



**From Schmo...**

**...to PRO!**

**Raise Your Professionalism  
and Increase Your Bookings**

**Shmo:** Yiddish for idiot,  
someone who looks dumb or goofy.  
Example: Matt Foley

**Pro:** A professional. An expert.  
Having or showing great skill.



Craig Harrison's  
**Expressions  
of Excellence™**

*Sales & Service Solutions Through Speaking*

[www.ExpressionsOfExcellence.com](http://www.ExpressionsOfExcellence.com)

# About You and Your Clients

## YOU: BE CREDIBLE...NOT INCREDIBLE

- ❖ Beware hyperbole and self-aggrandizement.
- ❖ Strive to build your credibility, not call yours into question.
- ❖ Don't try to be all things to all people.

## VOCATION VS. AVOCATION

- ❖ Is this your hobby or your profession? If it's the latter, treat it as such.
- ❖ Beware the trappings of amateurism:
  - ✓ Business cards from VistaPrint
  - ✓ Perforated business cards printed on your dot-matrix/inkjet machine
  - ✓ Hotmail and AOL accounts
  - ✓ Get your own domain name(s)

## IT'S NOT ABOUT YOU...IT'S ABOUT THEM!

"They *don't* care how much you know until they know how much you care!" — Zig Ziglar

- ❖ Your focus should be on clients: their needs, their problems, their initiatives.
- ❖ Become a *Question-Master*: Become skilled at asking questions to gather information, build trust, uncover needs and as yet unrealized needs.

## ONE SIZE DOESN'T FIT ALL!

- ❖ To give maximum value, you need to customize.
- ❖ It's all about fit!
- ❖ Under-promise and over-deliver! Be worth *more* than your fees.

## BE ORIGINAL

- ❖ Avoid clichés like the plague.
- ❖ Don't tell other peoples' stories, the Lighthouse or Starfish stories. Hone your own.
- ❖ Uniqueness is the quickest way to success.

# Collateral Materials

## One Sheets and Websites:

- ❖ It's about them *and* you.
- ❖ Solutions, Benefits, Outcomes are key.
- ❖ How have you enriched your clients? Results are key. Emphasize those.

## Consistency:

- ❖ Do your materials match?
- ❖ Is your brand consistent?
- ❖ Is there a uniformity between your materials: website(s), letterhead, business cards, etc.

## Etiquette On Stage

- ❖ Are you there for them or for yourself?
- ❖ Beware of dividing your audience through remarks and activities
- ❖ Make it safe for people to share, participate and ask questions
- ❖ What's your goal: Respect? Credibility? Adulation?

## Etiquette Off Stage

- ❖ Are you a Professional or a Prima Donna? (Divas — male & female, often detested)
- ❖ Partner with clients: look for many ways to add value
- ❖ Lagniappe: Give more than you get!
- ❖ Is there congruity between your onstage and off-stage manner?
- ❖ Understand and honor fee integrity.

# Kaizen: Your Continuous Improvement Plan

"You don't have to be good at the start, but you have to start to be good!"

—Zig Ziglar

- ❖ Feedback is GOOD (unless it's from your microphone): Be open to it!
- ❖ Use Evaluation<sup>1</sup> forms to gather pertinent feedback: Review for themes and patterns
- ❖ Use Coaching for continuous improvement
- ❖ Use Videotaping to improve:
  - ◆ Watch it with and without sound
  - ◆ Watch it at regular speed and faster
  - ◆ Watch your audience to see where they are and aren't captivated
  - ◆ Watch it with others, including veteran speakers, for insights
- ❖ Don't perfect what you're already great at; improve your weak points:

◆ Research	◆ Grammar
◆ Questions and answers	◆ Humor
◆ Instruction sets	◆ Improvisational skills
◆ Openings and closings	◆ Negotiation skills
◆ Etiquette	◆ Listening skills
- ❖ Become a student of Speaking and other Speakers too; styles abound.
- ❖ Become a student of Audiences, Room Dynamics and Microphones



## Articles to assist you:

Who's Your Audience? [www.expressionsofexcellence.com/ARTICLES/uniteandconquer.htm](http://www.expressionsofexcellence.com/ARTICLES/uniteandconquer.htm)

Customer Service for Speakers: <http://tinyurl.com/ddgkva>

Your Audience Speaks; Are You listening? [www.expressionsofexcellence.com/ARTICLES/Listen\\_to\\_Audience.htm](http://www.expressionsofexcellence.com/ARTICLES/Listen_to_Audience.htm)

Introductions: [www.expressionsofexcellence.com/NSA/PitchIntroductions.pdf](http://www.expressionsofexcellence.com/NSA/PitchIntroductions.pdf)

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<sup>1</sup> A sample post-program evaluation form can be seen here:  
[www.ExpressionsOfExcellence.com/Harrison\\_Eval.pdf](http://www.ExpressionsOfExcellence.com/Harrison_Eval.pdf)