

SPECIAL REPORT

Shift to Paid Speaking in 3 Easy Steps

by Linda Edgecombe, CSP Acclaimed Award Winning Speaker,
Best Selling Author

Isn't it great when you experience a speaker who moves you to action? Makes you re-think how you see your life and your work. You say to yourself, "Wow – I would love to be able to do that!" Well in this special report, I want to give you some basics to think about as you consider moving your career to the stage, front of the ball room, classroom, or even board room. As a Professional Speaker I bring over 20 years of being in front of audiences from 6 people to several thousands. I have been paid in lunches and a good glass of wine to well over \$10,000.00 for a one hour presentation. I have literally flown across the planet to give an 80 minute keynote and got back on a plane and flown home. Crazy I know, but when one of your kids is in a play, you have to be there.



So I want to give you some quick and easy ideas and concepts to consider as you take your **speaking goals** to the next level.

In this report, I will be covering 3 basic topics. There is so much to cover in the area of 'Creating a Speaking Business,' but I have taken some of the best and common sense basics and put them in this special report, so you can get started today. The important piece here is to simply start. And remember, the majority never do. So be different and move on your goals to build a speaking career.

This Special Report is for you the professional who wants to increase revenues in your current consulting or coaching practice or you already know you are destined to be on stage.

In this report:

1. Choosing a topic that is relevant. "What do you want to or should you speak about?"
2. Absolute essentials for your Marketing Tool Kit. "Where to start?"
3. Finding your own Funny. "How to incorporate more humour into your current programs."

Choosing a topic that is relevant

I have been to several Speakers Conventions over the past 20 years and always meet new people. I have always been amazed, when I ask new folks at the meetings. “what do you speak about?” That their answer is often, ‘well, I haven’t really figured that out yet...’ And on the other side of the (topic) equation is the folks who go to an NSA (National Speakers Association) meeting, or a CAPS (Canadian Association of Professional Speakers) convention, who ask some of the Speaker Bureaus and meeting planners there “What is the hot topic this year?” So we can change on a dime and hope to get more bookings because more people are asking for that topic. Well times have changed and what corporations and associations are looking for and booking speakers for is a speaker who is an “EXPERT” in their focus area. Not an EXPERT in 7 different areas. What I have my “Coaching” Clients do is an exercise around values, one that has them narrow down their top 5 values and with that information sitting in front of them, I have them do some mind mapping. For example; if I were to give you my top 3 values I would tell you they are ‘Family, Friends and Laughter’. Well guess what I speak about? Yes you’ve got it, *Financial Management*. Kidding... I speak about ‘**Getting a Life**’ but I have put a spin on it around “**accountability**”. How we get more accountable for our lives outside of our work and how that affects our work. I use humour to drive referrals, and I pride myself in the high level of “entertainment quotient” in my presentations since bookings *spiked* after I got better at being funny. I have come to know that Mr. ESSO tends to buy “Accountability” that is entertaining more than he will buy just entertainment.

Bottom Line, you have to love the topic you are speaking on or the trips away from your family will get old very quickly.

Absolute essentials for your Marketing Tool Kit

I will say just this. You MUST have a ‘decent’ website. End of story. So if you are an Executive or Life Coach or Consultant, and already have a website, do just one small change to that site and add a “Speaker” button on your home page and link to speaker sales page. You must simply let anyone who comes to your site know that you are available to speak or train at their next event. Link that button to a page that we in the business call a “one page”. This page can be actually more than one page; mine is 3 pages. And if you are savvy, PDF this page, so potential clients will print it and take it to their next planning meeting where they will decide if it’s you or the next person. You can see an example of my one page at www.lindaedgecombe.com it’s on my home page. For homework, go to speakers you admire and see what they have for their promotional one pages. Some might call it their brochures. Layout will all differ depending on how you want to be perceived.

If you don't have a website yet, then I will suggest two things. You can build a virtually free site that is actually a Blog. Go to www.wordpress.com and get your hands dirty. Or you can buy an inexpensive template and go from there. As well, I have been recommending a colleague who designs sites for solopreneurs and she knows the speaking business and is very reasonable so for under \$1000 you can have a wonderful site developed. Go to www.premeditatedmarketing.ca Pamela Nelson will assist you in all that you need. Let her know I sent you and you will get Linda Edgcombe pricing.

