

Professional Speakers Guide



Daniel A. Janssen

Professional Speakers Guide

*Speak on your passion, follow your purpose and get paid.
How to start and develop a successful career
as a professional or public speaker.*

*“The mind is a wonderful thing. It starts working the minute
you are born and never stops until you stand up to speak.”*

Roscoe Drummond

*Lots of people act well, but few people talk well. This shows that
talking is the more difficult of the two.
~ Oscar Wilde ~*

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1 . Guide Objectives

“The mind is a wonderful thing. It starts working the minute you are born and never stops until you stand up to speak.”

Roscoe Drummond



1.1 What's this Guide is all About:

This program is designed to cover all the aspects of starting a speaking career. It provides an informative and insightful look into the professional speaking industry as well as all the information one would need to take the plunge and start speaking as a paid professional. It is your resource guide for what it looks like, what it takes, and how to get paid for speaking to the public.

This resource further contributes to and helps build and strengthen the speaking industry. By supporting, equipping and empowering individuals to make informed decisions for getting in the business, starting off right, being professional, authentic and building a rewarding career in this industry.

Paul Karasik (Seminar leader, founder of American Seminar Leaders Association) says “unlike many other professions there is no career track in the seminar business. Major universities do not yet offer programs in seminar leading.”

1.2 Guide Objectives & Goals:

The goals of the PSP program are to:

1. Definition of a professional speaker.
2. To guide an individual to becoming a paid professional speaker with the best possible understanding and direction a single program can deliver.
3. Give a person considering this career an indepth look at what it would take mentally, emotionally and financially to build this kind of career.
4. Answer all the basic questions someone might have regarding a being paid to speak or developing a speaking career.
5. Instill values, integrity and originality in those considering this career or business.
6. Equip, empower and educate potential professional speakers.
7. Provide incredible resources throughout program for beginner through to pros, trainers, authors and want-a-be's.
8. Produce some of the nations finest new speakers.

The goals of this project are to:

- 1.Document the path that individuals took in getting their speaking career going. The ups and downs, what worked well and what they would do different. (Their story and experience.)
- 2.Add new research to bring fresh new material, statistics and facts to the speakers.
- 3.Bring together all of the information, ideas, resources to creating the most incredible public speaking career development program available.
- 4.Draw from real life experiences of professional speakers. The ups and downs, the do's and don'ts to build a real life up to date program.

Furthering the vision:

- 1.Produce a book/program that can develop profits from its sales or sale of itself to an organization like CAPS or NSA, or perhaps universities or corporations.
- 2.Produce a book, program that provides additional training, teaching material that co-authors can use as keynote speeches, workshops or a print and electronic download pdf. to sell and market anyway they can benefit.
- 3.Produce a potential business opportunity for the co-authors that include points 5 & 6.

1.3 Who Is It For:

It is for those who may be considering or have made commitment to become a paid professional speaker, either for an income supplement, complete career change or those who have information they feel they would like to present in a public setting.

Its for the many people who never considered this profession and think it may be a viable career.

The person who has written a book and wants to develop a speaking career.
The person who spent a couple years in Toastmasters and feels they could be a public speaker.

The plumber, mechanic or carpenter who mastered their trade and feels they could advance their career by speaking, training or teaching their skill.

The person who bought a bunch of properties with no money down and now wants to give seminars.

The common worker who has a passion for speaking, wants to educate people and thought of becoming a teacher. This program will show them how they can make 10 times the money and reach 10 times people on the platform.

The person who sees public speaking as a excellent quality of life and a way to make huge dollars.

For those who are hungry to hear the applause of the audience as they perform on the platform.

Mission & Vision



2

Mission & Vision

2.1 The Vision:

This project was grew out of the idea that as three Toastmasters, Sunder Rajan, Vincent J. Kelsey & Daniel A. Janssen wanted to get paid to speak, to developed a public speaking career that we document the steps taken so that others may benefit by our experience. The project took on a new vision when we realized its potential and decided to add extensive research and create a tool that would help build the industry, equip individuals considering this career and provide more seminar material for the three Toastmasters.

The project took another step further when one of these Toastmasters, the President of Metro Speakers used this idea to complete his Advanced Leader designation and run it through the High Performance Leadership program. It has been a desire for the many advanced speakers in this club to have a greater challenge to enhance their communications skills. Often the questions that often came up was “How do I go pro?” So we decided to develop a tool that would be a valuable resource for individuals desiring to speak to the public as a professional and adding value to the industry as a whole. Equipping and empowering individuals through education, experience and resources to bring to the world their ideas, their experience, their opinion and their passions. Thus the “Professional Speaker Guide” was born.

2.2 Core Values:

Professional.

A program designed to encourage values, planning and wise decision making to instill professionalism.

Resourceful.

A resourceful program with a good look at all angles of the speaking business. Real life examples, clarification exercises and advice to guide an individual to becoming a competent communicator.

Entrepreneurial.

Embracing the information age this program points out changes and transitions in the industry as opportunities and thus directs the entrepreneur or infopreneur to create solutions.

Powerful.

Recognizing the competition and challenges in the industry this program empowers the individual to achieve their goals.

Supportive.

This program is designed to support an individual in the beginning and during their speaking career. Educate, empower and equip and individual with ongoing connections and resources to draw from.

Originality.

With the ease of copy & pasting other peoples ideas this program encourages the individual to create original work.

2.3 Mission Statement:

To provide an effective, supportive program that empowers individuals to become professional speakers.

Introduction to the Speaking Industry

There are three things to aim at in public speaking: First to get into your subject, then to get your subject into yourself, and lastly, to get you're subject into your hearers.

~ Gregg ~



3

Introduction to the Speaking Industry

3.1 The Speaking Industry:

Most of the population is afraid to speak in public. Surveys have reported that public speaking rank at the very top of human fears. What we do know is that you were not born afraid of speaking in public, no child comes into this world afraid to speak. You had absolutely no inhibitions of public speaking until you went to school and began to suffer embarrassment or ridicule when you tried to express yourself. We all know that we can become tremendously more effective human beings in our jobs and in our relationships if we didn't have this fear of expressing ourselves.

We are living in the information age. There are unlimited opportunities for public speaker, seminar leaders, trainers and communicators of many sorts. Paul Karasik in his 1992 book "How to Make It Big in the Seminar Business" claims that American Businesses spend over 44 billion a year on educational programs and the personal growth seminar market is estimated at 10-20 billion. The author and founder of the American Seminar Leaders Association says there has never been a better time to cash in on it.

Industry needing new talent: Alan Wiess expresses for new comers not to be awed by the size and scope of the industry. He says quote "many of the new comers I have seen are a lot better than the veteran's" he carries on by say the "meeting planners are in need of new talent. No meeting planner wants to present the "same old, same old" and every bureau wants to be able to propose freash new faces and new topics to their clientele"

Walters 2002 report

SUMMARY OF 2002 SPEAKING INDUSTRY REPORT RESULTS

We also asked speakers and bureaus, what will this industry look like in 20 years? Many of the interesting comments are included. Overwhelmingly, we all feel that in 20 years there will still be a great need for great speakers to greatly inspire their audiences.

3.2 Communicating In The 21st Century:

Communication has taken on new challenges in the 21st century. Audiences have become more sophisticated. People in this day and age are better informed on just about everything which makes them more challenging to get your message across to. You have to be sharper and better organized at delivering your message. You can't be bouncing all over the page or you are certain to lose their attention. That brings us to another point is that audiences and people in general have become harder to hold their attention. It seems everybody has ADD. (attention deficit disorder). Teachers feel this challenge immensely. Part of the reason is that we are bombarded daily with hundreds of marketing messages and there is an endless amount of people seeking your attention and your money. It seems everybody has something to sell and you are forever being sized up by people that are adding you to their data base as a potential customer.

As you develop your speaking career and materials keep in mind the 21st Century challenges;

- Audiences more sophisticated.
- Harder to gain and hold attention.
- Work place changes and a service economy.
- Becoming a global economy that has multicultural differences.
- Ideas, concepts and theories in all disciplines are being challenged.
- People are demanding more respect and consideration.
- People are wanting to hear something new.

Types of Speaking Opportunities. (see section for full list and details regarding each opportunity)

- Work for a seminar company.
- Develop your own workshop or seminar.
- Public seminars.
- Inhouse seminars.

Money Talks by Alan Weiss. "How to make a million as a speaker."

Alan seems to have a little different perspective than the average speaker. Alan poo poo's the back end selling approach of your books and tapes. He poo poos the telling all about your personal story (in depth about your hard luck situation) and he poo poo's the having to be nervous before speaking, and also poo poo's the act of getting people up and touching one another like hugs, shoulder rubs or other personal acts that may be offensive or embarrassing.

Be original and be authentic. In this world of copy and paste it is all too easy when researching to cut, copy and paste other peoples material into your work. In this program as stated in our Core Values Statement we encourage you to be original. You have the ability to create original works from your perspective, from your experiences and from your world view.

Money Talks by Alan Weiss. "How to make a million as a speaker."

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- I will use predominately my own ideas and experiences, and will credit others when I refer to theirs in support of my own.
- I will be honest on the platform and never make a statement I know not to be true.
- I will approach my work with the intent of meeting the clients objectives through my involvement with the audience.
- My fee structure will reflect the value I bring to the client, and that client will feel that the investment was exceeded by the results.
- My intent is to help people learn, think, change, and act, and my real impact occurs well after the audience has left the room.
- I will never deliberately manipulate emotions through stories or actions that are unrelated to the clients objectives.
- I will never use material or actions with the intent of building my own ego or image irrespective of my topic and the audiences needs.
- I will refrain from proselytizing and respect the diversity, varied beliefs, and private spirituality of the audience, no matter how strong my personal beliefs.
- I will keep feedback in perspective, knowing that I am never as good as the highest rating or as poor as the lowest; my self esteem comes from within.
- My materials and publicity will accurately reflect who I am and I will never take credit or make claims that are undeserved or unsupported.
- I will help other speakers, through sharing experiences, providing ideas, referring business, and mentoring, because as we all grow, so does the profession.
- I will make contribution to my community and environment through pro bono work, financial contributions, and volunteer activities.
- I will have made a difference in that my presence will have been felt.

3.3 The Myths Of Being A Professional Speaker:

Money Talks by Alan Weiss. “How to make a million as a speaker.”

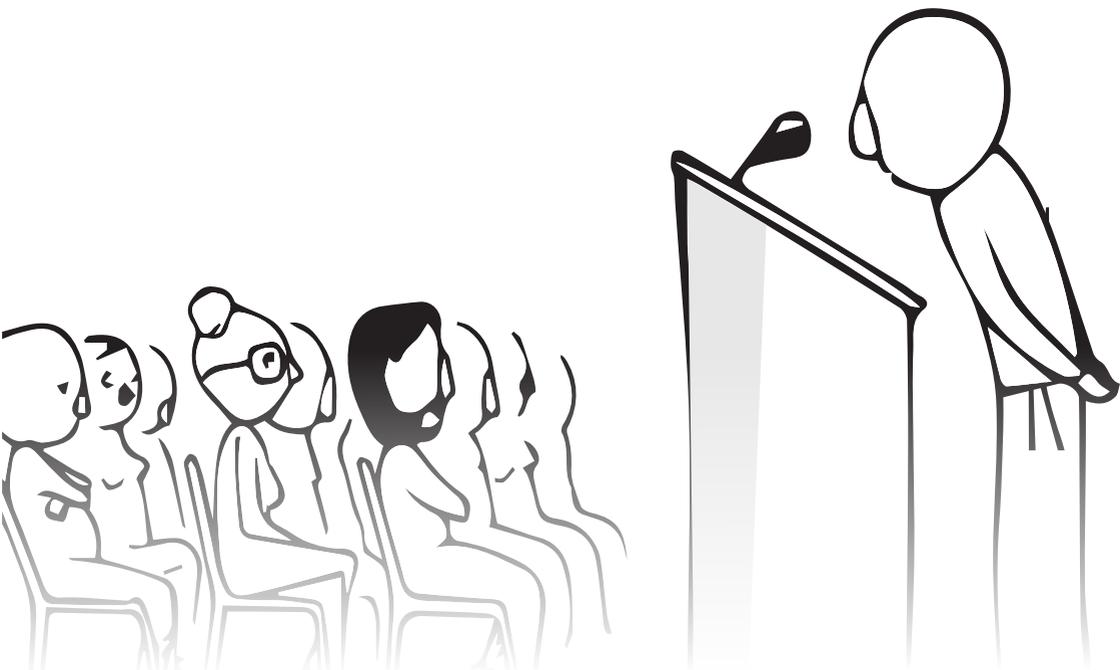
6 Great Myths of Professional Speaking

1. You should always get nervous before you speak.
2. You should always prepare for a talk at least 3 times as long as the speech itself, no matter how many times you’ve given it.
3. If you have a speech you have a book.
4. Carefully study your platform skills and get a coaching.
5. Track your audience evaluations more carefully than your stock listings.
6. Our self worth is based upon our success and accomplishments.

