Welcome to the “How to Become a Paid Professional Speaker” Program!

with Wendy Keller

How to use this document:

Each video has its own section in this workbook, labelled with the same title as the corresponding video. Read the section on the same day you watch the video to get the most impact from it.

Here’s to your phenomenal success

as a speaker!

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Introduction

In early 1994, I attended a publishing convention now known as “BEA” – BookExpo America. Back then it was still known as “ABA” – American Booksellers Association.

It was my first time to attend, as I had only left selling screenplays in July 1992. I felt delighted to be in the enormous LA Convention Center! I met so many amazing people – and saw for the first time many editors to whom I’d been selling book rights for years.

That was during the glory days of publishing!

At dinner with some new friends one night during the conference, I was introduced to a dapper man named Thom Winninger, who told me he was president of the National Speakers Association.

I told him that no one in publishing knew about that association, so it wasn’t important to the industry, but that I’d take a look at his book.

I liked it and him, so I sold it a few weeks later. Like a good agent, I kept in touch with him while he was writing, but I noticed he was hard to get a hold of because he was always on the road speaking.

Months later, I was a guest speaker at a huge conference in San Diego. I was known as “the literary agent who speaks well” so I was invited to everything.

A fellow speaker there asked me if I was heading back home north to LA that night. I said yes, so he asked me if I’d go slightly out of my way to drop him off at a conference he had to attend in Irvine.

Of course, I agreed.

On the way, he told me he was headed to the National Speakers Association conference. No bell rang in my head.

When we arrived, my colleague invited me in to lunch to thank me for giving him the lift. I agreed to that, too.

There were a few people in the hallway when we got there, but my friend explained to the women at the registration desk that I was his guest for lunch and could he pay for me?

We walked into the dimly lit massive ballroom, packed with people and tables and waiters.

And there on two gigantic IMAG screens I saw…Thom Winninger giving the luncheon keynote!

Dumbfounded, I rushed up to talk to my client the minute he got off the stage.
He introduced me to a dozen or so other speakers as his literary agent.

Within half an hour, I saw that I was in “pig heaven” – a room full of people who had the kind of platform that would make any publisher eager to partner with them as authors – and publishers didn’t even know about this gold mine!

Although I only had the one night’s clothing, I immediately went back to the registration ladies and signed up for a year’s membership; I booked myself a room. Later I slipped out to get basic needs and a new suit for the next day. I had found “My People.”

In the many years since, I have been honored to represent seven presidents of the National Speakers Association. I’ve presented lectures on publishing for them, chaired a publishing conference, and sold literally hundreds of members’ book deals.

I’ve even made some close friends and heard some truly life-changing presentations.

The National Speakers Association introduced me to the world of public speaking, and when I began taking those speakers back to New York to pitch their books to my editor friends, I discovered the motivation that caused me to prepare this program for you:

Publishers LOVE authors who speak,
And meeting planners* LOVE speakers who are published authors.

Here’s why: Publishers are in business to sell books. If a regular Joe publishes a book, he has to depend on however many people he can attract using traditional media (increasingly hard to get) and through other somewhat risky methods, like posting info about the new book on Facebook (which tends to convert at only 1-1.5%!)

Life changes when Joe says, “I speak ~20 times per year. My average audience size is 250 people.” The publisher whips out his calculator and deduces:

\[
20 \times 250 = 5,000 \\
5,000 \times 30\% = 1,500
\]
The publisher knows an average speaker on an average day will sell 30% of the room every
time he/she speaks. (The better the speaker, the more units sold per engagement.

So instead of hoping the author-to-be can sell 2,000 – 3,000 units via luck in Year One (the only
year calculated) the publisher can easily add at least another 1,500 units to that.

Conclusion: this person will make us a profit.

When that happens, **I get a call from said publisher eager to make an offer.**

It didn’t take me long to do my own math and figure out that once I explained this equation to
publishers, I’d differentiate myself from the majority of agents who didn’t have speakers as
clients…and didn’t even know about this. (This was 1995.)

