



Finding Your Topic As A Professional Speaker!

*Adventurers
Advertising
Alcoholism
Art
Astronauts
Bioterrorism
Athletics
Business
Careers
Change
Character
Portrayals
Coaching
Communication
Computers
Consulting
Creativity Customer
Service
Diversity
Education
Empowerment
Family
Finance
Gender Issues
Government
Health
Human Resources
Humor*



*Media
Medical
Motivation
Negotiation
Networking
Patriotism
Performance
Productivity
Psychology
Real Estate
Relationships
Religion
Retirement
Safety
Sales
Science
Spouse Programs
Strategic Planning
Stress
Success
Teambuilding
Technology
Time Management
Total Quality
Training
Women in Society
Writing
Zoology*

DESIGNED FOR
THE EMERGING SPEAKERS
OF PRO-TRACK



CRAIG HARRISON

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3151 Eton Avenue, Berkeley, CA 94705



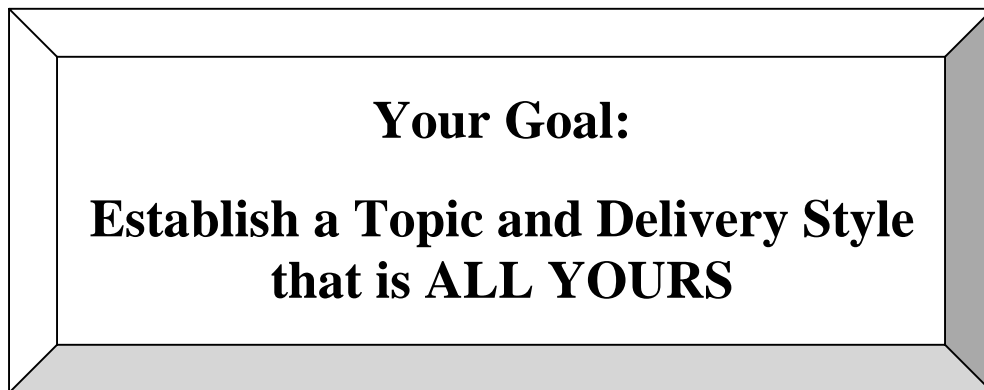
Before Your One-Sheets, Logo Design and
Audio or Video series of products...