BEING A PROFESSIONAL SPEAKER

Unconsciousness is one of the most important conditions of
good style in speaking and writing.

~ R. S. White ~



4

Being a Professional Speaker

4.1 Why Become a Professional or Public Speaker:

There are many reasons why people may want to become a public speaker. They may range from the desire to make the big money and travel the world speaking and training, to develop a little extra money and a supplement income, to make a complete career change, to speak about something you are passionate about to or just for the plain fact of building self confidence on the platform and being and excellent communicator. If you possess knowledge or information that can be of value to someone else then you qualify to share in many rewards and the profits being reaped by those in the seminar or speaking business.

Below are several reasons why people have chosen to become a public speakers.

- Simply make big money.
- Communicate your ideas.
- Become a trainer in your field of expertise.
- Represent your company, its products or services.
- Challenge a political agenda.
- Retirement career.
- Recognition.
- Make a difference or a contribution to society.
- Help fill the need for new ideas.

Our research has lead us to believe that there is a need to hear the thoughts and ideas of this generation. From the research in the excellent report by Lilly Walters she says “First and foremost, we are an industry that is in transition. It had started before 9/11/2001, and has perhaps been hasten along by the terrorist attacks. We are reinventing topics that serve the new focus of our industry.” Work place changes and a service economy - becoming a global economy that has multicultural differences (many jobs now require excellent communication skills because of this service orientation)

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4.2 The Super Star Speakers:

Everybody to write a small segment about there favorite superstar speaker. Must be a famous person or atleast recognized as a superstar in industry. (Presidents, Preachers, Speakers, Authors, Celebrities)

- Try for an interview to get this information, or read their biography.
- A bit of back ground about speaker.

- Turning point in their life.
- What has made them a success.
- The lean years, major obstacle or great challenge to overcome.
- Advice.

Secrets of Super Star Speakers, by Lilly Walters

This is a wonderful inspiring book for me because of its research and mostly because it shares some of the challenges speakers faced before they made their success. And also that it talks about 3 of my 5 so called mentors in the business of success. (Anthony Robbins, Brian Tracy, James Rohn, Zig Ziglar, Denis Waitley) So complete this part by writing a little more about my five favorite speakers – also get everybody else to write a blur about one, two or three of their favorite superstar speakers.

Brian Tracy

“the potential of the average person is like a huge ocean unsailed, a world of possibilities waiting to be released and channeled toward some good”

“You are responsible for your own life and you can not change until you accept that”

Brian Tracy is now considered one of the Americas leading authorities on human potential and personal effectiveness but he didn't start out that way. Leaving BC at 28 years old he went to Edmonton Alberta where he drifted from labor job to labor job. He asked himself the question and began seeking the answer, “Why is it some people are more successful than others?”. Little money and little education he began setting goals and design his blueprint for success. He set a goal to align himself with the Canadian business man Dr. Charles Allard which he succeeded to do with the development of a shopping center and the importing and distribution of Suzuki 4 wheel vehicles.

Les Brown

Les Brown started speaking full time when he formed his company Les Brown Unlimited Inc. Les had no formal training passed high school but the self education of personal development and human potential. Les was born in an abandoned building in Miami Florida. His birth mother gave him and his fraternal twin up for adoption. A single woman with a great spirit adopted the two boys and raised

them up. Les was inspired by a speech teacher in high school. Mr. Washington had a special character that did not allow circumstances define who you are and looked at you seeing greatness which reminds Les of the quote “look at a man the way he is and he only becomes worse, but look at him as if he were what he could be, then he becomes what he should be”.

Tony Robbins

Anthony Robbins has become a brand name in personal development. He became a millionaire by the age of 24. Tony grew up on the wrong side of the tracks, his dad was a parking lot attendant who divorced his mother when he was 7. Tony left home at 17 and started sleeping in his Volkswagon Bug. A major turning point was when Tony attended a James Rohn seminar. Tony said “I got so excited. I wanted to make a difference in the world. From that night on I began to set goals, I used the James Rohn technique to write a plan. Then I went back to Jim Rohn and convinced him that I could sell tickets to his seminars and within a month became the top salesman. I sold every human being I sat down with. I studied every sales tape there was and listened to J. D. Evers while I slept. I became the best speaker anyone had seen and at 19 made \$20,000 in one month”

Zig Ziglar

Zig Ziglar was born in Coffee County, Alabama and graduated high school in Yazoo, Mississippi. After a discharge from the Navy in 1946 Zig began selling cookware door to door. Zig had a poor sales record until an executive took his aside and told him he was wasting his time and that if he recognized his ability he could be a great one. Zig was inspired and became the #2 salesman in the company. Zig became a best selling author and public speaker. Zig still speaks and exudes a tremendous amount of energy and enthusiasm on the platform at his ripe old age of 70?

4.3 Interviews & Real Life Stories:

4.3.1 Interview with Michelle Ray

Michelle Ray professional speaker, trainer and founder of Walkabout Seminars International. Born in Melbourne, Michelle is an International Speaker and Seminar Leader who has spoken to thousands of people around the world. Her company, Walkabout Seminars International was established in 1995 with registered offices in Vancouver, Canada as well as Sydney, Australia.

The Walkabout Seminars International “Customer Service 2000” series was released prior to the 2000 Olympic Summer Games. Michelle Ray’s passion for the topic has generated rave reviews from all over the world. It continues to be in great demand and was promoted in Vancouver in May 2002.

In October 2002, “Business in Vancouver” newspaper listed Michelle’s company as one of the top training providers in British Columbia. A sought-after keynote speaker and trainer, Michelle demonstrates a deep understanding of her subjects. Michelle serves on the board of CAPS BC as the logistics and hospitality chair. She is currently preparing her application for candidacy as a Certified Speaking Professional; the highest designation in the speaking profession. She is a contributing author to “Expert Women Who Speak Vol. III”, due for release this month.

Michelle has received standing ovations for her Keynote presentation about negativity and customer satisfaction, entitled: www.I'm-Not-Happy.com. Her style is described as inspiring, uplifting, engaging and humorous; with a common sense message.

Deb: What was your first paid speaking engagement?

Michelle: I started out contracting with an American seminar company. I was nervous and anxious while I was preparing to speak to a crowd of 120 people. I memorized my introduction. Once I got going, after the first five minutes I wasn’t nervous anymore.

Deb: Would you recommend starting as a contract speaker for a seminar company?

Michelle: It’s not for everyone but it was a great experience for me. I got great training on the job. I mean, where else can you get paid to speak 100 – 150 times in the first year even as you are improving? I had the opportunity to see lots of other professional speakers for free. In the first year I must have gone to see 50 other speakers.

Deb: What got you started as a professional speaker?

Michelle: I really got into it because I was in a job I couldn’t stand and I was very unhappy. Nowadays in my presentation I use that story when I talk about leadership. As soon as I aligned with a seminar company I got incredible mentors and paid particular attention to those speakers who were going out on their own. That was always my goal.

Deb: We see the glamour of public speaking, but what about the unglamorous side?

Michelle: The unglamorous side is five cities in one week, travel, time changes, jet lag and hotel living. I've learned to deal with some of this by always making I go to bed early when I am on the road. I take a hot bath to relax.

Being on the road can be very isolating. I recommend you use your phone card and email as much as you need to. For me it is a lifeline.

Deb: How do you deal with constantly being evaluated?

Michelle: I think evaluations and evaluation forms are very useful. I pay close attention to any patterns I see in them. I really learned a lot about pacing a one-day seminar from what I was seeing in my evaluation forms.

Deb: Do you have a niche?

Michelle: Yes. My niche is workplace communication

Deb: How did you find your niche?

Michelle: More and more people were asking me about what to do in difficult situations with their colleagues. I did extensive research about the topic and began to see a real demand for it. I think this demand is always going to be there, particularly as people get more stressed at work. I always really got a charge out of doing these presentations too. I like to show people the humour of this topic as well as it's darkside.

Deb: How important is humour and are you funny?

Michelle: Humor connects people universally. I have learned over the years that it is best to just be myself rather than try to be funny. The best kind of humour is self-deprecating. It is also important to realize the appropriateness of humour. Some speeches are not supposed to be funny. A speaker needs to know what message they are seeking to convey, and then use humour and pathos accordingly.

Deb: If there were one thing you would never do again, what would it be?

Michelle: I would never allow my membership with a professional speaking association to lapse. I feel that I have missed out on affiliating with the best and could have learned even faster than I did. I would have learned more about working ON the business, as well as IN the business.

Deb: What do you think is your biggest strength?

Michelle: I am focus and directed.

Deb: Have you ever thought about getting out of the speaking business?

Michelle: Not once. I can't imagine working nine to five again, and I really love it too much.

Deb: Have you had lean years and how did you deal with them?

Michelle: Yes. All along I have put money back into the business, so I had some to see me through when times were a bit harder. I also keep my personal costs low to allow me to keep money in the business. Ask my friends; I am still waiting to install wood floors.

Deb: What advice do you have for new speakers?

Michelle: You have to spend money to make money. When I started out I got a \$10,000 line of credit so that I could launch my business through marketing and a public seminar campaign. After my first public seminar I broke even. You have to be willing to invest in your business.

Deb: Do you see the speaking market changing?

Michelle: Yes. I think there is less interest in razzamatazz and more interest in practical advice and spiritual issues.

Deb: Did you ever or do you now speak for free?

Michelle: Yes to both. When I am asked by an association or network group to speak for free I carefully evaluate the type of audience and look for opportunities. If I can see them then I will speak for free. For example, I spoke in October 2001 for free and got a great contract out of that. Then I got a second contract as a result of the first contract. It was definitely worth it.

Deb: Have any words or books inspired you?

Michelle: Yes, Ghandi's words when he says "Be careful of your thoughts, your thoughts become your words. Be careful of your words, your words become your actions. Be careful of your actions, your actions become your character. Be careful of your character, your character becomes your destiny".

(Michelle, what does that MEAN to you?) These words are very powerful as they make me think about the impact that people have on one another as well as in the

world. It is all about how we carry ourselves. Others will find our character attractive or otherwise, and we decide how we want others to see us

Deb: Have you been mentored?

Michelle: Yes I have. A fellow speaker called Andy Sherman in Kansas taught me to be myself. I watched as he showed me that through his own adversities he could help others learn about theirs.

Deb: How do you differentiate yourself from others who do similar presentations?
Michelle: My friend calls it “confession of the soul”. I think she means that I have a willingness to share my vulnerabilities and myself with my audience in order to connect with them.

Deb: What do you know now that you wished you knew when you started?

Michelle: How to determine my worth. Whether you say you are a \$200 speaker or a \$3000 speaker you are. You have to believe in your own value. My first experience in developing a keynote I asked for \$1000 and got it. The company didn’t even bat an eye. Through associating with professional speakers in the industry I came to understand how those who asked what they were worth got it. I got a better sense of the market.

4.3.2 Finding a Dream by Joan Posivy:

At 22 she was Branch Manager of a trust company in a small town. At 23 she was transferred to Toronto, Canada’s centre for business, banking and finance. Advancement opportunities and success were hers for the taking. She said to herself, my life is great! Fine dining, great fashion and money. What else could I possibly want? First, one year passed, then the second year. Many people couldn’t believe it when she told them that, after two years with everything at her fingertips, she still wasn’t happy.

Looking for a change of scenery and a change of pace, she and her husband decided to go on a ski vacation into the mountains of Nelson, British Columbia. It was love at first sight. Nelson became home. Though still involved in the banking industry, she was eager for change. Ideas began to percolate. She had always been fascinated with learning and the process of learning; she continued to study books, video tapes, any information that she could find that would give her insight into the workings of the mind. Then one evening she saw a video by Bob Proctor. The video was

called Born Rich. “You can do whatever you want”, he said. He spoke about the mindset of the prosperous entrepreneur. She was inspired and motivated by his words. She began to realize that she too had learning to share, but how? As a child she was very shy, introverted. She had never thought about herself as a speaker much less marketing herself as a speaker. Her name, Joan Posivy.

It has been said that when preparation meets timing, good fortune smiles and dreams come true. It just so happened that Bob Proctor’s Born Rich program required a facilitator. This was the stepping stone that would lead Joan Posivy into, what would become, a successful speaking career. She facilitated the introduction and acted as the support vehicle for the program participants. It was being in this support role that she bridged the gap from being a non-speaker to becoming a speaker. It was a 2 day program. Sometimes people wanted more. They would ask her to come and speak at a luncheon or at an afternoon event. One thing led to another; soon she had a job, training, with Canada’s Federal Business Development Bank. She then applied, and was accepted, as a trainer for an International Seminar Company. The experience was incredible. The learning was invaluable. The travel was fantastic. She loved it.