A few years later, I started promoting speakers to events and to bureaus **if they were also my
published literary clients.** Then I started doing live training events for speakers. In 2009, I hired
an (expensive) film crew, makeup artist, studio, editing and sound tech people to record the
videos you are about to watch so you can learn at home how to get into this fun, interesting
line of work.

But I noticed there was still a gap. People who “learn at home” sometimes lack the confidence,
marketing sure-footedness, ability to be charming, funny and connected from the platform and
other stuff. So because publishers are still buying authors who are speakers over other, less
successful types, in 2014 I began “Speaker Accelerator” a live program you may want to
consider when you’re done with this program. It’s where I teach the marketing and tie-in with
publishing and I bring in pros to teach you hands-on things like platform skill building,
advanced marketing strategies, etc.  [www.SpeakerAccelerator.com](http://www.SpeakerAccelerator.com)

The goal remains the same (for me): To turn content providers (people like you who have
something interesting to say) into highly successful paid speakers and also prosperous authors.
This program is dedicated to that goal. May your bookings in the next 12 months exceed your
wildest dreams!

![Wendy]

*Marina del Rey, June 2015*

*Meeting planners are the people who hire speakers for events. Authors are delectable because
they have “proven” content – a third party (a real, traditional publisher) who was willing to
invest in the author’s content. That proves to the meeting planner that the content must be
pretty good. (Note: Self-published books obviously do not have this effect.)*
Video One: Introduction

This entire video series was recorded in Los Angeles in 2009. But in late 2007, both my home and office building burned down in a devastating Malibu wildfire. At the time this was recorded, I still intended to rebuild. The Coastal Commission and I never saw eye-to-eye, so I decided to sell my land. I now live on the beach a little further south in Marina del Rey, and my office is a few miles from the beach on Washington Boulevard. I tell you this to prevent confusion when I say I’m from Malibu in the video.

With this series, you CAN be making money in as little as 60 days. For real. But don’t be discouraged if it takes you a little longer to get all the bits and pieces assembled in the right order.

Think of it like a model you might have built as a kid – there are a lot of finicky little pieces but the big picture is right there on the box cover!

I’ve helped a massive number of people to do this – by now, probably more than 10,000. I know this stuff works, which is why I am standing behind the product.

Here’s an important point to take from this video:

When I say, “Any speaker should get a minimum of three referrals from any vendor” what I am telling you is this: this is a word of mouth business. You do a good job for Meeting Planners 1, 2 and 3 and they’ll tell their friends. Each venue can only have you once, lest their attendees say, “What? Him again?”

It is common for the meeting planner who hired you to ask, “We loved your performance! Who do you recommend I hire next year?” This compliment means you will certainly get referrals.

But you also want people in the audience to think you were splendid and to tell others about you. The #1 problem I see with speakers (after all these years) is their lack of common sense about marketing.

YOU WON’T MAKE THAT MISTAKE if you follow this simple procedure from Day One:

1. Carry business cards with you to every event they should say that you are a speaker (and author if you are one) but not your regular “day job.” (A good place to get interesting, professional looking cards is www.VistaPrint.com.)

2. Hand a business card to everyone who says, “My sister’s cousin-in-law hires speakers for Acme Widgets and I think she’d LOVE having you come speak to them…” In fact, give that person two.
3. **ASK** for their card! And here’s a trick I always teach my speakers. When the person who just handed you their card is telling you how much they or someone they know wants to hire you, nip off the upper right hand corner of their card with your fingertips. That way, you’ll know which people to follow up with immediately afterward out of the handful of “regular people” cards you likely got handed.

4. Take the nipped cards out of your pocket IMMEDIATELY after you leave the room and treat them like $1,000 bills (because they are!).

5. When you get back to your office, Day One, Hour One, write those people a pleasant email politely thanking them for their kind words and asking them how they want you to follow up on the potential engagement they told you about.

