

Speak Up – Earn More!



**Making a Spectacular Income from
Seminars and Public Speaking**

Another Cinnamon Edge Product

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Making a Living as a Public Speaker

First, Get to Know Your Market

Before you even start in public speaking, you need to gather together three things:

- a subject
- an occasion
- an audience

The occasion can be arranged by you, or for you, or it can be there waiting for you. The subject, though, is entirely your responsibility - or it should be.

You might be tempted to accept a speaking engagement on a topic you have knowledge of, but which doesn't fit with your career or business plan. Don't. If you're trying to develop a reputation as an expert in, say, property, does speaking about vintage cars advance that in any way?

Hardly; although you might benefit from the experience of speaking to an audience, you'll gain far more by speaking on the topic you want to build your reputation in. Remember that you're building your reputation as an expert, not as a speaker, and the more specific you can make your area of expertise, the more able you will be to enhance your reputation as an expert. In fact, you will *be* more of an expert as soon as you take the decision to specialise.

Public speaking is another form of niche marketing. Like written information products, audio and DVD, public speaking is about finding a niche audience and supplying the information they're seeking. The more focused you are, the more you can identify yourself as the expert in that niche.

After that, selling your other information products will be a whole lot easier.

Publicising your event

Last time I concentrated on identifying your niche and your market - a crucial factor in positioning yourself and portraying yourself as the expert in your field. In case I didn't make that clear enough, there is nothing more important than positioning when it comes to deciding your income and lifestyle. I'll repeat that: there is nothing more important.

Now I'm going to talk about how you promote your event or speaking engagement. Note that you should promote your appearances, including at other people's events.

There are several, complementary ways of doing that, including email marketing (including newsletters and joint venture promotion), pay per click advertising, press advertising, word of mouth and promotion at other events, and even radio and TV using pr, personal appearances and advertising.

Of these, the cheapest by far is email marketing. In essence, it's free. It's also incredibly effective - if your emails go to the right list, are well targeted and give the message your readers want to hear.

Just yesterday, for the first ever meeting of a new networking group, we managed in excess of 25% sign up and about 15% actual attendance, from a list of local business people.

A 25% response may be unusually high (and we were very pleased with ourselves!) but the fact is, all it cost us was our time. If you can get hold of or build a list that's sufficiently interested in your chosen niche, there's no reason you couldn't achieve a similar result.

At the risk of sounding like a cracked record, one of the best ways to obtain a list and to grow your own is to approach joint venture partners. Those partners must be in a similar niche to yourself, or have a list that's sufficiently focused in your area of expertise. The bigger the list of course, the better it will be for you, but if you can get 15% of them to attend, you really only need a targeted list of a few hundred to make your speaking engagement extremely worthwhile!

You'll notice that our event was targeted at local business people, and making your event 'local', even if it's part of a more widespread series of events is another secret to getting people to turn up. Make this one 'their' event, and don't give them the option of attending another one a little further afield. Given a choice, too many people end up not choosing either.

I'll be talking about some other ways to market your event in future posts, but that's all for now. The secret, as with anything, is to take action - just get on with it! Have a go - you'll probably be delighted with the results you get.

Positioning

No, not where you stand on stage, but where you stand in people's perceptions.

Where people perceive you to be decides how well you are rewarded. That's a simple fact. And low prices will lower your or your products' perceived position and value. It's a vicious circle.

A couple of examples:

- An ebook, retailing at \$17, sold steadily. When the price was raised to \$37, not only did sales hold up (and profits increase), they actually rose.
- A top of the range car does not cost twice as much to build as its bottom of the range stable mate. But plenty of people will pay double the price for the extras and the 'exclusivity'.

And exclusivity is one card you can play when you create smaller, high-ticket events. Not only are you providing higher-quality information, direct access to the expert, follow-ups, etc, but you're also excluding the people who can't afford it. And that makes it more valuable to those who can...

You can easily justify higher prices by providing quality, exclusivity and status. Naturally, people will only pay top prices if you keep providing top quality products and services, but that's within your power.

But it's not just pricing that positions you near the top of the tree. So can celebrity status, even though that's becoming increasingly devalued in itself.

It's a kind of 'celebrity' status that you're trying achieve when you concentrate on positioning yourself in the market.

So how does this relate to seminars?

Well, one factor can have a great impact on your positioning - that's authority by association. By positioning yourself alongside the top people you place yourself on a par with them in the minds of onlookers and elevate yourself. So when you attend events, and even when you host your own, you should try to associate with the highest-ranked people you can, especially the (other) speakers.

Generally speaking, the only people who are less than free with their time are either very busy (fair enough) or very conscious of their celebrity status (ie, they've been on 'telly') and are a little insecure about it...

Try not to be quite so 'precious' about it yourself!

Making Money From Public Speaking, Seminars and Conferences

And, however unapproachable someone might appear, there's never any harm in asking a question or two or even saying 'well done' after their presentation. Some very successful speakers have been genuinely touched and surprised when we've bothered to approach them and say 'thanks'. It's not a bad way to get yourself remembered, either!

Positioning counts for so much , and it's such a simple thing, we'd all be daft not to give it the attention it deserves.

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Choosing the right venue for your event

How many people are coming is one of the great unknowns when you stage an event. Your triumph of marketing may be a disaster if the venue can't cope.

You can control attendance by issuing a limited quantity of tickets, and if you're charging money for admission you'll know exactly how many tickets you've sold. If you just give them away, though, or invite people less formally by email or advertising, predicting numbers can be almost impossible.

Firstly, people often feel no great commitment to attend a free event, even if they've said they'll be there. Charging a few pounds or dollars up front will concentrate their minds far more. It can make the difference between a few people arriving on the day and a nearly full attendance.

Just asking people to let you know if they plan to come can have very mixed results - for our first event, the number of attendees almost exactly matched expectations, although those who came weren't those who said they would... For our second event we had four times as many people as had said 'Yes'!

While we might feel justifiably pleased with the success of our marketing - over 60% of those we invited came along - they only just squeezed into the venue.

So, if and when you hold an event, especially if you're providing seats and catering, I'd urge you to charge at least a nominal price for attendance. Then, either issue a strictly limited number of tickets or stay flexible about your venue until as late as possible. It's likely about 10% won't turn up, however much they've paid, so that gives you a bit of leeway but not much.

Don't let these uncertainties put you off, though. To be more successful than you expected is one of life's nicer problems!

Bums on seats...

I've spoken about controlling numbers to make sure your venue is big enough - a nice problem to have, as I said. But how can you boost the numbers attending if you think there's a danger of falling short? After all, a poorly attended event can be uninspiring for all concerned.

Here are a few of the ways you can maximise the results of your marketing efforts:

1. Make sure you charge something, at least, for the privilege. As I've said before, people feel less obliged (obligated, for our American readers) to attend if they haven't paid. They can easily feel they have nothing to lose by not turning up. They're wrong, but most people are either quite lazy or quite cynical or both!
2. Offer 'two for one' or 'bring a friend' deals. You won't double the attendance, but neither will you double the cost, since one of your major costs is promoting the event. You might easily get fifty percent more 'bums on seats' that way. And everyone who comes is someone to be sold to. You might also be able to sell products to 'nervous buyers' - people who would be too scared of what their partner might say - if that partner is there to be persuaded as well.
3. Offer a special deal on a back-end product for attendees only. So even people who buy a ticket but don't come, don't get the deal. A voucher they have to bring or a 'register' they have to sign at the event will record their attendance easily enough. You can always offer the back-end product at a higher price to your entire list afterwards.
4. Naturally, effective promotion in the first place is a major key. Use your speakers (unless it's just you!) as JV partners to promote to their lists. Be a bit flexible if they want special deals for their members - after all, they'll become your members if they sign up.
5. Use an experienced marketer or promoter to help you. Invite them to speak if that's what it takes to make them 'affordable' up front. In reality, they should pay for themselves in results achieved!
6. Get discounted room rates at the venue if you're using a hotel. Lots of people are reluctant to travel both ways on the day, especially if there's a chance to network after the event. And choose your venue based on accessibility, too, so no one is put off by travel considerations. Think about weekend versus weekday, depending on target market and time of the year. Surprisingly, some hotels are cheaper at weekends, when their corporate customers are thinner on the ground.

Making attendance a no-brainer

Here are 14 ways to make attendance seem so attractive it's almost compulsory:

1 Make it easy. The buying process for your seminar needs to be as easy as possible - but don't make it free unless you can promote it to hundreds of thousands (and you've lots of experience in predicting numbers). If people don't pay something they won't feel committed to attending. You need them to turn up!

2 Make turning up as easy as possible. Choose your venue carefully and always supply good directions, by road, rail and even air. Hold the event at the weekend if you're looking to attract people with jobs. Weekdays are better for professional events where the seminar is part of their working week.

3 Emphasise value at every opportunity. Promise valuable information and give the impression you're giving it away.

4 Give access to the speakers. If they are patently or apparently the leading experts in their field, people will be very keen to meet them in person, hoping to get the bit of 'inside information' not even the other delegates will hear. A 'secret' might just be one bit of information they feel they lack, and where better to get it than from your experts?

5 Promise them special offers and make them conditional upon attendance on the day. Old hands will expect these offers but first-timers might not.

6 Give them a freebie. You'll probably have to provide this, although another speaker may have good reason to give stuff away. Make it a condition that delegates must attend on the day to collect it.

7 Two exceptions to the 'no free tickets' rule.

a) Bring a friend or partner for free. Two bums on two seats for no extra marketing cost. Simple.

b) Free tickets for your members. They're very highly qualified and they're also your fans, so they should be a good, responsive audience.

8 Make your seminar the obvious 'next step' by riding on the coat tails of other events, you can make yours the next step in your delegates' education.

9 Give them what's 'missing' in their education, even if it's just the impetus to take action.

10 Give them 'exclusives', so your marketing emphasises that the information isn't available elsewhere or to the general public. People love

being in on 'secrets', even if they're of little use.

11 Appeal to groups to create a buzz. 'See you all at the event' has great appeal to people who've only met online or who haven't seen each other in a while. It's reassuring for some more nervous people, too, to know they'll be amongst friends. Perhaps offer a discount to groups.

12 Tap into emotions. A lot of friendships start at seminars. Remind them they'll be seeing old, familiar faces. Nostalgia sells, too.

13 Make your events local by specifically naming all the major towns within reach of the event in your promotion. People will feel you've connected with them and feel it's their event.

14 Tap into the warm, fuzzy feeling at the end of your previous event and offer a big discount for next year. The take-up will be astronomical - believe me!

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Overcoming nerves

Unless you're a born show-off, speaking in public is something you'll probably have to learn to do before you can learn to really enjoy it. And that probably means that, rather than joyfully giving voice to your views and ideas, for now you'll be somewhat reluctantly speaking about something related to another area in your life - either your hobby, your job or some aspect of your business.

Now, when I talk about public speaking I'm really talking about promoting yourself and/or your business through speaking to an assembled audience. I will give you my thoughts on the actual 'performance' part of addressing an audience, and I've uncovered some resources I'll direct you towards in due course, but for now I'm more concerned with getting you onto the stage in front of a targeted group of potential buyers or clients.

(That's you targeting them, not vice-versa!)

With practice, speaking becomes quite good fun, and some people really love it, but your objective for now is, to put it bluntly, promoting what you sell.

If you're selling a consultancy service to a large company, your 'public performance' might well be aimed more at the employees of that company than at the people who are deciding whether or not to hire you, but they'll be watching too, and the requirements are the same. That is, you need to show them what they need, lack or probably just want, give them loads of valuable content, and leave them in no doubt that you're the only sensible source for the next step.