Joan Posivy was already on the seminar circuit and a professional speaker when she joined the Toastmasters organization. It happened in the Okanagan. She had finished her seminar for the day and saw a sign for Toastmasters in the hotel lobby. She had a free evening, so she decided to see what it was all about. The people in the club were so inviting, so welcoming. As a guest, she was partnered with someone who explained the meeting as it went along. She thought to herself, what a wonderful forum for people to improve their public speaking. She had an absolutely wonderful time. She thought, it would great to have a club where she lived; so Joan co founded a club in Nelson, served as it’s President and VIP Education, and remained active for five years. She maintains that the feedback people receive in Toastmasters, is invaluable. The jobs we work at everyday are the ‘real’ thing. Toastmasters helps us be better prepared and more polished, not only in our everyday work environment but also in our everyday relationships.

Does she have any advice to ‘wannabe’ trainers and speakers? Make the decision, then do it. She says, “Examine your strengths. Have a strong desire, be persistent, and have integrity. In the beginning, consider doing some volunteer speaking. This helps to build confidence and also helps you put together a list of references. Always remember to do your research. To be successful, investigative work is necessary. Get to know your audience in advance by talking to, or interviewing some of the people who will be attending. Cover the range of those present. Talk to the CEO, the secretary, the shipping clerk. Ask what they are looking for or hoping to get from this talk/seminar or workshop. We all have varying degrees of connectedness

with others. The more you connect with your audience the higher the degree of ‘speaking’ success.”

She also suggests doing a newsletter or ezine. They help do two things. One they help you keep in touch with old clients. Two, they help you make connections with new ones.

Her own newsletters are filled with practical information, insights and inspiration.

Joan Posivy no longer works for an International Seminar Company. She has now created her own. It’s called Programs for Peak Performance. During her years of travelling, training and speaking across Canada, through the United States, and into the United Kingdom, she found that issues everywhere, whether people were taking courses on managing stress to management training, came down to one thing. That thing was money. So she asked herself, “What do wealthy people do externally, and internally that helps them to create wealth and riches?”

Her findings led her to create a delightful program, rich in content and rich in personal reward.. She found her dream. Now she helps other people find theirs through her ‘Wealth and Women’ series. “I love this program,” she says, “It brings together the best of the best in what I know. We look at what habits need to change and what strategies we need to put in place. It is practical, positive and provides life-long value. My Wealth and Women series is designed specifically for women who want to dramatically improve their financial situation.”

“Our external results are merely an image of our internal reality. I help women focus on both; you can’t change one without changing the other. It’s been an amazing and incredible experience for the participants and myself as facilitator. My joy is seeing people transformed and move in the direction of their dreams. I love what I’m doing today, and want to do more of it in the future. That love is helping others achieve a success they didn’t think was possible. It definitely is an amazing experience.

Joan Posivy

International Speaker, Trainer & Author of ‘No Limit Confidence’

Website: www.posivy.com

4.3.3 Interview with Don Campbell:

I have the pleasure of interviewing an amazing local Vancouver speaker Don Campbell. He is both an expert communicator and a copy-writing master. Don sold over \$22,000,000 worth of information products in the last few years. I met Don at

an Internet marketing event and was captivated by his presentation skills. Not only are his presentations packed full of information, they also keep your attention with both humor and a natural, likeable speaking style.

Elisabeth: Don, you are a master at selling information products selling over \$22,000,000. in just the last few years. How did you manage to sell such an amazing amount in such a short time?

Don: I believe that the key to success in this, or any business, is to always deliver MORE than you promise. In fact the old credo of “Under Promise and Over Deliver” is like a mantra in our office. The bottom line is to develop a relationship with your clients. I sadly see so many marketers and business owners who try to maximize the income in every transaction with their clients and prospects... I believe that’s a mistake. I prefer to look at the long term customer value, and the strength of the relationship... and this relationship leads to more sales and an awful lot more referrals. If you truly work at making others successful, you will by default become successful.

Elisabeth: A lot of our readers will have their own information products that they want to sell or promote at their speaking events. What advice or information can you give them on selling their products?

Don: If you have your own product, the first step is to truly believe in it... believe that it will do what you promise it will. Clients, whether or not you know it, can pick up your ‘sub-text.’ In other words despite your best efforts, if you don’t truly believe in your product, your prospects and clients will know this at a ‘gut’ or instinctual level as they hear you speak or read your text... this will make them hesitate before buying.

The second thing is to find niche markets for your products to fit into. Take any information product; i.e. Copywriting Secrets. You can create a special edition, with very little effort (sometimes with just a cover change) for a specific niche market i.e. Copywriting Secrets For Property Managers. The truism is that the smaller the niche you target the higher your sales will be. Then as you master that niche, duplicate this success with another niche, until you have exhausted all of your options (which in your lifetime you probably won’t)

Elisabeth: Besides being an expert communicator, you are a master at copy writing and marketing. Can you explain to us why learning how to market yourself is so important as a speaker?

Don: As a speaker, your ability to market not just yourself but also your products is absolutely critical. Even if you are a master presenter, if you don't have anyone to talk to it is a wasted talent. Speakers need to understand marketing and to definitely not leave that in the hands of a Speakers Bureau or Agent. Learn the art of marketing will also allow you to increase your income from each presentation while at the same time creating relationships with many more potential clients.

On the other hand, if you have a product or service and you're not promoting it by speaking to your niche groups as an 'expert' then you are not maximizing the potential of your product. There is no better way to become known as an expert in your niche than by speaking at conferences, conventions, meetings and Workshops. It turns your product into an experience instead of a pile of paper and ink (or bytes).

Elisabeth: How can our readers use your marketing advice to get 'butts in the seats' and have full or sold out speaking venues?

Don: Putting Butts in seats is all about providing value (be it perceived or real). People will travel great distances to get knowledge about a subject that they are passionate about, which is another good reason to niche your products. In most cases the smaller the niche the more passion there is of those within the niche. There are many who, once they master the niche, can put 2 or three niches in one room for an event because the direct theory they teach is good for all involved... its just the marketing that is niched.

Putting butts in seats is best accomplished by using multi-step marketing, from lead generation all the way to the back of the event sales. Multi-step marketing allows you to address as many hot buttons (one reason) for them to attend as possible without confusing your prospects.

Also, creating win-win Joint Venture deals with other centers of influence and getting their endorsement when they mail to their list is another tremendous way in which to generate butts in seats. Sure you have to give up 50% of the gross sale, however without their list or their endorsement you wouldn't have had the sale anyway. We have created some major successes using this model. Successes where we, the JV partner as well as the clients all received the value they needed.

Elisabeth: Was humor always part of your speaking style or did you have to learn how to include it into your presentations?

Don: The best way to describe my speaking style is 'being real.' What you see from me at the front of the room is exactly what you get when we meet privately one-on-one. I refuse to compromise this. Humor is a huge part of my life and therefore

transfers to my presentation style. To go back to the 'sub-text' issue, I believe that an audience can tell immediately, at an instinctual level, whether someone is real or 'faking it'. And if there is a discourse between what is coming out of their mouth and what they really believe, the audience will pick it up. Now you can learn to overcome this as a speaker and literally become another person at the front of the room, but first of all that is so much more difficult than being real and secondly long term relationships with your clients become more difficult.

Elisabeth: What do you wish you had known then that you know now?

Don: I wish that I had discovered (and truly believed), much earlier in my life, the motto we now live by which has been adapted from a Zig Ziglar saying "You can have anything you want in your life as long as you help enough others get what they want." This allows us to make decisions based on what's the best for the client, rather than how do I maximize my income during this next 10 minute period. Since we started living exclusively with this motto in mind, our business has quadrupled, our income has soared and our clients are creating more wealth than we ever dreamed they would. The second thing I wish they taught in school is that setting a money goal (i.e make \$500,000 this year) is a worthless and empty goal – however if you tie that \$500,000 goal to an outcome (i.e the time freedom it will give you to pursue a passionate hobby etc) your goal becomes much more real and you will end up pursuing your goal with much more vigor and have a much better chance of attaining it. I recommend all of your readers do this with their financial goals, and watch how much more real it makes the goal.

We really only have two commodities in life – time and money. Money is easy because it is a renewable resource you can always go out and make more if you need to. However time is a non-renewable resource that once it is gone, you can't get it back. The truly wealthy and successful use money to buy back time freedom, and once you begin to do that you know you've moved to the next level.

Elisabeth: What is the biggest and best piece of advice that you could give a new speaker?

Don: By far the number one piece of advice is to be real... be passionate about what you're speaking about. And if you're not, go find something that you can be. Success comes to many in many different fashions, but as I speak to truly successful speakers, people who are professionals, people you can consider mentors, they will tell you over and over again, to do this speaking long term, and to rise above the thousands of 'average' speakers you must believe... in yourself, in your subject matter and your product.

<Dorothea>

My speaking career began quite unexpectedly. As a member of Toastmasters International, I had been “encouraged” to enter one of the organization’s annual speech competitions and I won. I was ecstatic! Several days later someone asked me if I would speak to their organization. Me? Speak for a fee? I was delirious. Little did I know that I was about to ride a learning curve that was filled with adventure and without end. What I discovered, when I was FIRST UP.

F for Feedback.

For all of us ‘keeners’, feedback, whether we like it or not, is critical to our speaking success. Why? Well, I can think of 3 strong reasons.

#1) We find out how well our audience received our material.

#2) We find out how well our audience received us.

#3) And we find out what we need to polish, to enhance, to toss out or to change. There is a wonderful and very appropriate quote by Winston Churchill that I’d like to share with you. He said. “ To improve is to change. To be perfect is to change often.”

While we all have different ideas on design, every Feedback (evaluation) form should have the following: the session, the date, your name & company name. It should be a quick, easy read (one page) and easy to complete. Along with the standard ‘ circled Yes’, ‘No’ responses or ‘Number Ratings’, include some open-ended questions. For example: What did you find most valuable? What did you like the best about this session? What did you like the least? How will you use this information in the future? Any changes or recommendations. and so on. Questions such as these can provide us with useful information as well as insight into what the participants experienced. To spark ideas for new creating presentations, why not ask attendees what other topics or subjects peak their interest. Or include a line that lists your speech or workshop titles and then have people check their choice. Most important, please don’t forget to ask for a referral letter or a quote. I have often found that it’s the quotes from present participants that bring in future business.

Let people know, in advance, that there will be Feedback forms to complete. The forms can be handed out anytime, beginning, during or end, as long as there is no interruption with the flow of the presentation or seminar. When we give people time to fill out the forms, (not wait till they are ready to head out the door), we will usually end up with more in-depth feedback. With small groups (20 or less), think about emailing your feedback form. Experiment. Obtain feedback as many ways as possible.

Keep the feedback results on a computer disc, or file the hard copies in a cabinet.

Never dismiss them or toss them aside. They are invaluable! At the 2000 Toastmasters International Convention, International Speakers Association member and honoured Golden Gavel recipient Joel Weldon told his audience that, while he relies on ‘word of mouth’ advertising, the fee he charges to his clients is based on the feedback he has received from his speaking. Feedback: What a vital and impressive vehicle for getting more business!

I for Invoices.

While we may love to flap our gums as speakers, it’s important for all of us to keep in mind that we are in a business. The speaking business. And this requires that we create an Invoice. What do we want it to look like? (logo, name, layout of charges) What do we want it to say?” (details of engagement, details of fee). .Keep it simple and straightforward.....and always keep a copy of the invoice for your records. Cancellation policy. Should we have one? If so, what amount or percentage it should it be? Has the client been made aware of this policy? Even so, we might still find ourselves waffling: to charge or not charge? Perhaps it was just one workshop (or speaking engagement) out of a series that was cancelled. What to do? What to do? Sometimes we have to stop and ask ourselves, “What’s best for business, so that it continues into the future?”

Performed a complimentary service? Note it on the Invoice.

While most of us have the words Thank You scripted near the bottom of our invoices. We should always remember to send out a separate note or card, letting our client know just how much we appreciated their business.

R for Rehearse.

Six “can do’s” that can, if practiced, help us move from being mediocre to becoming marvelous.

1. Rehearse out loud, not silently in your head. Hear yourself speak.
2. Rehearse on your feet; stand and move as you see yourself moving on your ‘speaking’ day; practice as well, with the props or visuals you will be using.
3. When practicing, only have people around you who are able to provide you with honest and constructive feedback that will help you become better and better.
4. Rehearse your opening and your closing. Know them thoroughly. If you can arrange it, practice in front of a real audience.
5. When you rehearse, always rehearse AS IF it’s the real thing.
6. Rehearse now rather than later. Flying by the seat of your pants can make for a bumpy ride. As Lee Iacocca once said, “Never go before your customers without re-

hearing what you want to say.....as well as what you are going to do – to help sell your product or service.”

S for Stay In Touch.

Rules of etiquette (plus good business sense) tell us to always send a special note of thanks to the person (people) that hired us. It's also a good idea to send thanks to the person who referred us. We tend to send cards when the speaking engagement or workshop is over and the business has been completed. Kit Grant, high profile, professional speaker and one of the very few to be inducted into the Canadian Speaking Hall of Fame sends fun and memorable 'hello' cards even when he's not looking for business. He goes out of his way to stay in touch with his clients..... and it pays.

T for Take Time.

Whenever possible, we should get into 'Take the Time' habit of checking out our 'speaking' room in advance. What is the size of the room? Are there obstructions, such as support columns, that will block or interfere with delivery? Will there be a raised platform? How is it set up? Does it allow for easy audience connection? If people are seated at tables, encourage those, who are not facing the speaker's stage to turn their chairs around. Will people be seated theatre style? We all know that there are people who will go great lengths to avoid sitting in the first row. These people will aim for the back of the room. How can we head them off at the pass? If registration is less than expected, especially if registration is less than expected, we should think about removing some of the chairs.....before people arrive! Chairs can always be set back up again as required. Pockets of empty spaces get people wondering why the other folks didn't show. As speakers, we know that a 'filled' room is not only dynamic and energized room; it's a speaker's paradise.

U for Utilize.

There are so many tools that we have at our fingertips to help us move forward in our speaking career. We have the library, the internet, books, tapes, videos, magazines, newspapers. There are networking groups, volunteer organizations, committees and associations that we can join to advertise and promote our business. We can join the NSA (National Speakers Association), CAPS (Canadian Association of Professional Speakers) to learn about the speaking business or Toastmasters to hone our speaking skills. We should enlist the help of family and friends. If we are really keen to step into the speaker's spotlight, we need to stop making excuses. Instead, we need to tax our creativity, harness our energy and use our intelligence to the fullest.

P for Proceed, Press On & Proceed.

I'd like to close with two separate quotes, both powerful and profound in their message.

“Nothing in the world can take the place of persistence Talent will not. Unrewarded genius is almost a proverb. Education will not. The world is full of educated derelicts. Persistence and determination alone are important.” Calvin Coolidge.

“You don't have to be great to get started, but you have to get started to be great.”
Les Brown

4.4 Career Options & Opportunities:

There are many opportunities for a person to develop a career in public or professional speaking.

Seminar Leader.

- Delivering your own seminar or workshop.
- Working directly for a seminar company.
(see below for details on seminar companies)

Corporate Trainer.

- Delivering your own material.
- Working direct for a particular corporation.
- Contracting to or working for a seminar company.

Public Speaker.

- Public seminars.
- Workshops.

Tour Guide.

- Infomercial Presenter.
- Radio or Television Host or Announcer.

4.4.1 Seminar Companies:

Working for a seminar company may be a way to get your speaking business up and going. There are a variety of companies who offer a variety of subjects and seminars that are marketed to corporations and the general public. At the time of this writing most of the companies carry similar topics. What ever is hot and selling they would all offer related seminars and in-house training, in fact many hold the exact same titles.

Here is a list of hot topics Career Track/Pryor listed in early 2003. The hot topics like below is where the biggest demand is for professional speakers/trainers. If you are dynamic and an expert on any of these subjects especially the computer related ones then you will probably have little problem getting your professional speaking career going.

Computer Software Applications: Microsoft Office®, Excel®, PowerPoint®, Access®, Advanced Access®, and Adobe Photoshop®

Computer Back Office Products: Windows NT® and Troubleshooting Your PC, Optimizing Windows 2000®, Networking

Professional Communication and Personal Development: Mistake-Free Grammar & Proofreading, Business Writing, Evelyn Wood Reading Dynamics®, How to Become a Great Communicator, and How to Handle People with Tact & Skill Management and Professional Development: How to Supervise People, How to Deliver Exceptional Customer Service, and How to Manage Multiple Projects & Meet Deadlines

Finance and Budgeting: Finance & Accounting for Non-Financial People, and How to Develop and Administer a Budget

Seminar companies are generally looking for individuals who are experts in their field, great presenters and have excellent selling skills. They want people who can not only communicate their subject well but communicate other products and services the company offers. In other words they like credible people, dynamic preenters, content experts and sales minded individuals that will represent their company, products and services well. They will likely train you on their products and services along with a crash course on being an excellent trainer.

The three biggest training companies in North America are:

1. Fred Pryor/Career Track (<http://www.pryor.com> or <http://www.careertrack.com>)

2. Skill Path (<http://www.skillpath.com>)
3. National Seminars Group (<http://www.natsem.com>)

Working for a seminar company you can make some good money and gain some excellent experience. You will gain valuable exposure and begin building tremendous confidence and even client lists. Of course the customers you speak to at company booked seminars are the companies customers and you should do your best to fulfill their needs with the companies product and services but you are a contractor so there is opportunity to market your own products and services in the towns and cities you visit. Be careful to operate with integrity and dedication to the company you are serving but also keep your eyes open for future opportunities for yourself.

Life on the road can get quite brutal. These companies book you on what they call “runs” or “seminar tour”. This is where they have pre-booked seminars in various cities for about 3-5 days in a row usually regular business hours and business days. Rarely you will train for more than 6 days in a row. A run might go something like this;

The company calls you and says they have booked you for a run next week. Monday, Tuesday, Wednesday, Thursday. With the complete runs flights and hotels booked you will fly to your first destination the night before, rent a car and drive to your hotel and check in. Get a good night sleep because the next day you will be expected to be at the seminar room an hour early to check over the materials for the next four days and the room set up. You will train 9-4:30, have fun, give your best presentation and try to sell as much of the companies products as possible. You get a good percentage so you will want to master the art of seminar selling or back end selling.

You will pack up all the materials and Fed-X necessary paper work to the company. Pack up all your motel room belongings into the rent-a-car and drive to the next city. Hopefully it is only an hour or two away and the weather and traffic isn't too bad in getting there. Unpack, get a good nights sleep and do it all over again. You will do this for three, four five or six day in a row then fly home.

These companies usually expect you to be available for a certain amount of days per/month to deliver seminars. They usually have a minimum of about 8 days per/month and maximum. Top trainers will basically go anywhere and train as much as possible. You will get paid \$200 - \$300 per/seminar regardless if there is 3 or 300 people there and then make a commission of any products sold that day. Companies often pay a daily living expense (around \$30-\$50.00) and have other bonuses and incentives for selling and performing well.

Applying to be a trainer with these companies is almost identical. You will basically be asked to submit a resume and a 7-20 minute video of you presenting on your subject of expertise. They are not looking for a professionally produced videotape, just an example of what you look like on a platform and how you train. The company will review your résumé for specific background and experience. If you do not have a video you can make one specifically for this application. From your video the company is looking for your training style as well as platform and presentation skills. The topic on which you are speaking makes no difference, just as long as it's some type of training, not just a speech. As an example, you could do a presentation on the three most important steps in interviewing for a job, or how to become a more effective communicator, or how to create a PowerPoint presentation, etc. If you stick with a topic along the lines of "how to . . ." that usually covers the 'training' aspect. We're not looking for a speech or lecture of any kind the video must show you conducting training. You do not need to show training on the seminars they offer but if you can all the better. Visit anyone of their websites to get a current list of seminars they offer because they are constantly adding new topics or revising/updating current seminars. As of this writing it is advised to send a VHS tape only. Do not send 8mm or any other tape formats.

Lets look at the exact process with the top three seminar companies.

Skill Path Seminars.

At the time of this writing their website (<http://www.skillpath.com>) does not detail the application process but you can call 1-800-873-7545 and speak with a recruiter and they would be happy to answer any question and email you out the details of applying to their organization. Skill Path has two main divisions which you may fit in. The "management division" which deals with topics related to business writing, leadership, management, communications, etc. and their "technical division" which deals with computers skills and training, etc.

The application process at Skill Path;

- submit a resume
- 15-20 min video
- a recruiter will follow up for telephone interview.

National Seminars Group.

National Seminars [<http://www.natsem.com>] to has detailed information about what, how and who they are looking for to become contract trainers. This link should take you there [<http://www.natsem.com/CareerOpps.cfm>] or go to their

home page and look under career opportunities. Telephone contact 913-432-7755 or 1-800-258-7246.

General requirements include;

- A bachelor's degree.
- 3 years of relevant business experience.
- 2 years of public speaking experience.
- A valid drivers license.
- An active credit card.
- Access to email.

To apply for a contract position they will request you to send to their "Screening Committee"

- A resume with academic, professional and speaking background clearly delineated.
- A list of National Seminars topics that you are qualified to present.
- A nonreturnable VHS video of you presenting a program. The topic can be of your choice and should be approximately 15 minutes. (This can be professionally done or can be an impromptu tape. The technical quality of the presentation is less important than its ability to illustrate your manner of presentation, how you relate to a group, your ability to overview, summarize and transition, and the way in which you teach a point.)

Fred Pryor/Career Track Seminars

The Pryor/Career Track group has a detailed explanation on their website of how to become a contract trainer, what they are looking for and hot topics. Visit <http://www.careertrack.com> or <http://www.pryor.com> and search for "contract trainer" or "career opportunities". This information was listed under the "About Us" link at the top of the page when I was last there.

The Pryor/Career Track 4 Steps for a Successful Audition:

- First, remember professional attire and image. Appear as you would if you were presenting an actual seminar.
- Second, choose your topic carefully; topics must be business-related; we prefer topics similar to those we currently offer.
- Third, demonstrate the qualities of a successful seminar leader.
- Fourth, and most important, be yourself! Show us those special qualities that make you a unique, exciting person!

The Pryor/Career Track 11 Qualities That Can Make You a Top-Notch Trainer.

- **Powerful presentation skills:** Are you energized by being in front of an audience? Do you present information to groups in a lively and concise style? Strong presentation skills are the foundation of every successful trainer. Combining talent and technique, you must be able to capture the attention of an audience, and keep it - for an entire day.
- **Sales-minded:** Your success and earnings potential are directly tied to your ability to promote other products and seminars. We offer books, tapes, videos, and software at each seminar to enhance continued learning and training. You will have unlimited access to our extensive resource library. Your job is to be familiar with these materials and to be able to recommend appropriate resources to customers. You should be able to explain their benefits and relevance to your audience, and encourage sales.
- **Real-world business experience:** While every seminar follows an established, outlined curriculum, our contract trainers illustrate and enrich the material with their own expertise. You should be able to relate the seminar to your own experiences, as well as those of the audience. We count on our contract trainers to convey their individual insights, and to provide “real-world” applications for the subject.
- **Flexibility and independence:** You’re “on your own” most of the time - that means you must be able to handle a multitude of situations independently. If you’re adaptable, a problem-solver, remain calm in a crisis, and like the independence that comes from handling things on your own, you’ve got what it takes.
- **Personality-plus:** Do audiences like you? Do people feel they can relate to you, connect with you? As a trainer, you’ll need to form a special bond with each audience and have the affable, charismatic personality to establish a relationship from the platform. You are the seminar!
- **Training Ability:** Leading a seminar isn’t easy. We’re looking for professionals who are excellent speakers and trainers. You should know how to reach and teach the adult learner, and be comfortable in group training situations. Some successful trainers have many years of experience, while others start with little training experience but nevertheless have what it takes to succeed.
- **Entertaining:** Seminar audiences expect more than just information - they expect learning to be entertaining as well. If you can present material in a fun, fast-forward style, if you can teach your subject matter in a captivating, engaging format,

you'll deliver what our audiences expect - a creative, high-content program that keeps them entertained, engrossed, and attentive.

- **Professional appearance and credibility:** First impressions are all-important. Our contract trainers always present a positive professional image - credibility depends on it.
- **Love of learning:** Are you curious and inquisitive? Do you strive to stay on the “cutting edge” of your field? When you contract with us as a trainer, the learning has only begun. To keep on top of the latest management thinking requires extensive reading, networking, and ongoing training.
- **Travel-ready:** You'll be presenting back-to-back one-day seminars in 3, 4, or 5 day tours. Advance scheduling enables you to coordinate your seminar calendar with other commitments - but you must be ready and willing to travel, with the ability to tolerate the strains and rigors that sometimes challenge the frequent traveler.
- **Mutual commitment:** We're committed to your success, and want you to be committed to ours. We strive to build mutually beneficial relationships with our contract trainers, and we back that up through extensive resources, training, networking, and corporate support. Though we are your client, we want you to think of us as your partner.

