

YOUR SPEAKER BUSINESS

CAN YOU REALLY GET PAID FOR PUBLIC SPEAKING? HERE'S YOUR TEN POINT TEST

The most exciting business in the world is that of a successful Professional Speaker! Travel, 5 star accommodation, fabulous venues, celebrity status. Because there is a demand for your knowledge, your wisdom and experience, your ability and commitment to deliver a message that the world wants to hear.

And it can be a complex demanding business environment to break into. There are some essential secrets and systems that are not immediately obvious – that can trip you up and cause you financial stress and self-doubt if you don't have them in place.

Here is a Ten-Point-Test to see if you have what it takes to succeed. For each question, score yourself out of 5 – where 5 is fabulous, 1 needs help. (Don't worry, that help is available). Circle the number that's true for you, after each question.

1. Are you an expert on your selected Topic?

People who pay for speakers need to know their presenter is a subject matter expert. That's how you create value. Staying up to date and crafting your knowledge into a deliverable package is a higher level of skill in this area. I'm often asked about research strategies and techniques – you actually have to stay ahead of Google! And it needs to be YOUR stuff, not other people's cobbled together.

1-2-3-4-5

2. Do you know your Market?

Who are the people who want what you have to share? The ones who really crave it, and will pay anything for it. The people who know they must have what you can give. Can you put a face to them, an age group, a gender even? Where do they spend their time – online or offline?? Where can you find them to talk to them? Do you know their Hot Buttons? Can you relate their pain to your message? Who owns the problem that you solve? Businesses? Individuals? That will determine your business model.

1-2-3-4-5

3. Is your offering Really Valuable?

Often I work with people who can't actually see the financial impact of their work. They've never worked out how their audiences or clients get a return on their investment. Well – your audiences and clients are working it out, every time they choose to share their valuable time with you, or more – their money! Have you assessed the commercial value of what you offer? It's not hard to do, but you need to know how to do it and to explain it.

1-2-3-4-5

4. Are you Comfortable and Confident in your own skin?

Being on any speaker platform is major exposure. It's the reason so many people are afraid of doing it. When we know ourselves, trust ourselves, accept ourselves with all our magnificence and with all our human flaws, we have no discomfort

about getting up and sharing ourselves. Until we are at that place, it just doesn't quite work. Believe me, I know that one! 1-2-3-4-5

5. Are you good at Structure and Systems?

The Speaker Business, like many other small businesses, needs structure and systems. You need to know what systems to build to make it even doable, let alone easy. You also need to know how to structure your message, so your audiences can take it on board and act on it. There's a lot to know in this field of behavioural change – and when you master it, you are referred and rebooked without effort. 1-2-3-4-5

6. Do you know your Strengths and Stress points?

We all have heaps of strengths, and we all have stress points also. When you are really clear on your SWOT-style balance sheet, it's a lot easier to build your speaker business. We have solutions for every challenge – being in the Speaker Business for 28 years we've encountered a fair few of them! And we can certainly help you make the most of your Strengths helping you to grow your speaker business much faster than most. 1-2-3-4-5

7. How clear are you on your Deep USP?

That's my term for the 'special sauce' that you alone can deliver. Your Deep Unique Speaker Proposition. It relates to who you are, what you know, how you think, how you share your knowledge and who finds it most valuable. It's my marketing term. When you are clear on your Deep USP you will be magnetic, to your audiences and to your marketplace. I've seen it again and again. It definitely exists. The question is how well you can see it. 1-2-3-4-5

8. How strong is your Platform?

Do you have a good online presence? A sizeable following on social media? Do you blog on your topic expertise? So that if someone searched for an expert on your topic your name would come up? The term Platform was coined by Michael Hyatt to describe a 'foundation' or market knowledge of you and your message. No problem if this is all new to you – you can start any time – but it will make a difference to your marketing as a speaker. 1-2-3-4-5

9. How much do you like meeting new people?

You'd be surprised how many top level speakers are actually introverts, who normally prefer their own company; they are wonderful researchers and topic experts. But they do need to get out and about and make their presence known. If you're an extrovert who just loves networking and making friends, you might find this a bit easier, at least in some circles. There is a level of self-promotion that definitely helps in the speaker marketplace, and you do need to be able to manage that. 1-2-3-4-5

10. What Continuing Value Proposition do you offer?

So they want to hear you and your message, you are in demand as a performer/presenter and they want more! Wonderful! Do you have courses, books, audio, video, coaching, training or anything else you can follow through with? Very few speakers now are able to generate high income levels purely from speaking – it's a multi-media world and our audiences and clients want implementation support. No problem – you can develop that – but just score yourself on what you have now. 1-2-3-4-5

SCORES:

80-100 Let's get that expertise and experience, that you've worked so hard to develop, working for you to create leverage. It's time for you to maximise your returns. Yes, we can show you how to do that, with the benefit of many years' experience. This program is a genuine MasterClass providing time with a highly experienced professional speaker with global status.

I AM A MASTER SPEAKER

50-80 You know you're good and you can be even better. With expert guidance from someone who has been there and done it, you can **Grow Your Speaker Business** to very prosperous levels. You'll only be able to do that with the right support and structure. You'll need to refine your business model, to get clear and creative with your strategy and make sure you've got great systems around you that can keep Growing your Business while you are on platforms. Well done! And now Grow further. The world is hungry for the treasure which is yours alone to give.

YES PLEASE I WANT TO GROW

30-50 Great! You're up and running, you've been speaking for a little while, you are thoroughly learning your craft and refining your content. It's time to **Build Your Speaker Business**. You've proven that there is demand for your message in the market and you can build on that to get more of the good things! You might be ready to go full time, if you're not already. We want to help you make more money more easily, to focus on the business side of your work while you continue to become more and more valuable on the platform.

I CAN START BUILDING

0-30 **Start Your Speaker Business**

That's what our foundational program is for, to get you speaking in your marketplace, and to get you building a database and a bank of testimonials and referrals. We want you to avoid all the risks (including those you don't know about) and to make sure you are sufficiently successful to build your confidence and your reputation.

ENROL ME NOW PLEASE