And something to consider; as you polish up your site, think about what market you really want to speak for. I know for most of us, a warm body with a bit of a budget would be great. But I really want you to focus your energy here and MAKE A DECISION on who do you and would you enjoy speaking to the most. Make a list of companies, and associations and as they say. "Start Dialling for dollars" Do some research as most will post when they are having their annual meeting and training seminars. See if you are a fit and get contacting them. But before you do that, make sure your website reflects the speaker that you want to be.

But here is the basic simple truth and has been since the first speeches were ever made. Your **best marketing technique is You Speaking**. So get in front of any group who will listen to your message. Your to-do here is to open the phone book and call all the Rotary's in your community and get on their weekly meeting list. I know this report is about **Shifting** to Paid speaking, and the Rotary does not pay for you to speak. But if you are any good in front of an audience at all, you will get asked to come out to another group by someone who is in the audience listening to you. This business is driven by word of mouth, and the only way those mouths refer you, is to be in front of as many groups as you possibly can. And make sure when you speak and there is no fees, you at least get a letter of reference and some feedback that you can add to your marketing material.

Find your own Funny

"If you want to get paid, make them laugh. If you want to get paid and have them invite you back, make them laugh and cry"!

Some people are just naturally funny, it comes easy to them and their natural style rolls with wit and wisdom and we all want to be just like them. But the truth is that most of us have to work at finding our own funny. When it comes to giving presentations for a living, the ability to be light and humorous makes us more marketable because quite frankly you become more memorable. Believe me; most audiences will not remember your name the week after you have spoken to them. But they will remember the humorous stories you gave along with the provocative thoughts you rolled out during your presentation. Let me tell you, after 20 years,

and thousands of presentations to tens of thousands of people. NOT ONE of them has ever said to me, "I remember the 12 tips you gave on reducing stress". But years later, people have told me many times that they have re-told one of my humorous stories that I shared during their presentation.

Think of it this way, if you are speaking at a convention when folks are meeting for a full day and sometimes up to 4-5 days, they are beat! One of your jobs during your presentation is to keep them awake. So that way they will remember you.

OK, with all that said, how do you find your funny? Go and get yourself a journal. I want you to pour yourself your favourite drink and sit in a chair that is comfortable. Start journaling about any and all interesting and crazy events that you can remember happening to you. Even if you think there is no relevance to how this experience will fit at this point into your presentation. For now just put your memory to the task of pulling these things out. Perhaps take your best buds out for coffee or beer and ask them to help you remember some of the crazy things you have done. Now if you lean towards the more conservative side of life, I am going to urge you to leave your judgements at your office door. To really be effective as a Professional Speaker you have to get out of your own way. Which means you have to allow yourself to not be perfect. Frankly, most people don't warm up to perfect because they can't relate to it, which means they won't relate to you. Audience members want to know you **get THEM**. So showing your foibles and mess ups, not only make your presentations humorous, they allow your audience to settle in and really listen to your core message. So start looking for the quirky in your everyday. And make note in your journal of when something interesting happens.

If you just are not naturally funny, and feel your material does not warrant a few injections of humour, then consider adding a slide here and there into our Power Point that is funny. To be honest, in my opinion, I don't care what the topic you are speaking on, you need to add some fun, upbeat material to make your "serious content" more real. Because the audience is buying you before they are buying what is coming out of your mouth. I look forward to the opportunity of hearing how your speaking business is growing.

Create a New Story this year!

Linda Edgecombe, CSP

"Accountability with an Edge"

www.shifftopaidspeaking.com

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Kick it up a notch! Get started on your professional speaking career today.

For more information on any or all of the above, visit <http://shifftopaidspeaking.com> and click on the Coaching button to learn about my **Kick-Start Coaching Program**.

And if you really want to leap into your speaking career, sign up for my **Gold Level Coaching Program** and we will customize our program to exactly where you are and what your needs are.

Or, if you want to choose a Home Study program, consider my **Shift to Paid Speaking™: a blueprint for creating your career on stage**. To find information on this, and other products, visit <http://shifftopaidspeaking.com> and click on the Products button.

And finally, if you are a Coach or Consultant who has been presenting for a while but really want to make your presentations stand out so you can command fees that elite speakers do, apply to be one of just a few speakers Linda is personally coaching this year. Visit <http://shifftopaidspeaking.com> and click on the Coaching button to learn more about my **Platinum Coaching Program**.