4.5 The Skills Of A Professional Speaker:

There are no set rules what makes a good speaker but there are some things you can do to be more entertaining and a little more polished as to be professional or at the least not annoying.

4.5.1 Voice Development By Diana King.

“The voice is not only indicative of a man's character, but it is the expression of his spirit, Other sounds can be louder than the voice, But no sound can be more living.”
Inayat Khan

Diane has both a bachelors and masters degree in voice performance. She has 20 plus year experience working as a professional in opera & musical theatre. During that time she has taught voice and speech both privately and for conservatories through out Canada, England & Italy.

Diane King - Discover your Voice

Soprano

- Opera, Musical Theatre, Oratorio
- Weddings, Chamber Music
- Jingles

Voice Teacher

- International Training and Experience
- All Levels & Styles

Speech Teacher

- Strength & Confidence Training
- Accent Reduction
- Dialects

Voice Over Artist

- Commercials, Narration
- Multi-lingual

If you would like to hire Diane for private lesson or group training for your club then give her a call at 604-733-9604 or email her at dianeking@hotmail.com

4.5.2 What Makes a Good Speaking Voice.

1. Good vocal techniques include:

Correct posture, abdominal breathing (inhalation), a voice connected to the body (exhalation), a relaxed throat and jaw, good articulation and diction.

The elements of sound include: range, tone, pitch, color, volume, strength, intensity, inflection and variety.

These techniques combined result in an 'honest sound' -a quality of sound that is authentic, believable, interesting, compelling and charismatic.

Other elements that contribute to a good speaking voice are range, tonal variety rhythm, intensity, emotional expression.

Correct breathing and sound must be combined with proper use of the 'articulators'

jaw, lips, teeth, and tongue which are the elements of 'good diction'.

2. Do you like your speaking voice?

What is your vocal personality? Is it a true reflection of you?

Sound and speech patterns are genetic, social, cultural and gender related.

The speaking voice also becomes a reflection of personality - confidence vs. timidity.

We must give ourselves 'permission' to have a voice (this is literal and psychological)

3. Are Good voices 'born' or are they 'made'?

Babies are the most efficient noisemakers. We are all born breathing correctly and producing good, healthy sound. We must learn to return to what our bodies know how to do naturally we must return again to the 'kid in the playground. We may have lost touch with our 'true' speaking voice and can at any age do the work to rediscover a more authentic sound

4. Is it possible to change the speaking voice?

The speaking voice is an 'instrument' and can be learned to be played like any other. Changing or improving the speaking voices comes from:

1. understanding the basic fundamentals of how the voice works.
2. diligently practicing proper vocal techniques.
3. mastering and memorizing these techniques until new vocal habits are formed.

4.5.3 Breathing and Posture Exercises

Posture:

Feel like a puppet with a string coming from the top of the head.

Head is neither tilted down or up. Chest is comfortably high.

Arms hang loosely by the side. Feel a tall, straight, comfortable spine.

Weight is balanced evenly on both feet. Never slouch to one side.

Have one foot slightly in front of the other the 'ready' position.

Stand in front of the mirror and ask. Would I like looking at this person?

Bend over gently and hang from the waist like a rag doll.

Unroll the spine, slowly, vertebra by vertebra until the body is comfortably up right.

Roll shoulders into an upright position. Avoid the stiff, tin-soldier look.

Swing arms gently review the body and make sure that it is relaxed and 'ready to work'.

Never begin speaking without setting the body up first.

Breathing:

Abdominal (deep) breathing is good.

Chest (shallow) breathing is bad.

Abdominal breathing relaxes the body, lowers the heart rate, and releases more oxygen into the blood stream.

Abdominal breathing allows us to center ourselves and speak from a more grounded position.

Abdominal breathing gives us a greater breath control so as to avoid running out of air or feeling 'winded'.

Chest breathing is the 'breath of exhaustion', leads to poor posture because of chest heaving, and most importantly, leads to muscular tension in the throat

Abdominal Breathing:

Remember: In, Down and Out. Shoulders, chest, and upper body stay relatively still. We were born to breath abdominally. Practice this form of breathing not only when speaking but allow it to become your habitual way of breathing.

Abdominal Breathing Exercises:

- During inhalation, feel the lungs fill deeply, while the abdominal area relaxes and expands. Keep an observant hand across the tummy.
- Feel the bottom ribs expand side ward as the deep breath is taken. The "chicken wing" exercise.
- Feel the back of the rib cage expand during the deep breath. Fingers touching across the lower back push them apart as the breath is taken in.

- Imagine a tire inner tube around the middle. ...as the breath comes in, the tube inflates. ...as the breath is released the tire deflates.
- Imagine the body working like a 'bellows'.
- Lie on a hard, flat surface with hands resting on the abdominal wall. Take slow, steady breaths and feel the abdominal area rise and fall. Breath in -tummy rises
Breath out -tummy falls
- Lie on a hard, flat surface with several books piled on the abdominal wall. Watch the books rise and fall.
- While breathing in, count to five ...then count to five as you exhale. Expand your breaths by breathing in to six, out to six. ..then in to seven. ..out to seven. ...carry on until the count of ten.
- While on your back, breath in deeply then release the breath with a sigh. Move the sigh into an “ A w” sound. ...feel the breath at the center of the sound. Feel the sound moving “on the breath”.
- Practice the 'dog pant' -slow, steady, controlled breaths.
- Take a deep breath in, hold an imaginary candle flame close to the mouth. ...release the breath slowly so that the flame flickers, but does not go out.

Exhalation & Connecting Breath with Sound

- Correct inhalation through abdominal breathing allows correct exhalation. Exhalation is the moment when body and sound are connected. Good speakers learn to exhale efficiently in a manner that strengthens the voice.

Exhalation Exercises:

- After taking an abdominal breath, release it while making a vigorous Hisssss. (a nasty hiss) Feel the abdominal muscles contracting, pulling up and under the breath.
- Practice the hsss in a long sustained way and in short, sharp pulses. Always keep the throat and jaw as relaxed as possible.
- Release the hiss and then feel the hiss give birth to “ahhhh”. SSSSAAAHH!!!!

- Cave Man Grunt or the Grunt of Exertion. Keeping the throat and jaw relaxed, grunt and feel the abdominal muscles contract
- Extend the grunt. ...turn it into a yelp, a dog bark, a howl, a bird call. anything that connects the body (abdominal muscles) to the sound (vocal muscles).
- Think about the belly laugh, the cough, the martial arts yell, the tennis serve, the weight lifter, the howl, the shriek etc.
- Once these sounds are comfortable, begin to add an 'emotional' element to the exercises Imagine each sound connected to an emotional state or an idea. Infuse SSSAAAH with happiness, surprise, anger, authority etc. Feel the emotional connection of the sound as the body produces it

*** Good vocal sound must be grounded in the body. This is what gives a sound foundation, strength, and resonance. The body (the abdominal muscles) are the POWER SOURCE of the voice. Never speak from the throat, always speak from the body!

The elements of sound include range, tone, pitch, color, volume, intensity, strength, inflection and variety. Once the voice is connected to the breath and body energy, then it is released through the vocal channel, the throat and through the articulators. (jaw, mouth, lips, tongue, teeth)

The Vocal Channel

Remember: The vocal cords are not the power source of the voice. The body is the power source.

- Feel the yawny space in the throat. Experiment with relaxing the throat and making sound.
- Practice deep, hollow sounds and cartoon voices.
- The space in the throat can be a tool for coloring the sound.

The Jaw:

- Make sure the jaw is relaxed at all times. Let it hang freely from the hinges in front

of the ears.

- Never clench the teeth or jaw, no matter how intense or emotional.
- Massage the jaw, let it hang open (falling asleep in front of the TV) Let gravity pull the jaw down.

The Articulators: (Lips and tongue)

- Don't let the tongue pull back into the throat cavity. Don't let the tongue push against the front teeth or the roof of the mouth.
- Make motor boat sounds flapping the lips and playing with sounds.
- Think of the tongue as a rug lying flat in the mouth.
- Let the tongue lie lazily on the floor of the mouth, touching the back edges of the bottom teeth.
- Don't let the tongue pull back into the throat cavity -don't let the tongue push against the front teeth or the roof of the mouth.

*** Tension in the tongue or jaw will lead to tension in the voice box.

4.5.4 Sound:

Sound can be categorized in two ways:

- 1. Flat, monotone, lifeless, locked in and**
- 2. Energetic, lively, flexible, variable.**

Flat sound:

- Emotionally dead.
- Hides our real feelings.
- Can be a result of insecurity or fear.
- Is alienating to our listeners.

Energetic sound:

- Engages body connection to the voice.

- Prevents the voice from being locked-in. (monotone)
- Keeps listeners alert and interested.

*** If we feel flat and deliver our speech in a monotone we will not be effective. But by using an inflected voice we can make ourselves feel more energetic allowing us to achieve our goals.

- Play the role.
- Put on a happy voice.
- Say every word like you mean it!

Concentrate on the meaning of the words and allow the appropriate inflection to reflect that meaning!

Exercises for range and inflection:

- With the hiss of exhalation, release the voice into a Siren. Let the sound soar up and down, using the strength of the abdominal muscles. Keep the throat open and relaxed, let the jaw hang freely. Explore the top and bottom of the vocal range.
- Turn the siren into a wave of slow, steady waves of sound up and down. Use your finger to draw the waves of pitch in front of you as you follow the motions with your voice. With mouth closed, practice the siren.
- Begin to infuse the sounds with emotion and honesty, rhythm and speed.
- Passing the Pumpkin exercise: Use the exercise (with or without an accompanying phrase) to explore inflection, meaning, rhythm, emotional variety. Explore the feeling of giving your message with your body and your sound.

4.5.5 Turning sound into meaningful words and phrases:

- Using one word at a time, find several variations with inflection and tone. I.E. “Well” as a question, an exclamation, or a drama. “Oh”, “Please”, “Sit down”, “Help me!” all with drama and exclamation.
- Practice with words and phrases that are common to you. Use a tape recorder to explore the options.
- Turn phrases into longer sentences. Describe a step-by-step procedure (recipe changing a tire)

- Tell a children's story and explore your energy, freedom and animation.
- Avoid "motor mouth". Keep a natural speed and rhythm and pay attention to punctuation.

*** Feel the onset of the breath from the abdominal. Keep the throat and jaw relaxed. Explore the natural inflection and meaning of each phrase. Use punctuation to let each phrase release and then pause for breath.

4.5.6 Tips for Dictation and Accent Reduction

LISTEN, LISTEN AND LISTEN SOME MORE!!!

- Identify the sounds, words and phrases that are difficult.
- Typical difficulties in English are the consonants: th, r, v, w.
- Typical difficulties are the diphthong vowel sounds: ay, oy, ow, oh.
- When a difficult sound or group of sounds is identified, then practice drills that contain those sounds. Use a tape recorder to record yourself and hear yourself back.

Sentences to practice:

- Wear you hair with care.
- There is room in the rear of the refrigerator.
- Is he a hearer or a listener?
- Think on this, that, and the other thing.
- Three thousand thirty three thimbles.
- The clothing is made of cloth.
- Bathe yourself in the bath thoroughly.
- The wine from the vine is very fine.
- There is a horror in the mirror.

- Poor Muriel was immured with the neurotic McClure.
- Six thick thistle sticks.
- Biscuit mixers.
- A critical cricket critic.
- Sixty six sickly chicks.

Once you have identified a problem sound and have learned how to form the sound and say the word correctly, then you must rehearse it until it becomes your habit.

- Choose four words or phrases each day and practice them constantly.
- Listen to tapes on books, videos, radio, television. Working with a tape recorder, imitate the sounds and the rhythmic pattern of the speech.
- Spend time every day reading out loud.
- Take every opportunity to practice.
- Read poetry and memorize it.
- Find speakers to listen to and then imitate them.

***** LISTEN! IMITATE! REHEARSE! MEMORIZE! HABITUALIZE!**

Interacting with the audience is another aspect of speaking that makes for a more memorable, enjoyable and worthwhile experience.

- getting listeners actively involved
- tricks, games
- listening tests, jokes,

4.6 Developing Professional Speaking Skills:

Like any business or career one must develop the skills to become a professional. Many people have defined a professional speaking simply as one who gets paid to

speaker. Even though this is a valid measurement it lacks much of what you will need to succeed in this challenging industry.

