

Whenever anyone comes on stage, people will evaluate in the first minute or two, "Do I want to listen to this person? Are they going to provide value? Are they going to be entertaining?"

Use a pattern interrupt to get their attention – Surprise them, give them an Aha, or a little bit of shock.

Grab their attention in a way that moves them emotionally, in some way.

ESTABLISH CREDIBILITY AND VULNERABILITY

This may be your Signature Story, or your version of the hero's journey.

Note: Steps 1 and 2 can be combined.

LAY OUT THE STRUCTURE

You've shown them why they should listen to you. You've told them in the story.

Step 1: Establish your audience

Examples:

"For those of you who are..."

Or

"You're here because you want to improve your business..."

Call them out so they think, "Oh good! This is for me. I feel heard."

Step 2: Lay out the structure.

Examples:

"Today, I'm going to share with you 3 secrets to rocking your networking so you get clients."

Or

"Today, I'm going to share with you the top 3 big mistakes that attractive single women make that repel their soul mates."

Step 3: Tell them you'll offer them something

Examples:

"At the end of this talk, if you love what I'm sharing, I promise you I'll tell you how you can accelerate your results."

Or

"At the end of this talk, I promise you I'll tell you how to take this forward."

GIVE THEM YOUR CONTENT

Examples:

3 Simple steps to ...

3 Mistakes that ...

Format for each step or mistake:

- Concept
- Story
- Example (case study or testimonial)

Remember, people will seldom remember concepts. They will almost always remember stories. Give them something to think about, focus on, and remember.

DON'T BE AFRAID TO REPEAT

People need to hear things more than once. Find different ways to illustrate your points.

Examples:

- Action steps they need to take
- Things they need to do

SUMMARIZE YOUR CONTENT

For example:

"Today I shared with you the 3 _____.

Step 1 was _____, step 2 was _____,

and step 3 was _____."

TRANSITION TO YOUR OFFER

For example:

"Hey, I told you I would tell you how to take this forward and I'm going to make good on that promise now..."

Or

"Hey, in the beginning of my presentation, I mentioned I would tell you how to accelerate your results. I'd like to make good on that promise now..."

If you have a free gift:

"Based on what we talked about, this will help you implement [your free gift.]"

Or

"So what I'd love to share with you right now is my (free ebook, free video series, regular tips, etc.)

MAKE YOUR OFFER

Examples:

"I'm offering a FREE 'Find Your Next 5 Clients in 30 Days' Business Acceleration Session where you will gain 3 strategies for finding your next 5 clients and the #1 thing you can do to move forward in your business."

Or

"I was able to present 3 secrets/steps/mistakes today. If you'd like my 7-step checklist for _____, here's what you do."

GIVE THEM EXACT INSTRUCTIONS ABOUT WHAT TO DO NEXT

For example, using the speaker's half-sheet:

"Hey, what you've got in front of you is my information request sheet."

"The first checkbox say, "Yes, I would love _____'s (your name) free gift. If you want what I've offered, please check that box."

[Walk them through that sheet slowly and in great detail. This gives your audience permission to look at your sheet while you're still talking.]

SAY, 'I'LL BE IN THE BACK OF THE ROOM TO ANSWER QUESTIONS.'

Quickly make your way to the back of the room. Do not take questions at the end. It will break tension around the offer. Instead say, "I'll be in the back of the room to take questions about the offer."

TIPS FOR A SUCCESSFUL TALK

- **Get THEIR information so you can follow up.** You can use the speaker's half-sheet, set up an easy URL and tell them to 'get out your phones and go to....'
- **Stories are much more memorable than facts.** The more stories you can tell that illustrate your points, the more people will relate to and remember what you say.

Start collecting your stories now. What has happened in your life or the lives/businesses of your clients, that illustrates some of what you wish to teach?

- **Statistics can also be memorable, as long as there are only one or two of them.**

- Referring casually to your clients as illustrations of your stories or points establishes you as successful. The same goes for your products and services.
- You get better the more you speak. Practice in the car, as you walk, anytime you can. Even if you're an off-the-cuff speaker, the more you practice your 'bits,' the more comfortable and expert you will sound.
- Don't read a speech. It's better to outline it and practice using your outline.
- End early. If you keep them in their seats until the last minute, they'll be fidgeting and ready to leave. If you end a few minutes early, they'll have time and attention to connect with you and ask questions.

SIGNATURE TALK FORMATS

ONE HOUR FORMAT

- Intro (10 minutes)
- Content (30 minutes – 3 points with 10 minutes per point)
- Summary (5 minutes)
- Wrap-up (5 minutes)
- Offer (5 minutes)

Note- Always end a little early (55 minutes for a 60-minute talk)

HOW TO LENGTHEN AND SHORTEN YOUR SIGNATURE TALK

It's rare you'll have an hour. You can give the same structure of a Signature Talk in 10 minutes or less.

Examples:

10-minute version-

Present 1 thing instead of 3 and the rest of the structure stays the same.

20-minute version-

Present 2 tips instead of 1 and end at the 17-minute mark.

Practice your 'bits.' Be able to plug things in and take things out. That's how you're going to keep the structure and get clients from speaking.

TEN MINUTE FORMAT

Intro: Grabber + Credibility/Vulnerability Story combined (1 minute)
[Spend 1 minute telling them why they should listen to you.]

Lay out structure + tell them you'll offer them something (1 minute)
"I'll show you the #1 tip you need to do X and I'll tell you how to turn that tip into more _____."

Content (4-5 minutes – Share with them the concept, story, and example)

Summary + Transition to offer + Offer (1 minute)

Hey, what I've just shared with you is the #1 thing I believe you can use to use X. And, If you thought this material was helpful and you want to take it further, I'd like to offer you my X, Y, Z. All you need to do to claim this free gift is to take this action."

Instructions + Wrap up (1 minute)

"Here are the exact instructions about how to take this action. Great. It's been my pleasure to chat with you today. I hope to see you next time."

ASSIGNMENT

What vital information would your target market like to hear?
How can you create that as an irresistible Signature Talk?

Three possible talks I might give are:

The story I would use to illustrate credibility and vulnerability is:

The important content points are:

Stories that would illustrate my points include:

The offer that I would make is:

Three places/events where I would love to speak are: