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# #GetYourSpeakOn

## Becoming a More Professional Speaker

Wednesday, March 30, 2016

Preconference to SMTulsa

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### Presenter

Becky McCray, Small Biz Survival

### Attendees

### Agenda

#### Being prepared.

1. **Have your basics:**

- a. Head shot, professional style
- b. Topical photo, something that reflects your niche
- c. Bio for publication, 100 words or less
- d. Bio for introduction, set the tone for your talk
- e. A speech: one you can do on short notice
  - i. Your topic:
    1. Narrow. Better a deep dive on one topic than a broad intro to a bunch of stuff.
    2. Described in terms meeting organizers will understand and want.
  - ii. Title and short description for publications: make it compelling. This is marketing.
  - iii. 3 key takeaways. What will people learn?

2. **Have a website:**

- a. At least one page on your existing website.
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- b. All of the info we just mentioned:
    - i. Head shot and topical photo, both in high resolution for download.
    - ii. Bio for publication
    - iii. Introduction. Bonus points for also offering it a PDF set at 16 point type or larger.
    - iv. Topic, title, takeaways.
  - c. Additional items:
    - i. Photos of you speaking, with an audience that looks excited
    - ii. Video of you speaking.
      - 1. Volunteer to speak just to get video if you have to.
      - 2. Even a 1-minute video is better than none.
      - 3. Live audience is best.
      - 4. Low quality is better than none.
    - iii. Testimonials and previous events
    - iv. A way to book you
  - d. Examples
    - i. [Becky McCray](#)
    - ii. [Barry Moltz](#)
    - iii. [Tim Sanders](#)
    - iv. [Guy Kawasaki](#)
    - v. [Steve Farber](#)
    - vi. [David Meerman Scott](#)
    - vii. [Nancy Duarte](#)
  - e. Cautionary tales
    - i. [Karen Vadino](#)
    - ii. [Kevin Honeycutt](#)
- 3. Setting your price and raising your price**
- a. Start for free, if needed.
  - b. Start charging. Start small, move up.
  - c. Depends on your industry. Some industries just don't pay.
  - d. If you get the price three times in a row, raise it. Until you are booked as often as you like.
  - e. Trade a lower price for more value:
    - i. video, pro photos, return bookings or recommendations.
    - ii. High profile events have to be REALLY high profile to be worth the exposure.
    - iii. Don't believe that you'll book a lot of speeches from a speech. Often their audience is your service target market, not your speech-booking target market.
  - f. I have a lower, in-state rate.
  - g. I offer a lower, tell-me-your-story rate.

- h. I speak twice as often for reduced fee/other value as I do for full price.

## Making More of Your Gigs

### 1. Gig landing pages

- a. Create one and then duplicate it for each event.
- b. Customize it.
  - i. "Thank you for having me" section.
  - ii. Link to download a free gift, usually in exchange for signing up for my newsletter.
- c. Unique easy-to-type short URL. (I use a plugin called Redirection for this.) Older example, for Elliot Lake, Ontario:  
<http://smallbizsurvival.com/elliottlake>
- d. Put this URL on the first and last slide.
- e. At the end of my talk, I tell people what the gift is, and how they can get it.

### 2. Getting more out of your free gigs.

- a. Arrange to record video or audio. Post it on your website. Or build it into a product you can sell.
- b. Post the slides or transcript to SlideShare or another sharing site.
- c. Arrange for photos to be taken and shared with you. Post the photos on your site and social channels.
- d. Mention it on your social channels before, during and after the event.
- e. Ask for an endorsement, comment, or testimonial from the organizer.
- f. Invite an overly-honest friend to attend and give you feedback on what you can change and improve.
- g. Ask the organizer who else they know who books speakers.
- h. Capture comments from attendees either on feedback forms or from tweets sent during the event. Use them as testimonials, if appropriate.
- i. Mention during your talk that you have an opening for another talk in (July) (pick a month).
- j. Ask the organizer if they book speakers for other events or conferences.

### 3. Get some gear:

- a. Audio recorder, Zoom H1 is \$100. You already have an old phone or tablet that records audio. Good for your own review or sharing publicly.
- b. Video recorder. Phones, GoPros, point and shoot cameras. Good for posting on your site until you have some pro footage, then good for your own review.
- c. Business cards or one-sheets. I don't have either. I have a website.
- d. Slide advancer. Logitech R800 is good for under \$60, R400 around \$40.

## Know your purpose and position yourself.

1. How do you change the world? What changes in the audience because you spoke with them?
2. Positioning statement: what do you deliver?
  - a. Use their words
    - i. [How to Steal Killer Sales Copy Straight from Your Prospects' Mouths](#)
    - ii. Where to find their words:
      1. Tweets during your speeches
      2. Endorsements and recommendations
      3. Reviews of your books
      4. Reviews of other people's books on related subjects, what people are looking for and what they hate
    - iii. Group up comments as characteristics, like Practical or Gives Hope.
    - iv. Boil down to simple words and phrases.
    - v. Elements:
      1. Method: how do you help people? What are you giving them?
      2. Results/Outcome: what do you help them make better?
      3. Pitfall: what traps do you help them avoid with your special method?
    - vi. Write out a new positioning statement.
      1. "I deliver (results) by (your big idea) so that (how your audience will change) without (trap) or avoiding (pitfall)"
      2. Outcome first, pitfall to avoid in the middle, method at the end. *I help you shape a brighter future for your small town no matter what the pessimists say or do, by giving you practical steps you can put into action right away.*
3. Where to use your positioning statement
  - a. Sales and website copy
  - b. Repeat it
  - c. Reword it, vary it, mix it up

### Bonus: How to get more speaking gigs.

1. Be prepared: have your stuff ready.
2. Start with local organizations.
3. Know where you want to speak.
  - a. Big Dream list.
  - b. Next year list.
  - c. Local list.
4. Connect with the meeting organizers.
  - a. Stalk them online to learn about them.
  - b. Interview them for your podcast

- c. Involve them in webinars
  - d. Participate in industry Twitter Chats
  - e. Use LinkedIn to pitch them
  - f. Attend the events on the Big Dream list
5. Join professional associations
    - a. For speaking: NSA, Toastmasters
    - b. For your industry
    - c. Other groups that are a good fit
  6. Set up online alerts for your industry terms and "conference" or "event" or "Call for speakers"
    - a. Google Alerts, Talk Walker
    - b. Twitter search
    - c. Speaking specific sites like ExpertFile, Orate.Me
  7. Pitch big events like SXSW
    - a. Follow their process in detail
    - b. Pay attention when they tell you what they want
    - c. Pitch a single narrow concept
    - d. Be willing to adapt
    - e. [Inbound's advice](#)

## Delivering: Mentoring Panel Presenters

Becky McCray, Small Biz Survival

Cheryl Lawson, SMTulsa

Rob Hatch, Owner Media

## Who we trust to learn from

1. [Michelle Mazur](#) (positioning)
2. [Lois Creamer](#) (marketing)
3. [Nancy Duarte](#) (content)
4. [@NSAChat](#) for other speakers