There are no rules. There are skills that can certainly make you a more polished presenter but up until this time there are top paid professional speakers that display all kinds of characteristics. Talk fast, talk slow, talk in mono tone or tremendous vocal variety. People who are short, tall, skinny and fat. People who are black, white, have heavy accents and those who don't. What I am trying to say is that there are no set rules. Everybody has their own unique characteristics and style and that is what we encourage you to develop.

Modeling yes, meaning to learn from the pro's or people you admire the most on the platform but don't become a second rate person your modeling but become a first rate yourself.

Secrets of Super Star Speakers, by Lilly Walters

Lilly Walters is a best selling author who run Walters International Speaking Bureau (<http://www.walters-intl.com>) In this book she surveyed 4000 people to find out who the greatest motivators and why are and listed 70 of them. Then she tried to find a common thread as to what made them the best. It seems there are unlimited qualities and strategies you can use because everybody is different in what they like to hear and see but her results may be worth a study. The following chart is what Lilly says is the most monumental reasons why people were motivated by those speakers. All categories were enormously significant in survey finding but notice what made the most value/impact.

Message 37%

- content creates change
- it was smart
- God was in it
- simple and easy to follow
- focused, clear, practical
- message or content was....
- motivated and inspired

Real Life 21%

- overcame adversity
- first to do it

- character, integrity
- life is an example
- true and personal stories
- humble, honest, believable, sincere, genuine

Style & Eloquence 14%

- use of words
- eloquence
- voice
- style, presence, appearance
- charisma

Passion 9%

- energy, enthusiasm, dedication, conviction, power

Involves by using humor and heart 6%

- tears and emotion
- humor, wit, entertainment, audience participation

Compassionate 5%

Connect 5%

Stories 4%

4.7 Getting Training:

Where does one get trained?

Toastmasters International
 Service Clubs
 School boards offer starter courses
 PS training companies
 Speech therapists
 Books, tapes & seminars

Volunteer Speaking Opportunities.

The variety of service clubs and nonprofit organizations offer opportunities to contribute your expertise, or speak regarding their material and particular campaign.

This is another excellent opportunity for you to learn, gain experience and start to generate contacts as you are building your career. (See this Chapters Tips, Advice & Resource section for a full list of organizations and contact information.)

Toastmasters Speaking Bureaus like D-21 bureau
Rotary Clubs
Service Clubs
Nonprofit Organizations
United way

The Red Cross. Below is a message that I receive when this fine organization is providing opportunities for speakers. Here is the message I received along with the local Vancouver contact information.

We are recruiting again!

The Canadian Red Cross RespectED program trains volunteers to deliver violence & abuse prevention workshops. The volunteers go through 100 hours of training before going out to secondary schools and the community.

As Toastmasters focus on public speaking, your members may be interested in our program and sign up as volunteers. This training session will be held in Burnaby and the days are Tuesdays 6 to 9 pm and Thursdays 9 to 4pm. Training starts in September and will end in mid November.

I have enclosed a poster on the volunteer position. Please share this information with your members. If you or any of your members need more information you can call me at (604) 709-6642 or email me at linda.kuan@redcross.ca and I will be pleased to answer any questions.

Regards,
Linda

4.8 Creating A Support Network:

Moral support, accountability, encouragement, etc....

Who – what – where – why – when

- Toastmasters
- CAPS
- NSA

4.9 Being A Leader by Dorothea Hendriks:

Leadership... and Speaking

Not too long ago, one of the local newspapers in my area had several articles on 'Leadership'. The articles were informative and quite revealing. Contrary to what many people tend to believe, no one pops into this world holding a placard saying, "Born a Leader". Leadership is earned and learned.

Former New York City Mayor, Rudolph Giuliani is quoted as saying,

"A leader must not only set direction, but communicate that direction.....He must bring people aboard, excite them about his vision and earn their support."

So, where do people go if they are interested in learning about leadership? Where can they go to practice leadership? Where will people find the support and the advice to help them develop the skills they need to be effective in their roles as leaders? As a member of Toastmasters International the answer to me, was obvious. Toastmasters of course! Surprised? Many people think of Toastmasters only as a place to practice public speaking. Well, the cat's out of the bag folks, Toastmasters is also the place to practice and learn about leadership.

To find out more about Toastmasters and the 'Leadership' connection, I spoke to Pat Johnson, a twenty-year member and a Distinguished Toastmaster

Q: How, from your experience, do you see a leader exciting people and soliciting their support?

Pat: You help people get excited about their potential. Encourage them to raise their expectations; to set them high. Help people dream of the possibilities instead of thinking about the obstacles. Support your people in the best way you can and then get out of their way.

It's so important to give people a clear vision of possibilities that are available to them. I think it's really important to try and see greatness in everyone. Help people see what they can be, not what you think they should be.

Q: I recently read an article by Craig Harrsion, Professional Speaker and Distinguished Toastmaster, that there are a number of similarities between speakers and leaders. He says both speakers and leaders need to have a vision, a set of values, a clear sense of direction, the ability to persuade, gather support and demonstrate appreciation. What do you think about Craig's comparison?

Pat: I totally agree. As a speaker you are a leader of type. If you weren't why would people listen to you? They would just walk away. Speakers like leaders must be interesting and they must provide information that has value.

Q: Who comes to your mind when you think of leadership and great speaking?

Pat: I have tremendous admiration for former Canadian Prime Minister Pierre Elliott Trudeau. He demonstrated qualities that, I feel, should be inherent in every great leader. He was an articulate, brilliant man, a true statesman. He was who he was; said what he meant and meant what he said. Sometimes mysterious, definitely provocative and always outspoken, Trudeau provided us with a leadership that was perfect for the time.

Q: As mentioned earlier, you've been a member of Toastmasters for a long time. What made you join?

Pat: I was taking a course that required a trip to Ottawa. While in Ottawa, I was asked to introduce a senator. I was sick for 2 days. Over and over I kept asking myself. "How will I do this? How will I do this?" I had no problem standing on stage or looking out at a large audience, after all I had trained as a singer for 11 years and was accustomed to performing. The apprehension that swelled up inside of me, had little to do with standing in front of others. It had everything to do with the fact that I had no script, no score, no character to act out. What was required was that I just be me and I didn't know how to do that. I shared my feelings of anxiety with a friend. He suggested that when I return home, I should join Toastmasters. And I did, April 4, 1983.

My first club and my 'home' club was in Swan River, Manitoba. I was hooked. Within 2 weeks of joining I took on the role of Club Secretary, a year later I became President. I then moved into the position of Area Governor, receiving the Area Governor of the Year Award. From there I took on the role of Division Governor. The year I was Division Governor, the district held monthly meetings in the city of Winnipeg, 360 miles away. I would drive 360 miles into Winnipeg and 360 miles back home, a total of 720 miles. I never missed a meeting that entire year. It was important for me to challenge myself and to follow through with my commitment; my commitment to the program and my commitment to myself to be the best I could be.

I'm the type of person that is always on the lookout for new challenges. Prior to my joining Toastmasters I had started a club for horse enthusiasts and coordinated international horse shows. I bred, trained and showed quarter horses.

Q: Would you share some of your early memories?

Pat: A memory that stands out for is one of Joseph Lariviere. He was a member in my home club. I remember standing up and giving a speech. His feedback to me was, “Pat, I want more vocal variety.” No problem, I thought. I’ve got a good voice; I’m a trained singer. After my next speech I, again, asked Joseph for feedback. He said, I want more vocal variety. This went on for about four more times. I thought to myself, I’m sick of hearing the same comment over and over again regarding my speaking. So I went up to him and asked, Joseph, when are you going to give me some other feedback? He looked me straight in the eye and said, When you give me some more vocal variety.”

I was so fortunate, in those early years, to be surrounded by supportive people and caring mentors. My first mentor, past International President of Toastmasters International, Eric Stuhlmüller said. “Aim for the moon, because if you fall short of your goal, you will still land among the stars. Do what you want to do...just don’t break any rules.” I’ve never forgotten his words.

Q: If you had to pick 3 skills that you developed and honed through the Toastmaster Leadership & Communication program, what would they be?

Pat: Well I’d have to say that I’ve become a much more careful listener. Second, I’ve become more assertive in stating my opinion. And third I’ve learned how to do a better job of acknowledging the contribution of others. In any volunteer organization, validation and acknowledgement of others is vital.

Q: What advice could you give to people who are interested in moving into management but have no time for Toastmasters (too busy, no money, spouse won’t like it, they are downsizing at work, etc.)

Pat: In most cases, when I hear someone say they would really like to join or get involved but can’t because they have no time or they have no money, what I hear them really saying is that it’s not a priority for them. Having no time or no money or whatever are just excuses. If something is important to you, you make it a priority. If it’s not important to you, you don’t.

We need to get people to see more of themselves. As Toastmasters, we need to do a better job of selling transferable skills and the benefits. For example. Here is what you’ll learn: team work, organizational skills, strategic planning, program development, motivation, marketing and so on. Give people a list of the benefits that they can write on their resume. Let people know that taking on a role of leadership in Toastmasters is not just putting in time or walking around with a title. It’s really

important for people to know why they are there in that position. Where else can a person get leadership training, practice the skills in a safe and supportive environment and then take those skills and put them to the test in their daily environment?

Q: A final question for you. As a former District Governor and declared International Director candidate, how can we encourage more people to get involved in the leadership opportunities that an organization like Toastmasters provides?

Pat: In order to get more people involved, we should start by changing our approach. When people join to become members they don't think of leadership; they think of public speaking. From the outset we do not take the opportunity to promote and sell leadership, so how can we expect people to buy into it?

Let's say you have a store that specializes in fruit loops and advertises fruit loops. The customer walks into the store to buy fruit loops. While in the store, the storeowner approaches the customer and says, Along with our world famous fruit loops we also sell delicious whole wheat bread. The customer says No. No. I just came here for the fruit loops; that's your advertised specialty. I'll get my bread elsewhere. In the same manner, we don't sell leadership internally to our own members, so how can we expect to sell it externally.

Speaking from my own experience, the leadership roles I've stepped into, because of Toastmasters, have been tremendously exciting and incredibly rewarding. I'm always open to learning as much as I can.....and I'm committed to using what I've learned to improve my life, and where possible, to improve the lives of others as well. I see leadership as presenting us with unlimited opportunities to make a difference. I think that George Bernard Shaw said it best, when he said.

“Life is no brief candle to me. It is sort of splendid torch, which I've got to hold up for the moment, and I want to make it burn as brightly as possible before handing it to future generations.”

For more information on Pat Johnson
Distinguished Toastmaster
Professional Speaker, Trainer, Facilitator
www.patthetrainer@shaw.ca

4.9.1 Writing a Speech using the “Rule of Three”.

The Rule of Three will help you to prepare and deliver presentation quickly and effectively. This rule simply states - One main theme - illustrated in three paragraphs

with three separate points.

1. Tell them what you are going to tell them.
2. Then tell them.
3. Then tell them what you told them.

We will get to the details in a second.

- This principle I learned from Evelyn Woods dynamic learning course.
- I found its commonly taught through out speaking world. The Sunday sermon has used this for hundreds of years.
- Evelyn Wood has found that people learn better in groups of 3's.
- Rule of three makes It easy to write and its easier to recall.

This simple rule of 3 is what I used for most of my communications. Its quick and easy to develop a presentation and then easy to remember or refer to when delivering it. Full details about and sample speeches are on my website www.danieljanssen.com - public speaking resources

Lets look at how it actually works. A basic presentation should have a clear distinct. Opening - Body - Conclusion.

I will focus most of this part of the talk on the body which the Rule of Three really applies but do not ever underestimate the power and role the opening and conclusions plays.

1: Heres how I do it. Lay out your paper with:

Opening:

Body:

1)

2)

3)

Conclusion:

2: Define the objective and your specific purpose.

Who is your audience is and determine what you want them to do.

- understand your point
- entertain them
- educate
- move to action etc.

3: The Opening

- should make a first impression.
- grab attention.
- make a connection.

(many speakers start with a joke or humor as I did because I have a very serious style so I try to lighten up right off the bat hopefully connecting with the audience, I figure if I get to smile then I am on the right track - if that bombs I'm in trouble)

4: Body

Rule of 3. Three points, three paragraphs, one theme.

Point one: A word picture/anecdote /short story or illustration.

Point two: Some statistics or facts.

Point three: A personal experience or experience of a person.

When you have your purpose - your topic its easy to gather the three points - facts/ stats - word pictures - stories.

5: Fillers between the points and OBC

- make sure to add a joke or 2 for humor to lighten things up.
- quotes to add credibility.
- add some vocal variety, gestures and body movement, pauses to be polished.

6: Conclusion

"It has been said that people remember the first and last thing that you have said" I believe and they also remember things that have touched their buttons - moved them emotionally.