6. Follow up with them anyway a week later – with a short, pleasant phone message. Then another three weeks later by email. Then another two months later again by email.

7. Nail as many of these bookings as you can! This industry grows by Word-of-Mouth! The better you are on the platform, the more of these you’ll get.

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**But Wendy, I don’t like selling….**

Listen, honey. If you don’t like selling, I hope you don’t like speaking either. Because until you consistently book for at least $5,000 per event, and you’re getting 12 or more bookings per year, no speakers bureau is going to touch you. Speakers Bureau agents are to the meetings industry what Literary Agents are to the publishing industry…except we’re cuter.

Until you do this follow-up strategy, you won’t have enough bookings to attract the five to 20 different non-exclusive bureau agents you’ll need to make a living in this business.

So please, stop whining and just prepare to sell yourself at every opportunity. It will pay off if you’re good on the platform. (And if you’re not, remember [www.SpeakerAccelerator.com](http://www.SpeakerAccelerator.com).)
Assignment One: Pitching Practice

Selling your services is likely going to feel weird in the beginning. You’re probably used to talking favorably about the company you work for or their products. I know I’m a freak because I love sales so much, especially phone sales. But if you want this career option – even if you never plan to do it full time – you’ll have to get comfortable selling yourself.

Practice makes perfect, so here’s where we start.

Write out one to two benefits oriented sentence(s) that succinctly state what your speech does for the listener. Imagine someone says “What do you do?”

**Good Examples:**

I help companies improve their morale.

My work prevents multi-national companies from getting stuck in compliance lawsuits

I teach sales teams how to increase their close rate by 52%

Employees who communicate better are more effective, are easier to retain and increase profits by an average of 18% per person. I teach effective employee communication strategies.

One out of three small businesses will be forced to close within the first two years of operation. I solve their biggest problem.

*Mine:* I sell nonfiction book manuscripts to top publishers worldwide.

**Bad Examples:**

I’m a speaker.

Well, for the last 10 years I was working as a car mechanic but then my wife said I should really try my hand at public speaking because I’m a natural ham so I got to thinking…

Oh, well, I’m just starting out but sometimes I give talks about…

I’m the world’s #1 motivational speaker and I can help anybody feel better, sell more, have better relationships, reduce stress, balance their checkbook, live a longer, healthier life, and increase their profits by 100% if they have a company, or get a raise if they don’t.

*If you printed this document, write yours right here, right now:*
Video Two: Overview of the Industry

So in 2006, the meetings industry started on the decline. A lot of well-known speakers were finding themselves on the wrong side of the game because of the recession. Some couldn’t hold out and left the business. The ones who stayed retooled their businesses. They cut the fat overheads. They started working from home with virtual employees (booking agents, overseas virtual assistants, stuff like that).

People worried that the option for remote teaching would take over and no one would hold live events anymore.

Then slowly the US economy began to recover. People noticed that live events promote unity, improve morale and stimulate industry. The meetings industry began a huge resurgence, in which as I write this in mid-2015 we are seeing lots more opportunities for entry level and mid-level speakers. The difference? Fluff feel-good content with no meat is not doing so well. Pure entertainment stuff isn’t either. But if you have something solid to say that can help a business earn more money, keep their people happy, and stuff like that – you’ll be in like Flynn.

So now is as good a time as any for you to do Assignment Two.

Assignment Two: Wutcha Got?

Meeting planners need to be able to sell you to the finance people in the company. Why are you worth $7,500 instead of some other schmuck they can get to stand there for those same 45 minutes for just $5,000? What benefit are you giving them? Why hire you?

The answers must be believable benefits. We started this in the last assignment with your “elevator pitch” – the short benefits statement you will likely stick on your eventual website, business cards, and tell people when they ask what you do.

There’s more to it than that, Sparky.

