

Transitioning from Free to Fee as a Speaker



**Become A
MONEY
Speaker !**



From Free to Fee

Craig's Key Concepts on the Road to Professional Speaking

1. Become an expert on your topic.

- Pick a topic and drill deep.
- Research and amass a depth of knowledge on your topic
- Get known for your expertise.
- Research competition.
- Have your own take on it!

2. Become audience-focused.

- In professional speaking, it's not about you, it's about *THEM*.
- Bring value.
- People pay for solutions/outcomes/benefits.
- Solve problems.
- People pay for answers.
- How will you enrich your audience?
- Make them well.
- Benefits, Benefits, Benefits
- Make them money, save them time, grow their businesses, feel better, live longer, etc.

3. Polish your professionalism. Professional speakers are professionals off-stage as well as on.

- Arrive early, stay late.
- Give clients lagniappe — a little something extra.
- Don't be a Diva!
- Better to under charge and over-deliver, than the opposite.
- Be service-oriented.

4. Be an ethical speaker. It's the quickest way to separate yourself from your competition.

- Be a true partner with your meeting planner, speaker bureau or economic buyer.
- Understand fee integrity and honor it.
- Don't tell other peoples' stories.
- Don't plagiarize.

5. Remain engaged with Toastmasters International. It's your staging area.

- Hone your skills,
- Develop new ones.
- Give to your club and district!
- Work the advanced manuals.
- Join advanced clubs
- Speak at TLIs & conferences
- Participate in demo meetings
- Compete in contests,
- Deliver *success-communication/success-leadership* modules
- Present the *Successful Club* and *Better Speaker* series.
- Speak to outside groups *about* TI
- Join specialty clubs to hone your competitive skills, storytelling, leadership, humor, etc.
- Speakers are leaders: keep refining your leadership skills too.

6. Be coachable!

- Get a mentor.
- Invest in coaching.
- Strengthen weaknesses, don't just refine strengths
- Attend ASTD, IMC & NSA events locally and nationally.
- Join the Storytelling Assoc. of Ca.
- Take improv classes through Bay Area TheaterSports.
- Explore the SF Comedy College.
- Insist clubs give incisive feedback in your evaluations.
- Use evaluations for all gigs.
- Use video to improve: watch it with and without sound, at different speeds and with seasoned speakers. Mostly, learn from it!

Transitioning from Free to Fee...

7. **Become a student of speaking.** • Attend Commonwealth Club talks. • View TEDtalks.com
- Watch great speakers wherever you can. • Attend Oakland Speakers Series events
 - Study stand-up comics, politicians, televangelists and CSPAN/BBC orators for what to do and what not to do!

8. **Build relationships** with those who hire speakers. • Attend MPI, SHRM and ASAE events.
- Speaking is a relationship business: nurture relationships.
 - Assist District Conference program committees to learn other side of event planning business.

9. **Build a business.** Don't chase gigs. Invest and build long-term. This is not a get rich quick profession. Interview successful speakers and volunteer to help them to learn the business.

10. **Add value in numerous ways.** Learn the difference between speaking and training, moderating and facilitating, and how to be an emcee. Do you coach? Consult? Each uses different skills and styles. The more roles you can fill capably the more hire-able you are to a client. Strive to serve multiple needs. Then you'll garner repeat business.

11. **SPEAK!** Speak as much as possible, whether for fee or free. Learn about audiences, rooms, microphones, expectation management, speaking at different times of day, to different groups, using various technologies. Refine your style and build your confidence. Work the animal circuit.

12.  NSA/NC
Speakers
Academy
nsanc.org/
speakers-academy/
speakers-academy-flier/

Notes & Next Steps





Where Are You Now?



Are you already speaking? _____

How regularly do you speak? _____

How long is a typical speech? _____

Are you perceived by others as an expert on your topic? _____

Are you calling them, or are they calling you, to speak? _____

Are you receiving pay for your speaking? _____

Are you being asked back? _____

Are you being referred to others once you've spoken? _____

Who is your ideal market? _____ Corporate? _____ Academic? _____ Youth? _____

Are you an Entertainer? _____ Educator? _____ Humorist? _____ Trainer? _____ Coach _____

Are you most adept at Keynotes? _____ Training? _____ Workshops? _____ Seminars _____

Do You Have Any of the Following:

A One-Sheet (AKA Drop Sheet)? A Demo Video? A Publicity or Press Kit?

Articles written *about you* and your topic? _____

Articles *you've written* on your topic? _____

A Signature Story? _____

A social media platform? A following and fans? _____

Do you Blog? Tweet? Friends & Likes on facebook? _____

Do you have your own YouTube Channel? _____

Are you a presence in online communities, dispensing your wisdom? _____

What's Your Plan?

How are you improving as a speaker? _____

Have you been videotaped? _____

Are you receiving coaching? _____

Craig's Recommendation:

Sign up for his *Free-to-Free Teleseminar Series* beginning in late June!
Just \$249 per person. Comes with a companion workbook and three e-books!

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