And if that sounds a bit cynical, put it like this: you're *giving* them content, in the form of information, resources, ideas and inspiration, you're *offering* them more if they're prepared to pay for it, and you're *demonstrating or even proving* that you're the best person to go to for what they now understand they require.

That sounds like pretty good 'customer service' to me. After all, if you didn't think that what you offered was worth buying, you wouldn't be selling it, would you?

And you wouldn't be overcoming stage fright to do it!

Structuring your presentation

You probably know all about the old 'tell them' advice.

1. Tell them what you're going to tell them
2. Tell them
3. Tell them what you've told them.

It's good advice, and as long as you show a bit of originality in your presentation, it is guaranteed to work.

But you don't just have to use it for the overall framework - it works just as well in each section of your presentation, so your speech can be a series of mini presentations, topped and tailed by a 'tell them what' introduction and a 'tell them what' summary.

Remember that most people will forget most of what you tell them unless it's:

- a) Extremely memorable, or
- b) Extremely relevant to them, or
- c) Repeated several times.

So don't be afraid to repeat a point, especially a crucial or difficult point, several times if necessary. But to make it memorable, why not make your part 1's contentious, funny or seemingly impossible? Then set about demonstrating how that can be for your part 2, and part 3 then becomes something like 'So you see, the moon really is made of cheese', or whatever.

The purpose is to get people to pay attention by grabbing their interest with your 'headline' version of what you're going to tell them, then you entertain them as you explain how it can be true. Finally, you remind them what you've just told them, drawing attention once again to how unlikely, funny or controversial it sounded. Then they might remember!

Do this on a smaller scale with each section and you might get people to remember more than one or two points, but don't be surprised or offended if they don't - at least some element of public speaking is reminding people that they can't remember or do everything and they might just need an expert's help! Actually educating people is another skill entirely.

Most information products include a disclaimer to the effect that the product is for 'entertainment purposes' only - that's not a bad way to look at your public speaking. Although you're imparting good information, most people listening won't actually retain much of it, and they'll almost certainly apply even less.

Once you know that it suddenly takes a lot of the pressure off.

How to Get to Carnegie Hall ...You gotta practise!

Once you've found or chosen your niche or area of expertise and rounded up your audience, life will be a lot easier if you feel confident and competent about the whole public speaking thing.

But you have the information and an audience that wants to hear it, so what's the problem? Well, if you've ever fallen asleep in a classroom or lecture hall you'll know exactly what the problem is - most of us are lousy public speakers.

Even those people who seem naturals at it in everyday conversation can get anxious and tongue-tied or just plain dull in front of an audience. Sometimes people try too hard and sometimes they don't seem to realise they need to try at all. But the common thread with most poor speakers is that they're under-prepared and under-rehearsed.

(Although a few may seem so over-prepared that they're bored with the sound of their own voice...)

Now, public speaking is not just about reading a script without tripping over your words. It's not like reciting a poem or acting in a play. It's more like improvising a conversation, knowing your facts and the best words to use to put them across, and controlling the pace, doing most of the talking and making the whole thing interesting, informative and entertaining.

Simple really. As long as you practise.

Just knowing your facts means you risk not explaining them to those who don't know. Having a really cool way of explaining them means you risk repeating yourself. Avoiding repetition could mean you don't reiterate the important facts enough to drive them home. Writing a script to avoid all those problems could mean you end up with an unstructured mess. And writing the cleverest, most fact-filled, best-structured, least-repetitive and complete script ever runs the risk of you sounding like a talking text book. Unless you practise, practise and practise some more.

As writers, we find the best way to be sure a piece of writing flows well is to read it aloud. So, naturally, that's especially true for a piece that's meant to be spoken to an audience. When you do, take note of any words you instinctively leave out or insert, and amend your script accordingly. Then do that again.