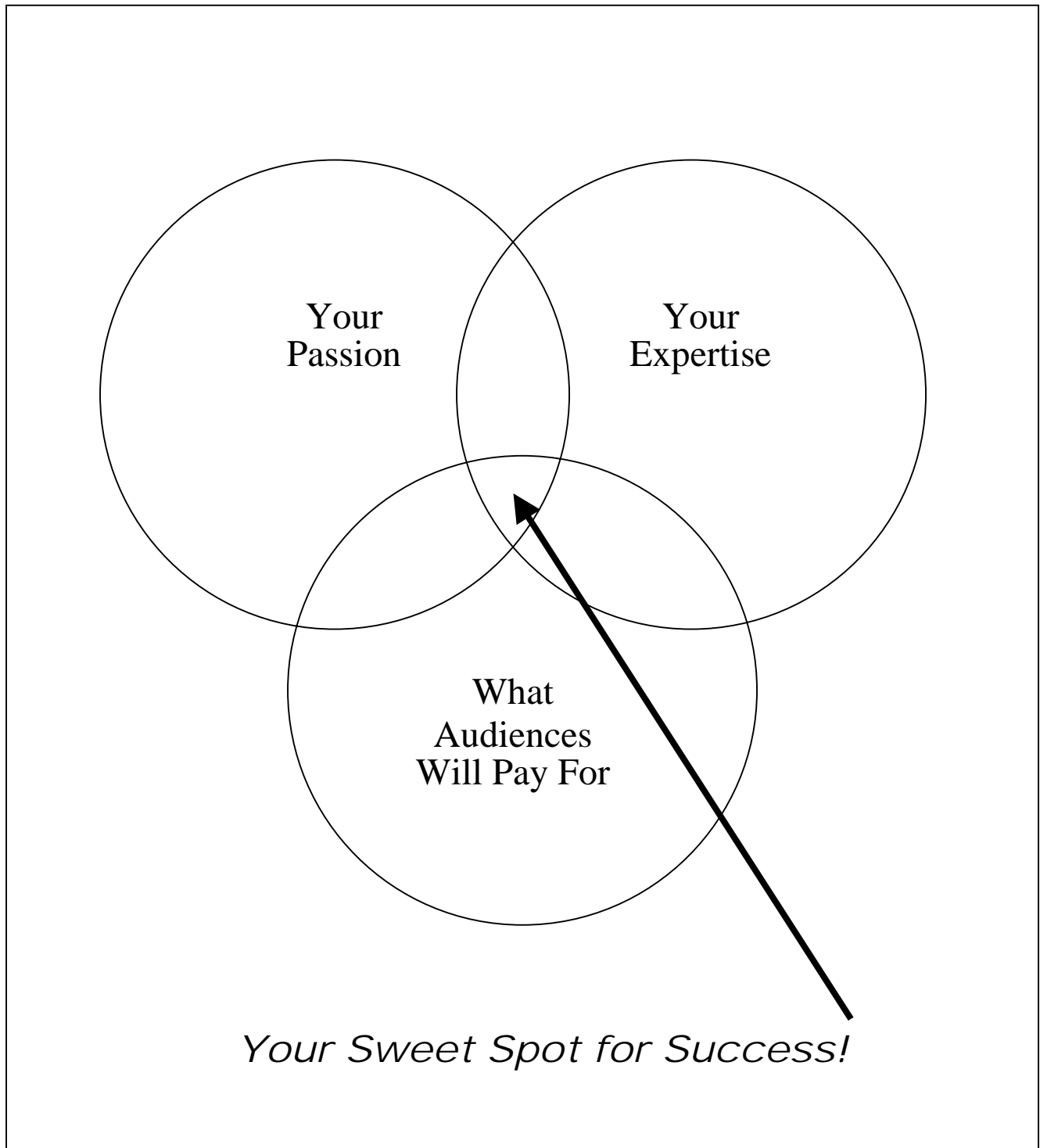
EUREKA

For some, this means
DISCOVERING THEIR TOPIC

For others,
it's **LETTING GO**
of the Rest of Them!



Craig's *Speaker Success* Formula



As A Speaker:

Where Does Your Passion Lie?

What gives you the MOST PLEASURE as a Communicator?

___ Inspiring

___ Entertaining

___ Informing / Educating

___ Empowering

___ Storytelling



___ Motivating

___ Raising Consciousness

___ Shocking!

___ Facilitating

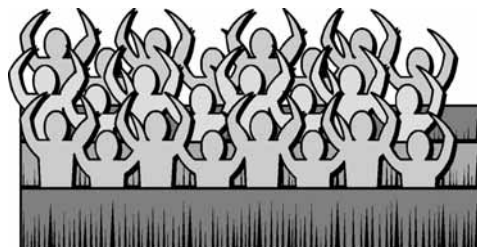
___ Music / Magic / Dance / Other

Where do you get the BEST RESPONSE as a Communicator?

What do audience members say about your "best received" presentations? _____

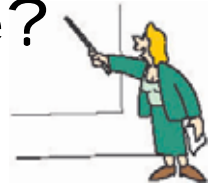
When do you get your most favorable response? _____

What are some of the words or phrases used to describe your performance and its impact? _____





Where is Your Expertise?



SPEAKER ADVISORY:
People who pay speakers expect expertise!

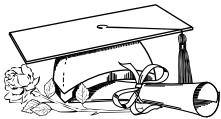
Why should they listen TO YOU? _____

What QUALIFIES you to speak on the topic you're speaking on? _____

What are your CREDENTIALS? _____

What is your UNIQUE SELLING PROPOSITION (USP): _____

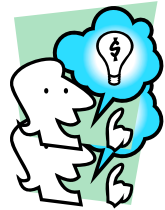
Where does your CREDIBILITY derive from? _____



What Is Your Audience's Interest?

What Do They Value?

What Topics Will Audiences PAY FOR?



What Can You DO FOR THEM?

What Are **Today's** HOT TOPICS?



What Are **Tomorrow's** HOT TOPICS?





Still in doubt? Become a Futurist!!



How Will You Get There?

Next Steps

Research: Who is already doing it? How do they do it?
See, hear and observe others to learn from them.
Meanwhile, sharpen your credentials too.

Mentors: Who can help you get where you're going?
Reach out to them. Work with them. Observe and study them.

Power Partners: Who are your natural allies? Form partnerships that are mutually beneficial. Trade leads, cold-call for each other, etc.

Test Groups: Who can you test-drive your material for, to gauge its effectiveness? Find audiences to help you polish your craft.

Speakers Bureau Gigs: Which presentations can give you the most valuable experience?

Feedback: Get Some! Even if your parents and girlfriend/boyfriend told you that you were great, get some critical feedback, including video feedback. Design, use and read all "feedback" forms.