Let’s picture the meeting planner. She (usually it’s a woman) has to get the best speakers possible for the upcoming three-day conference. She’ll need a keynote speaker (big money, full house) for each day. She has to have a powerhouse speaker for the last day, so people don’t leave early. And if possible, she wants someone amazing to kick it off on day one, too. Someone dynamic to set the tone and get people excited.

In between, she has to fill three days. It isn’t all lunches and pool parties!

One meeting planner may need two marquis keynoters as bookends for the event (maybe a celebrity, sports star, politician or famous author, if she can afford one of those people).
Then she’ll probably run a bunch of “breakouts.” Breakouts are concurrent sessions. There may be two or three or 20 different programs going on at the same time, depending on the audience’s needs and size.

You’ll probably start out as one of these for big conferences.

Now if the planner wants to keep her sanity and quickly hire the two marquis speakers and the 18 breakout speakers she needs for those three days, she’ll likely call a speakers bureau agent (or two or three) to help her do this work. After all, the bureau agents get paid from your fees, so they help her for free.

To appear impartial, let’s say she has to work with two different bureaus, for the same 18 breakouts and two marquis 40 speakers she has to review and choose from! That’s a lot of work!

To compound her problems, if she likes any of them, she has to ask if they are available on the dates of her event, and be told how much money the speaker charges and where they fly from, since she has to pay the airfare.

Are you getting a picture? Lots of work!

Most meeting planners give themselves just one week off after their annual conference ends and then they begin planning the next year’s event!

So imagine you’re just one speaker in this morass. How do you stand out, especially if you don’t even have a bureau agent? (The bureau agent doesn’t really care which speaker the meeting planner hires, just that they choose one of theirs, not the other bureau’s.)

The answer is two-fold:

- Clear deliverables that match the meeting objectives perfectly
- Industry experience (however thin)

Since there’s no way for me to help you decide if you worked in a related industry at any time in your life, I can only help you with clear deliverables.

Here are the rules:

1. You are not an expert at everything.
2. If you pretend you are an expert at everything, you will get nothing.
3. Pick (at most) three closely related things to claim expertise in.

It’s sickening how many times some new speaker will come to me and say, “Oh, let’s see. I can speak on customer service, work-life balance, how to manage a growing business or raising venture capital.”
What I hear: “I’m scared that I can’t make it as a speaker, so I’m throwing everything at the wall and hoping by some miracle something sticks.”

Don’t let that be you. Nothing will stick.

Find Your Expertise.

**Part One:** Calmly pull out the oldest resume you still have around. Match it from the beginning to the present day with:

Every industry you’ve ever worked in

Every job you’ve ever performed

- Waitressed in college? That’s “Food Services Industry” and “Customer Service.”
- Mowed lawns a kid? That’s “Landscaping” and “Sales.”

Write it all down for your future reference.

**Part Two:** Write down what you really are good at. What do you know that is hard-won, unique, interesting knowledge? What if some kid just starting in your industry came to you? What would you say? If a colleague asked you what makes you so brilliant at what you’ve done so far, what skills, strategies and tips would you give him/her?”

*This is where your best speech is hidden – in these two steps!*

**Part Three:** What do you know? What could you teach? How would it benefit an audience of friendly strangers?

List those deliverables in business language as bullet points.

Refine and edit them every three months for the rest of your life. (Not kidding!)

This process will open up your eyes to how much you know, how much you have to say that will help others, and how well your proposed speech topic really matches with your core knowledge.
Your clarity and succinct benefits will help that beleaguered meeting planner scan your stuff and say, “Oh, yes! I’d like to know more about this one.” And that’s how you get in the game.

A Sad, Bad Example

One of my favorite clients ever came to me just as I was starting to represent speakers as authors. Dynamic, powerful and mightily accomplished, this woman had held several top marketing jobs in the entertainment industry. The people she’d partied with were international celebrities! Her reputation was commemorated in important ways in her former industry, with many awards.