Then, when you've got your script honed to perfection, throw it away. You'll have learned it by this time anyway, and you will certainly be a less captivating speaker on the day if you're reading from a script. A few brief notes will suffice, so long as you're sufficiently well prepared.

And did I mention you've got to practise?

Some Simple Tips For Using Your Voice Effectively

Here are nine tips on how to use your voice effectively in a speech or presentation.

1 Make sure you speak loudly enough for the audience to hear you. Nothing is worse than having to strain to hear a speaker present. So, before you begin a presentation, do a sound check with someone standing at the back of the room to tell you if you can be heard.

2 Don't shout into the microphone. Conversely, when you are using sound equipment, avoid the temptation to speak too loudly. Before you begin, have the sound technician adjust the levels (volume) so that you can be heard clearly while using your normal voice.

3 Avoid speaking in a monotone. The easiest way to put an audience to sleep is by speaking in the same tone of voice for a long period of time. Instead use your natural speech patterns with their variations in pitch.

4 Vary your delivery pace. By speaking at different speech rates for short periods, you can add energy and animation to your speech pattern. Observe the way you speak during a normal conversation with a friend or colleague. You will notice that sometimes you speak quickly and while at other times you slow down. Overall, speak more slowly than feels normal, since nerves usually cause us to speak too quickly.

5 Slow down for important points. By slowing your speech rate while delivering your key points, even lowering the pitch and volume, you can convey emphasis and importance.

6 Use the pause. Silence is an excellent exclamation point. By slightly extending a pause, you can add emphasis to a key point in your presentation. The best presenters plan their pauses to achieve maximum impact! Asking a question will normally lead to a natural pause.

7 Drink water. Before your presentation, drink a glass of water. This can help prevent potential voice problems during your presentation. Keep a glass of water at the podium and take a sip of water as necessary during the presentation, but not so much that you need a toilet break before the end!

8 Check out the national news. News presenters provide some of the best examples of effective voice usage.

9 Practise, practise, practise! Rehearse, time yourself and rehearse some more, so the words you speak are familiar and comfortable and you sound confident and convincing. Let your presentation evolve for a time. Then, if you can, keep to the same presentation time after time and you'll just get better and better and better.

Why Rivals Should be Allies

...and that applies to public speaking as much as anything

As a public speaker, especially an inexperienced and nervous one, you're quite likely to feel anxious and defensive about your position or status. Don't worry - that's quite natural and normal. If you had no nerves you'd have no adrenalin and probably no energy to perform.

Still, away from the stage you need to be more clear-headed about things.

One of the great things about business (that I wouldn't have believed before I gave up the 'day job' a year ago) is the level of cooperation you get between people who could just as easily be rivals. It's the quickest way to grow a business, bar an unfeasibly large cash injection, so it makes sense all round. Often, though, people cooperate and help each other despite having little to gain. I suppose that's because most people are, basically, nice.

As a public speaker, even with experience, you might sometimes feel all alone and pretty vulnerable up there on the stage. Actually, there's no need to feel that way if you're prepared to share the limelight, the kudos, the profits and the stress with a 'rival' who operates in the same niche as you.

Think about it, and think about the value your audience gets if they get two experts' views and ideas, two voices to make things more varied and two people essentially reinforcing the principles you're trying to promote. It makes sense to me.

You'll be marketing to two lists, as well. And that *never* hurts...

Learn more on making money from public speaking, seminars and workshops in our top-selling product, 'Niche Seminar Secrets' (see next page).

Full details on that and our other great Cinnamon Edge products, over the page...

Other Cinnamon Edge Products

Niche Seminar Secrets: The best seminar planning guide there is will tell you how to build a six-figure income in the seminar business. It includes everything from choosing your niche to finding and securing the best speakers, filling seats and selling products - even to the people who don't attend! This is the system top marketers and entrepreneurs use to make the *real* money!

Go to <http://www.NicheSeminarSecrets.com>

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