Coaching: A great way to accelerate your development. Get some! Even the best speakers have speech coaches.



(Short, Medium & Long Term Goals)

Action

Date Completed By

1.

2.

3.

4.

5.

6.

7.

8.

9.



Book

Speak and Grow Rich, Dottie Walters and Lilly Walters, 1997 Prentice Hall, Paramus NJ.



Websites

Visit sites like the National Speakers Association's to see the many topics pro speakers have carved out for themselves: http://www.nsaspeaker.com/find_speaker/index.xpl.

Then visit local sites such as http://www.nsanc.org/speakers/speaker_topics_list.html

To see their topic choices. Visit speaker's bureaus to see their talent list and topic choices.

For instance, Sterling Speakers: www.sterlingspeakers.com.

Craig's E-Zine



Expressions of Excellence is Craig's free monthly e-zine on communication, sales and service skill-building.

To subscribe send e-mail to: subscribe@craigspeaks.com.



E-Zines

Speaking Business Success is a free e-letter published by Burt Dubin, Personal Achievement Institute, 1 Speaking Success Road, Kingman AZ 86402 Direct: 928-753-7546 Fax 928-753-7554 burt@SpeakingBizSuccess.com.

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A Toastmasters Club for Humorists

LaughLovers is inspired by the late John Cantu: a specialty Toastmasters club founded by Craig Harrison, featuring comedians and comediennes, humorists, comedy writers and funny folks who help members write, speak and deliver more humor. Visit www.LaughLovers.us for meeting info: 3rd Sunday nights, 6-8pm, Barnes & Noble, Jack London Square in Oakland CA. We also do Improv!

Magazine

Sharing Ideas magazine is published by Dottie Walters and is a favorite of speakers. Click on http://www.walters-intl.com/sharinghome_main.html for more information.



About Your Author and Presenter



CRAIG HARRISON has been profiled in *The Wall Street Journal* and *Business Week*, interviewed by 60 MINUTES and BOTTOM LINE, quoted by *The Financial Times* and *Selling Power* magazine and you've read his columns and articles in the *San Francisco Chronicle*, *San Francisco Examiner*, *California Job Journal*, *Executive Excellence*, *Customer Communicator*, *The Professional Caterer*, and *Toastmaster Magazine*. He is founder and president of EXPRESSIONS OF EXCELLENCE!TM

Craig has served on the faculty of UC SANTA CRUZ EXTENSION, the REGIONAL TRAINING INSTITUTE and his clients include PFIZER, UNITED AIRLINES, HITACHI AMERICA and SBC. Craig combines humor, wisdom and practical sense to help you communicate with confidence and clarity. Let him help you experience the sweet taste of success.

Background

As a manager, consultant, publisher and curriculum developer in Silicon Valley Craig cultivated his digital dexterity, helping the technical world train and communicate more effectively. His work with a database company, publishing houses and a consulting firm also helped Craig develop his strong customer service orientation.

As a director of communications with the non-profit PROS FOR KIDS, Craig coached with Olympians and Hall of Fame athletes, helping young people enhance their self esteem, become confident communicators and recognize the value of healthy living.

As a youth basketball coach Craig has led teams domestically and internationally for non-profits SPORTS FOR UNDERSTANDING and MACCABI YOUTH SPORTS PROGRAMS, and Oakland's HEAD-ROYCE and COLLEGE PREPARATORY HIGH SCHOOLS.

- ▶ 2006-08 board director, STORYTELLING ASSOCIATION OF ALTA CALIFORNIA
- ▶ 2004-05 president, NATIONAL SPEAKERS ASSOCIATION — N. California chapter
- ▶ 2003-04 chairman, Sales Trainers Professional Emphasis Group of NSA
- ▶ Past president, INT'L CUSTOMER SERVICE ASSOC. SF Bay Area-Silicon Valley chapter
- ▶ Past board member, AMER. SOCIETY FOR TRAINING & DEVELOPMENT'S Mt. Diablo chapter.
- ▶ 1996-97 District Governor, TOASTMASTERS INTERNATIONAL for coastal N. California

▶ Keynotes ▶ Training ▶ Workshops ▶ Facilitations ▶ Coaching

Dynamic presentations covering a variety of performance topics:

Communication	Leadership	Customer Service
Humor in the Workplace	Team Building	Excellence

“The skilled and confident communicator opens doors, builds new relationships, serves others effectively and enhances one's own leadership.”

— Craig Harrison



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