I sold her first book and it went on to become internationally published. Huge numbers of copies sold. The client was set for life. She was a “big ticket” speaker, easily earning $10,000 at a time when most speakers were earning $3,000 - $5,000.

We lost touch for a handful of years after that. I figured she was busy, successful and happy. I know I was.

Then she showed up on my desk again with her second book. On how you too can become a spiritual guru like she had done.

Except that wasn’t what she was famous for! And it didn’t seem likely that she was ever going to be.

So she didn’t get any bookings at all. For years.

“Grow where you’re planted” is an important adage for new speakers.
Video Three: Platform Skills

The speaking industry generally calls the dais on which most of them speak the “platform.” This is different from the platform word used in publishing, which refers to the fact that you have/will have a large, growing, and enthusiastic group of fans who want to buy your book.

In fact, speaking is probably the best “platform” you can have as an author, trumped only by your own “real” radio or TV show or syndicated column (with legit media).

So “Platform Skills” refers literally to how you perform on the platform.

- Are you funny?
- Do you know your content up one side and down the other?
- Are you using vocal variety?
- Are you engaging?
- Are you credible?
- Does your content seem fresh?
- Are you appealing to stare at for 45 minutes?
- Are you too stiff, too nervous, or too jumpy?
- Does the audience feel like you’re chatting with them or talking down to them?
- Is this a lecture or an engagement?
- Are you reading your slides or notes?
- Do you look at them and really connect?
- Do you seem bored?
- Do they seem bored? And do you notice if they do?
- Are you “too big for your britches” like my great-grandfather used to say?
- Are you dressed too meekly, too commonly, too boldly, too outrageously, too sexy, too austere?

Stuff like that.

A lot of things – from humor to clothing – can and should be preplanned. If you are homely, there are things you can and should do. (Sorry!) If you are dull or speak too pedantically, there are ways to fix yourself up. (Yep!)

If you come across as a seventh grade math teacher, you likely won’t get many bookings or referrals.

A lot of this stuff (WARNING: Spoiler Alert) gets handled efficiently at our Speaker programs because you work with top trainers in a small, focused environment. www.SpeakerAccelerator.com
Platform Skills come from three things:

1. Training
2. Planning
3. Experience

This video series is a micro-training.

Planning will be covered in the assignment that goes with this video.

And experience is what you’ll get when you finish the program in its entirety and start pitching your lil’ self to meeting planners to get some bookings going.

**Assignment Three: Platform Skills Quiz**

This two-part quiz has one multiple choice question.

Hint: There is no wrong answer except “F – None of the Above.”

1. Do you really want to improve your platform skills? (circle one)
   **YES/NO**

2. If YES, which of these will you select:

   A. I will immediately enroll in a stand-up comedy course in my town.
   B. I will immediately find my local Toastmasters and attend the next meeting.
   C. I will immediately go to www.NSASpeaker.org, find my local chapter and join.
   D. I will immediately enroll in an acting, singing, dancing or other course in my town.
   E. I will immediately enroll in the next www.SpeakerAccelerator.com.
   F. None of the above. I don’t really want to succeed as a speaker.

Speakers drive me nuts! Many of the men spend more time preening than I do as a businesswoman! Most of them lyrically describe their brilliant performance as a pilgrim in their elementary school’s Thanksgiving play, or their three weeks of ballet class when they were 10. They tell people they are born performers.

But even if you are a natural performer, it’s insanely beneficial to force yourself out of your comfort zone and into one of the options A-E above.

You have 72 hours to sign up for one of those options. Ready, set, GO!
Video Four: Writing Your Speech

Writing your speech can seem daunting now that you know it has to be about your audience and what the meeting planner wants you to tell them, not necessarily that you feel like saying.

Thanks to technology improvements since I recorded this video in 2009, I’m going to give you a strategy I now teach that wasn’t even easy to use back then.

Assignment Four: Pleasant Practice Makes Perfect

This is a multi-part assignment. If you actually do the parts, you’ll be stunned – really – by what’s possible. These assignments are all slowly moving your speaker career forward. I thought through the order before I recorded the videos, and I still stand by them. They build on one another. (I bet you noticed that!)