- conclusion being very important to leave them something to remember.
- have a lasting impact.
- stir some emotion or a call to action.

That's it, a principle for a simple, easy, effective speech then list your name with the local speaking bureau and earn an extra 50k - 100k a year.

The Business Side of Speaking

‘Talking without thinking is like shooting without taking aim.’
~ Proverb ~



5

The Business Side of Speaking

5.1 The Business Plan:

Regardless whether you are treating your professional speaking opportunity as a hobby or a full blown business it would be a good idea to plan out your strategy. Writing a business plan for your venture is the place to start.

The bottom line is this is a business and has the potential to earn you a very large income. Look at this and pursue it as a professional speaker and as a business person. You will likely be generating some or lots of income and this needs to be dealt with according to the laws of your state or province. Along with your business plan keep proper records of all transactions for tax purposes. This is book keeping which we will discuss after the business plan.

We will explain the various aspects of business planning for professional speakers and provide you a blank template to write your own business plan. Visit <http://www.danieljanssen.com> and click on the link “Small Business Resources” to take you to specific links or the Main Business Resource Page. There you will find most of the resources, links and organizations to research your market and write an effective business plan.

Creating A Mission & Vision.

I like to start with your mission and vision. This is why you are doing what you are doing and lays the foundation for developing your marketing materials, defining your audience, creating a marketing plan and branding yourself as a speaker, trainer, author or consultant.

Vision is one of the most powerful gifts of human beings. The ability to see the future in our mind and heart can literally sustain life. Vision is our dreams of a future, something you see with your heart and a characteristic of leaders. It is to begin with the end in mind. Habit #2 from Steven R. Covey’s best selling book “The 7 Habits of Highly Effective People”. Our vision can be developed and fine tuned by continually reflecting upon our major life goals. Our vision also becomes clearer

and clearer as we move toward it through a plan of action. From our vision, goals and values we can develop an equally powerful mission statement.

Write out what you see in your heart and mind. Clarify your vision for yourself and your business.

- Do you see yourself as a keynote speaker travelling the world speaking on your area of expertise?
- Do you see yourself as a seminar leader changing peoples lives in local workshops and training sessions?
- Do you see yourself as a radio or television talk show host interviewing famous people?

Whatever it is begin to form a vision for you and your business in your mind and more important in print. It has been said that if you can not write it out then it isn't clear enough to pursue. The following processes will help you to form a clear vision and mission statement to begin your journey.

Remember that this is not set in stone. It is a good idea to revisit your mission, vision and values once you have completed your business plan to just fine tune what you see, especially if you add new team players, customers and clients.

I believe the place to start is values clarification. This is a most powerful exercise for you personally and as a group if you have a partner or two. Clarity on your values will help in more ways than you can imagine.

1. It lays the foundation for building an image as a person let alone a business.
2. Your values clarified and prioritized lets other know what kind of person they are dealing with.
3. Values clarification will help you make decisions when push comes to shove.
4. Values clarification sets the standard for which you intend to act and behave.
5. Values has direct relation to our character. It causes us to be more thoughtful about who we are and what is important to us.
6. Our values should be included in the development of a mission statement.
7. Core values should be considered as a statement to display on our marketing materials.

“The measure of a man’s real character is what he would do if he would never be found out.”

Thomas MaCauley

Values Clarification: It is very empowering to choose a set of values that you promise to live by and allow to be part of a guiding governing philosophy and ultimately part of your personal, family or corporate mission statement. The results from this exercise will be used to help create our mission statement.

Below is a list of 126 values and virtues, there may be others and you can just simply add them to the lists. Simply do the following;

- **Highlight or circle all of the values and virtues you feel are important to you.**
- **Out of all those you have selected choose approximately 10.**
- **Of those 10 choose 4 or 5 to be your core values.**
- **Once you have your “core values” write a brief statement to describe what those values mean. This will be your Core Values Statement.**

Accuracy	Education	Joy	Professionalism
Accountability	Effective	Justice	Prompt
Adaptability	Empathy	Judgment	Punctuality
Admirable	Encouragement	Kind	Relational
Adventurous	Energetic	Knowledge	Resourcefulness
Assertive	Enthusiastic	Learned	Respect
Attentive	Entrepreneurial	Liberal	Responsibility
Authenticity	Equality	Logical	Sharing
Balanced	Esteem	Loyalty	Simple
Beauty	Fair	Love	Sincerity
Bravery	Faith	Maturity	Self Control
Broadmindedness	Faithful	Methodical	Sensibility
Capability	Flexible	Modesty	Serious
Caring	Focused	Obedient	Sex
Carefree	Fruitful	Open minded	Sociable
Clarity	Fulfilled	Orderly	Spirituality
Committed	Funny	Originality	Status
Compassionate	Gentleness	Organized	Steadfast
Competence	Godliness	Passionate	Supportive
Complete	Happiness	Patient	Shyness
Confident	Healthy	Peaceful	Successful
Conservative	Holistic	Perseverance	Sympathetic

Cooperative	Holy	Perfect	Talent
Courage	Honesty	Persistent	Timidity
Courteous	Humility	Persuasiveness	Truth
Creativity	Imaginative	Playful	Trustworthy
Dependability	Independence	Pleasant	Wisdom
Determination	Influential	Powerful	Understanding
Discipline	Initiative	Practicality	Unity
Dynamic	Integrity	Prestige	Victorious
	Intercession	Privacy	Versatility
		Productive	Zealous

- List your top ten out of all those you have circled.
- Circle approximately 3-5 out of those ten to be your core values.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Record your top 3-5 values and then write a brief statement to describe what each value means to you.

Values	Descriptive Statement
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

Example of Core Values Statement from the YMCA of Canada.

*The YMCA's core values guide our everyday decisions and actions.
We encourage everyone involved with the YMCA to
accept and demonstrate these positive values.*

- ✓ Caring is accepting others. It's being compassionate, generous, sensitive and thoughtful.
- ✓ Honesty is shown through integrity, fairness and sincerity in the words and deeds.
- ✓ Respect is acknowledging the inherent worth of oneself and others.
- ✓ Responsibility is being accountable for one's behavior, obligations and actions

Core Values Statement

*“Nearly all men can stand adversity, but if you
want to test a man's character, give him power.”
Abraham Lincoln*

Now that you have your values clarified lets develop your mission statement. This is how you intend to get to your vision summarizing your values, principles and goals. The statement can help build and restore integrity as you journey through the ups and down we all face.

Answer these question in regards to your mission.

Guy Saffold in his book on Strategic Planning for Christian Organizations (Page 125) asks these three questions when developing a mission statement.

1. What key results (end values) should we be striving to produce?

Answer:

2. What methods (means values) should we be using to produce these results?

Answer:

3. What characteristics (existential values) should be typical of our organization as a whole and its people?

Answer:

Other questions recommended to ask may be:

1. What adjectives would describe what you find most exciting about this organization?

Answer:

2. What end results would you be most willing to sacrifice time and effort to produce?

Answer:

3. What words describe what is most emotionally moving about this organization?

Answer:

Example statements:

Starbucks Coffee

“To continue to be the Premier Coffee Service Company by providing our customers with unsurpassed quality in products and service that assure total satisfaction”

Crown Packaging Ltd.

“Our mission is to continually improve our people, products, quality and service in conformance with our customers requirements, allowing us to mutually grow and prosper”

Toastmasters International Mission

“Through its member clubs, T.I., helps men & women learn the arts of speaking, listening & thinking. Vital skills that promote self-actualization, enhance leadership potential, foster human understanding and contribute to the betterment of mankind. It is basic to its mission that T.I. continually expand its worldwide

network of clubs, thereby offering ever greater numbers of people the opportunity to benefit from its programs.”

Mission Statement of YMCA of Greater Vancouver

“The YMCA is a charitable association dedicated to the development of people in spirit, mind & body as well as the improvement of local, national and international communities.”

Your Mission Statement.

Considering your core values, your answers to the questions regarding your mission statement and the samples given try to write a statement that best describes the heart and soul of your purpose. You may want to write several statements and collaborate with as many stake holders as necessary and then record your final statement below. Then check your statement against Steven Covey’s questions.

Mission Statement

From Steven Covey’s book Principle Centered Leadership I believe renamed The 4 Roles of Leadership has some final questions to consider that may help fine tune your statement into something that is more than just words. Use your mission statement proudly, display it in your business, at your home, in all your business literature, websites, etc., etc., etc., and be sure to live by it.

- Does the mission statement show the means to an end.
- Does the mission statement recognize everybody the company deals with.
(All stake holders)
- Does the mission statement come from within the organization.
(Hearts and values of the people)
- Does the mission statement meet the basic needs of people.
(Social, economical, spiritual, mental)

The Business Concept.

Description Of Your Products & Services.

Pricing Yourself Your Products.

Money Talks by Alan Weiss.

“How to make a million as a speaker.”

A question presented to Alan. Pg 69

Many people ask me how to respond when the buyer asks “what are your fees”? Alan says the correct answer is I don’t know! He says if you respond with a number the you are admitting that that you charge by the time unit but if you respond with a question you’re telling the customer that fees depend on his or her objectives and their is probably options to meet those needs.

Marketing Plan: Who to, Sell to:

- National book reviewers
- Syndicated columnists (Editor & Publisher’s Syndicated Directory)
- Newsletter editors
- Book club editors (Book-Of-The-Month-Club & The Literary Guild)
- Excerpt right buyers
- Distributors, wholesalers, book stores.
- Libraries. (whole marketing plans can be developed for this avenue - 15,000 public libraries and over 100,000 including school and special interest libraries through out the US - See American Library Directory)
- Radio & TV programs
- Trade & professional associations (The National Trade & Professional Associations of the United States)
- Special retail outlets your book may complement
- Catalogues (The Directory of Mail Order Catalogs - The Directory of Business to
- Business Catalogs - Mail Order Business Directory - National Directory of Catalogs - The Directory of Overseas Catalogs - The Catalog of Catalogs
- Regional newspapers and magazines
- Local newspapers (Association of Free Community Papers - www.afcp.org)
- Special interest groups
- Civic, social and alumni associations
- All kinds of directories (The Gale Directory of Publications in Broadcast Media
- The Standard Periodical Directory - Ulrich’s International Periodicals Directory

- The Working Press of the Nation)
- Internet websites and marketing plans
- Word of mouth - always have your business cards with book titles and where to review at.
- Professional Speakers - send a copy to those who may be interested.
- Actors and celebrities - send those a copy that may be interested.
- MLM Industry president or even heads of large organizations.
- Being a spokes person for companies.

5.2 Products For Your Business:

High Profits, High Demand Products That You Can Sell As A Professional Speaker – And Why Your Business Is Really Information Marketing, And Not Public Speaking!

Why do you want to be a professional speaker? Do you want to make a lot of money? Do you want to make a difference? Do you want to leave a legacy?

Three things will happen to you during your tenure in this business.

You Fail The truth is most speakers won't make this business. They get into this business for the wrong reasons or without really knowing what they are getting into. For the reasons, check out the "The Great Myths and Mistakes Most Amateur Speakers Make When They Begin Their Speaking Career" section in this manual.

You Become VERY Successful – At Least For A While

If you are fortunate, and if you do everything imaginable to be fortunate, you will get very "famous" at some point in your career...something like Zig Ziglar, Tom Peters, Brian Tracy, Anthony Robbins, a successful infomercial, a best-selling book, something will set your career on fire!

Fact: If that happens, you'll stay at the peak temperature for only a relatively short period of time.

You NEVER Become Famous, But You Build A Reasonably Successful Business

If that "on-fire" period never happens, you might run a successful business, making a solid six-figure annual income. Bottom line is if all you do is public speaking, you will end your career having been nothing but a glorified wage slave!

I want to challenge you to think about public speaking in an entirely different way as a means of building a stable long-term business that generates perpetual and on-going streams of income for you. Public speaking is one of the BEST way to acquire customers quickly and easily – and getting paid at the same time! Think about it. Any typical company work very hard and invest a lot of money to

obtain a NEW customer. And hopefully they get their money back plus a good profit through that customer's second purchase, third purchase, fourth purchase and so on.

But not you! Instead of paying to get a customer, you get PAID and you get a customer.

Don't you get it? The money is in the customer lists you can build through speaking. The money is in the list, in the list, in the list! Do the calculation yourself. Let's say this year, you speak to about 20,000 people. And 2,000 buy some products from you and become your customers.

If you did it through advertising, you'd easily have \$20 - \$40 or more invested per lead – so that list is worth over \$40,000 to you as an asset with little or effort. But how much is the list really worth? Well, it depends. Could be tens of thousands of dollars or nothing. Because unless you have additional products or services to sell (backend) – these lists are worthless!