Phases of Speech Writing

1. Using Powerpoint, lay out your speech as described in the video.

2. Next, think about any story, joke, experience or movie you’ve ever read that perfectly cues up your first, most important point.

   Search the internet for stories. If you are familiar with the work of Joseph Campbell, I’ll just tell you to look for archetypal myths. Myths are stories that permeate in basic detail every culture at all times (to paraphrase). Your speech will be stronger if you have a powerful intro and extro.

   In the middle, your audience will be thinking about lunch, wondering if the pretty woman three rows over will turn around and smile, looking at their cell phones, stuff like that. (Unless you are utterly riveting!)

   A strong intro and extro make a huge impression, even on people who weren’t model students in the middle.

   So right now, today, start to think about what story/myth/movie best exemplifies that first point.

   Once you have an example or two of it, dissect it. What makes it believable? Why does it match your point? How common is it in literature? How do you know?

3. Write your intro. Probably long-hand or at very least, type it word for word.

   Let ideas flow into your mind

   Write as fast as you can on the first draft, without self-editing
If you remember you want to add a quote or something, make a note to go find it later.

Finish at least two full pages double-spaced.

4. Go back and fill it in, edit it, fuss with it until you have a good first draft.
5. Practice.

Type it up if you wrote it longhand – print in 16 pt. type.

Set the stopwatch feature on your phone.

Read it aloud, standing up (this is important).

How long is it?

Jot notes on any new ideas that poured in while you did it.

Redraft it.

6. Repeat Step 5 at least 10 times (not kidding!)

When you’re done, you should have an intro you’re really proud of. You never want to memorize it verbatim, but you definitely do want to be incredibly familiar with it, so that during the first nervous two to three minutes of any speech, you come across as confident, accomplished and knowledgeable…three factors that get you booked and get you referrals.

If I were you, I’d practice it another 20 times in front of a full length mirror…all alone…in my undies. Practice, practice, practice. And let it change, grow, expand and improve each time until the cake is ready to be taken from the oven.

Do the same for your extro (the last part of your speech, where you leave the audience on a high). People remember the beginning and the end.

For the middle parts, sequentially lay out your topic in the order someone would have to learn it to achieve the benefit/change you promise in your bullet points for the meeting planner. Think of it this way, like a sandwich:
You can make only about three big solid points in a 45-minute speech. The bigger and more memorable they are, and the better your stories, the more people will remember you.

One easy way to start is to put the Intro, the three points, the Extro summary all on PowerPoint slides and then go back and fill in with stories, statements, quotes, etc.

Video Five: Testing Your Speech

I once gave a speech to a crowd of millions — all standing at attention. I not only gave the speech, I edited it and made notes, did it again and rehearsed it at least 10 times to the same crowd.

The fact that my crowd was a lawn full of dichondra plants should not matter.

I imagined them as little green heads of my future audience, which was really going to be just 20 or so other college kids in my speech class. I got an A+.

One of my past NSA president clients says he never presents anything for which he is being paid unless he’s done it at least 60 times in front of his mirror. Just sayin’.

But there comes a time when plants or mirrors are not enough.

You need to take a big gulp and get out there in front of real people. People who may or may not like what you have to say.

(I think this is the part where people get fearful of public speaking.)

But until you get out there, you will never, ever know what you’ve got.

So, gulp…let’s go!

Assignment Five: Go Speak Six Times for Free

Look, if no one is paying you to speak, the worst that can happen is that you feel embarrassed for a few hours. It’s not a big deal. You’ve walked out of a business meeting or a date with spinach in your teeth and you survived. You’ll be fine.
This is why I suggest your first six speeches be given for free to anyone who will have you.

If you’ve been doing the assignments in order, you already have a clear set of deliverables, a reasonable elevator pitch and a modicum of self-confidence. Now it’s time to strut yourself.

1. Write up a simple document (one page will suffice) that has your photo, your bullet points of deliverables, your elevator pitch, your bio and your contact information on it.
2. If you have a website, put a version of this on your website.
4. Offer yourself for free to their meeting planner. Mail him/her your form. Send them to your website. Cold call them. (This may take several weeks or months, depending on many factors.)
5. The first two times, just do the best you can. Rehearse your intro a few times the afternoon before. You’ll be fine. Breathe. Remember, you can’t be sued.
6. The next two times, slip a digital recorder in your pocket and record the audio. Not just of yourself, but of them. Do they laugh where you wanted them to laugh? Did you feel connected to them while you were talking?
7. The third time, hire someone to stand in the back with a camera, even an iPhone. How do you look when you speak? Do you pace? Do you freeze?

Review yourself critically. Where is there room for improvement? And considering you’re now in acting or dance class or NSA or something…maybe you can show the footage to your teacher/new friends for some additional help/feedback.

After you’ve done six, and improved, it’s time to start pitching yourself for money.

After you’ve actually completed the six speeches, you’ll feel profoundly more confident in yourself and your topic. You’ll see!

P.S. – In the video it says I do private small group coaching. I no longer do that. I let world class expert trainers do it for me. Come enjoy www.SpeakerAccelerator.com.
Video Six: Getting Paid

Congratulations! You’ve made it to the last video! You’ve learned a lot and if you’ve also done the assignments in this document, you’re further ahead than most emerging speakers ever get. Good for you!

Believe it or not, the prices I quoted in 2009 - $1000 - $3000 for a breakout – are still about the same, give or take $500.

After you have spoken six times, you’ll want to start assembling footage of yourself. If you can afford it, hire a professional photographer or pre-arrange with the meeting planner for them to give you the footage of your presentation for them. Then hire a pro to assemble this into a short three to five minute long “best of” montage. This will allow those overworked meeting planners ample chance to see you in different venues, making people laugh or cry. Splice in some in-person testimonials from audience members as you get them. (Can even be shot on your iPhone!)

If you film yourself every time you make a presentation from now on, you’ll realize that sometimes you’re hot and sometimes you’re not. As you get more experienced, you’ll be hot more often. But for now, video everything you can so that you have footage to choose from.

NOTE: Most speakers update their demo video every one to three years!

Technology:

Technology marches on. When I recorded this, some speakers put their demos on their websites, others copied them onto DVDs and physically mailed them to meeting planners who were considering hiring them. Aren’t you so glad you don’t have to mail anything anymore? (Me too!)

Clothing:

Speakers are expected to set the tone for an event. You’re the one up there everyone is looking at. So the rule of thumb is to dress a level above the audience.

If they are in jeans, you wear business casual.

If they are in business casual, you wear business formal (suits, pantsuits, nice dresses).

If they are in business formal, you either wear an extremely expensive suit (you need only buy one!) or you go a level up. Be ultra-elegant.
Whom to Pitch:

Douglas Publications, which is mentioned in the video, got bought out in 2011, so we don’t recommend them anymore. I think the quality has gone down.

If you type “Directory of American Businesses” in Google, you’ll find many providers these days. The good ones are still thousands of dollars, but you don’t have to spend that if you’ll just put in some sweat equity.

One easy way to get started – for those on a budget – is to go back to the list of industries in which you have experience. Remember that from Assignment Two? Search associations related to those industries. Most industries have dozens of associations that serve them. Most of those have annual or monthly meetings at which they need speakers who maybe aren’t the biggest deal yet, but who have good solid information.

Another way to get started is to study local events coming to town in your city. If you live in a big place, convention centers may offer calendars of upcoming events on their website or be willing to give it to you by email. If you live in a smaller place, perhaps the nearest big city has a hotel that is popular with conference holders?

Your role right in the beginning is to scout out upcoming events that need you. Remember, most of them book their speakers six to 12 months in advance. So for the events that are coming to a town near you, sleuth out the name of the meeting planner. (I will often just call the company headquarters and ask!) Then call the meeting planner, succinctly tell them you know their event is coming up in your town, that you’re a local speaker (which means they don’t have to pay your travel), that you’re available last minute in case something goes awry (often does!) and your elevator speech from Assignment One.

She will not likely call you back if the date is close, so follow up with a card with your website and/or flyer and business card in it, so it is on hand for that emergency that’s almost sure to happen.

Doing a meeting planner a last minute favor opens doors, no matter what you get paid or if!

Bernie Madoff & Other Outdated Stuff

Well, let that be a lesson to you! Never mention topical news stories when you know you’re being filmed! And Larry King has since retired. OK, OK, I promise I’ll never mention current people again. Geez!

And other than this product and a few webinars which are now beneath your knowledge level thanks to this program, the only other thing I offer speakers is www.SpeakerAccelerator.com, which happens to be the best speaker product I’ve ever been in a position to offer.
Details

If you’ve followed along, you are ready to get yourself booked. If you’ve completed your six free events, you’re ready to make money. But now what?

All the speakers who succeed in this business made a lifelong commitment to growth and learning. The best of the best still work with a variety of coaches and trainers. They still stand in front of mirrors and practice. They don’t “wing it.” If they use PowerPoint and aren’t a genius at it, they hire someone who can make their slides sizzle.

They read up on their topic. They do what needs to be done to excel in this competitive profession. They watch what others speakers are doing in their niche and replicate the best strategies.

I cannot say enough good things about the National Speakers Association (www.NSASpeaker.org). They have taught me so much, I’ve met amazing people and sold a lot of their books. They have chapters all over the world – your career will accelerate if you get involved with them now that you know the basics. I promise you that!

One other thing the successful speakers do that I hope you picked up as we went through this. Tony Robbins, admittedly one of the most successful speakers of our age, calls it “kaizen” – continuous learning.

That means you plan right now to update your wardrobe, speech, hair style, website, marketing materials, marketing strategy, intro, extro, slides – whatever – constantly for all the years you will speak. There is no “there” there.

This attitude will help you grow bigger and faster than most of the beginners, who usually fall by the wayside when they realize this is a business, not a game. Next time you are watching a master marquis speaker, think about how many thousands of hours went into every aspect of that person’s performance, on every level. That’s why he or she can command $25,000 or $50,000 or more for what looks like only 45 -90 minutes on stage.

This program has given you the basic tools to begin building the speaking career of your dreams. It’s like you now have a big pile of lumber, a saw, a hammer and a screwdriver. Whether you get to work and build a dog house or a mansion will depend on you.

My team joins me in wishing you all the best with your speaking career.

Thank you for taking this course. I hope you enjoyed it and learned a lot.

Wendy Keller

www.KellerMedia.com
www.SpeakerAccelerator.com
(800) 278-8706
Supplemental Document: Questionnaire

Feel free to modify this in any way you please. Testimonials that are great should go on your website and marketing materials.

Event Questionnaire – Wendy Keller

Please fill out and turn in this form. Thanks!

Your name: (optional) _____________________________________________________

Your email: (optional) _____________________________________________________

1. On a scale of 1-5, with 1 being “needs improvement” and 5 being “fabulous” please score the following components of today’s program:

<table>
<thead>
<tr>
<th></th>
<th>Needs Improvement</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content of presentation</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Organization of content</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Speaking style</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Use of visual aids/PowerPoint</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Speaker’s authenticity and passion</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

2. What are you most excited to implement right away?

3. Please finish this sentence: “I wish Wendy had covered more about…”


4. Please finish this sentence: “My candid comment about Wendy is…”

5. Please finish this sentence: “The most valuable thing I learned today is…”

May we use your responses in our marketing materials?  __ YES  __ NO
If yes, may we use your:  __ Whole name  __ First name, last initial  __ Anonymous