Are you sold on the concept yet? A day spent speaking earns money today. A day spent developing a saleable product can provide income for years. Here are some of the ideal products for your speaking business.

Books (eBook)

As we've talked about, a book is your greatest marketing tool. It's your front end product. It's your credibility. Book publishing has become fast, easy, simple and cheap!

With the ever-improving technology, it's easy to computer a book. There are many companies that can provide as few as 500 perfect-bound books at less than a few bucks each. You can also create your own ebook. A good friend of mine – a business coach – wrote her ebook in 17 days.

Manuals

You can command a much higher price for a manual since their perceived value is higher than a book. The best part is you can go to the local printing shop and print out the number of copy you need. You're literally publishing on demand!

Audio Cassettes or CD

Most popular products in the speaking business. You can produce live-recorded, studio-recorded, interview or hybrid audio.

Video Cassettes/DVD

2/3rd of the offices have VCRs, so the Video is definitely a universal commodity. And now DVD is getting very popular as well.

The best arguments for a Video product are providing the view with a live seminar or with a demonstration-type experience that does not work if only heard.

Complete Home Study Courses

When you put audio, video and manuals together into a home study program, the value goes up even farther.

Systems

A system is similar to a home study course. But tools are added on it. Things that you actually can use. Think of it as the difference between the selling a package of books and tapes about kitchen remodeling versus that same package of books and tapes plus a big metal toolbox full of the tools, the nails and tacks, tape, and other materials. Which has more value?

Customized Training programs

Do you speak to corporation? You can develop customized programs for their people to use. Sometimes, you simply change the cover and add or take out some pages. Volia! You got a customized training program.

Software

Do you have programs and software that can solve your customer's problem? There is a very successful real estate investor who sells a property analysis software for \$445.00. Probably the newest type of low cost, high mark-up, high perceived value information product.

Continuity Programs

Tape of a month, book of a month, newsletter all fit in this category. These are programs where you sign up, you are charged automatically every month unless and until you holler "stop".

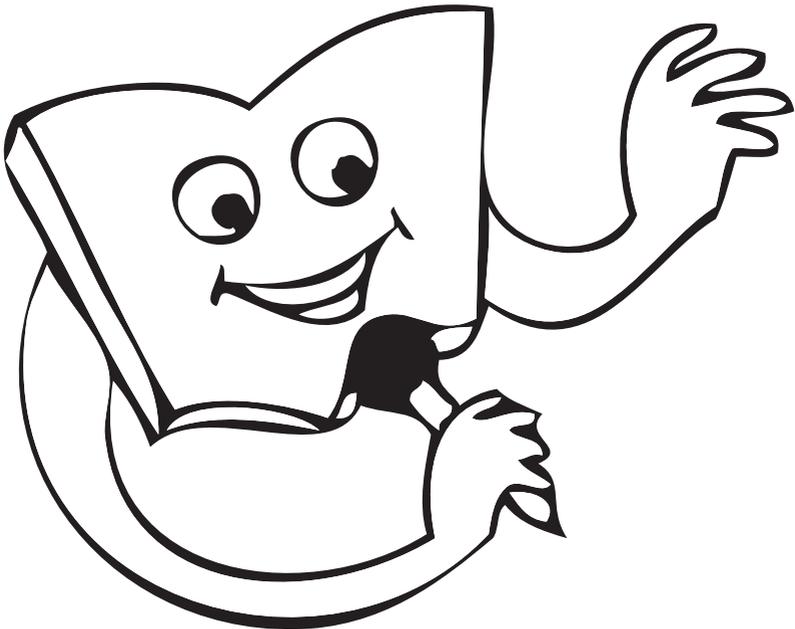
Imagine...you go to your office the first day of the month, take out those 1000 subscriber records and charge each of their credit cards for \$19.95. Not a bad way to start the month.

The possibility is endless.

Designing Your Speaking Materials

*Once you get people laughing, they're listening and
you can tell them almost anything.*

~ Herbert Gardner ~



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Designing Your Speaking Materials

6.1 Choosing A Topic:

“The secret to picking a topic is to choose something specific enough that you can become known for it, and yet broad enough that everybody needs it”.

Mr. Cavett Robert

(founder of the National Speakers Association)

As we mentioned earlier there are no set rules and successful speakers of all kind do the things that most teachers tell you not to do. They talk fast, or talk slow, they have funny gestures or weird styles. The bottom line is learn and understand the many skills so you can employ them as necessary but be yourself. Learn to speak and write from the heart and develop the unique abilities you posses.

From the movie “Saving Forester” when Sean Conery said to the black writer “write the first copy with your heart, and write the second copy with your head”. Of almost all the great speakers I have watched, read about and studied all comment on the importance of being sincere, of being passionate and honest. These characteristics come from your heart. Be yourself, write as you would talk, let it come straight from your strongest feelings so that it captures your deepest convictions and thought. Then you can go back over your speech and fine tune it so that it flows logically, makes your points and will make sense in your audiences mind.

Peggy Noonan closed her book *Simply Speaking* with some helpful writing tips;

1st. be not afraid.

2nd. think logically about the case you are making and make it.

3rd. your stlye shouldn't be taller than you are.

4th. the most moving thing in a speech is always the logic.

5th. use humor when you can

6th. give your speech before you give it.

7th. use your own gestures, respect your own quirks.

In the book *Success Secrets of the Motivational Superstars* Jeffreys records some advice Roger Dawson got from the founder of the National Speakers Association. Mr. Cavett Robert said “The secret to picking a topic is to choose something specific enough that you can become known for it, and yet broad enough that everybody needs it”. This advice parallels the business thinking that says “what makes you different from everybody else in your business”. The first part of this advice (something specific enough that you can become known for it) is something that sets you apart from everybody else giving you a niche you can fulfill and develop your marketing strategy around. The second part (broad enough that everybody needs it) allows you to attract the masses.

Marketing

Speech is human nature itself, with none of the artificiality of written language.

~ Alfred North Whitehead ~



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Marketing

7.1 Marketing Yourself As A Speaker:

Money Talks by Alan Weiss.

“How to make a million as a speaker.”

5 Steps to choosing your market. Pg 23

1. Determine what value-added you bring to a potential client.
2. Determine what types of clients most need that value.
3. Determine where those clients are.
4. Determine how you will reach the buyers within them.
5. Reach them.

7.2 Myths & Mistakes In Marketing by Daniel Lok:

The Great Myths and Mistakes Most Amateur Speakers Make When They Begin Their Speaking Career And Why This Could Be The Most Important Chapter You Ever Read In Your Life!

They Don't Know How To Market Themselves Effectively

Public speaking is a business. Marketing is the lifeblood of your business. You could be the best speaker in the world but if no one knows about you, what good is it?

A lot of amateur or even professional speakers believe if they just keep working on their presentation skill, getting better and better on the platform, eventually success will come.

This is like saying if you build a better mousetrap, the world will beat a path to your door.

This is non-sense. I've met some are fantastic speakers who are starving. I've also seen mediocre speakers commands high fees from Fortune 500's grosses over a million dollars.

I don't care how good your presentation skill is, how powerful your message is, how positive you are; unless and until you have an effective, practical and predictable system for attracting a sufficient quantity of quality prospects.

They Cold Call And Try To Get Bookings

A lot of novice speakers spend most of their time trying to get bookings. In this business, prospects pursued run away.

Remember those tele-marketers who call you out of the blue and try to sell you stuff?

Pretty ignoring, isn't it? Well, that's exactly how the meeting planners feel when you call them!

Personally, The hardest thing I know to do in this business is prospecting – trying to market yourself DIRECTLY to your prospects.

Make 100 phone calls – 10 would be interested – ONE will hire you for a speaking engagement!

No doubt, you might very well get some business this way. But wouldn't be a lot better if they seek you out? Instead of doing all the "selling and telling", the meeting planner calls YOU and you said, "Let me check my schedule!"

Bottom line: Prospecting sucks! Find out ways where you can ATTRACT qualified prospects consistently without prospecting.

They Think There Is Some Kind Of Ladder They Have To Climb Up

If you are brand new in the business, you can't ask for a high fee, right?

You've got to gain some platform "experience" first before you can raise your fee.

Says who? John Childers makes over \$100,000 in his first year in the speaking business teaching zero-down real estate strategies. And when people asked him, "how could you charge so much?" He simply said, "I asked for it!"

Listen closely. Put this in front of your computer or stick it on your wall. I am going to share with you the biggest secret to making tons of money in this business... "The more value you deliver, the higher the fee you can command. The income you get is based on how well you target your markets and convince them of THAT value!"

It has absolutely NOTHING ~ NOTHING with how long you've been hanging around!

When you go to a bank and deposit your paycheck, the teller is not going to ask you, “I am sorry, we cannot accept this check because you’ve only been in the speaking business for 2 years.”

Money is money. Nobody asks. Nobody cares.

They Don’t Have A Backend

Ask any pros who are making over \$100,000 a year, most of them will tell you half of their income comes from product sales or backend services.

When you are personally giving speeches, there is a definite ceiling on your income. A product enhances your ability to deliver value in massive quantity. When you have a product to sell, there are no limits on how much you can produce and deliver, therefore no ceiling on your income!

On the hand, if you have a product line, you can make as much money part time – as when you are speaking full time. The key here is work smarter, not harder.

They Are A Lousy Businessperson

Public speaking is a business. It’s a mean to an end, not as end by itself. It’s a business that you must apply strategy to, plan for, and exploit to the greatest profits possible. The challenge here is to be a businessperson first and a speaker second.

They Don’t Want To Or Don’t Know How To Sell On The Platform

Do you believe in your message? Do you really...really believe you have something valuable to offer to your audience?

If you really do have useful information, you are doing the audience a grave DIS-SERVICE if you do not do your best to motivate them to acquire the tools and products to learn and use your information.

Actually, that’s about all you can accomplish. It is outrageously egotistical to believe you can foster lasting behavioral change in people in a matter of few hours. You cannot.

So if all you do is get up there and speak, present some valuable information, get your applause, and get your check and leave.

You are literally ripping your audience off! If really want to help people, you’ll do a masterful selling job and get them to invest their time and money in using your educational materials.

They Are Jack Of All Trades, Masters Of None

“What topic can you speak on?” asked the meeting planner.

“I can speak on anything! Sales, accounting, marketing, economics, management, motivation, investing, entrepreneurship, leadership, communication, anything,” said the novice speaker.

“Well, who is your target audience?” asked the meeting planner.

“Everybody,” said the novice speaker.

Sounds crazy, doesn't it? That's actually a lot of amateur speakers do. They think by bordering their area of expertise, it's easier to get bookings.

Nothing could be further from the truth.

Let's say your niche is time management. There are probably a thousand speakers who can talk about that. But what if you specialize time management for realtors? Time management principles are basically the same. Work on important tasks and delegate the rest. But if you specialize and focus on a niche market, you can establish yourself as an expert in the niche much quicker and faster.

As a general rule of thumb, specialists make more money and are more in demand and have to do less prospecting than generalist.

Here is a little trick: You can be perceived as a top specialist in more than one market, each aware of you one way and unaware of your other positions.

They Don't Understand The Four Income Factors

Demand + Supply + Value + Quantity = \$\$\$

When supply is limited, value increases. To increase your value in this business, you must increase your demand.

Why does a singer earn as much in one day as a gas station attendant earns in a whole year?

Because he or she has a rare and specialized skill that is demand. Put bluntly, there are millions of people who can pump gas, but few can sing and perform.

Remember, if you want to make money, deliver value to people.

If you want to make lots of money, deliver MASSIVE value to A LOT OF people.

Secret: Your focus is not exceptional stage presence or speaking talent or revolutionarily different material or access to letterman's joke writers or star wars-like audio-visual act or anything like that. Your focus is getting a consistent, reliable flow of more good speaking opportunities than you need or want.

Keeping learning, get good at marketing, be the best in your field.

Apply the lessons you learn in this professional manual as if your life depended on it. Because financially it does!

Writing Your Biography

Every human being has hundreds of separate people living under his skin. The talent of a writer is his ability to give them their separate names, identities, personalities and have them relate to other characters living with him.

~ Mel Brooks ~

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Writing your Biography

8.1 What a Client May Ask of You:

NSB recommends their meeting planners to ask the speaker for a profile.

Profile: Ask for a speaker's profile kit, including a biography, one page summary sheet, featured media articles, a list of their topic specialties, a client list and testimonial letters. The testimonial letters are often unsolicited and provide further confirmation of the speaker's talent and previous client response. Speakers may also be able to provide a copy of a book they have written for your review and consideration for purchase as a value added incentive or gift for delegates.

8.2 The Interviewer & Interviewee:

Being interviewed and interviewing other professionals and industry people will become a way of life for the public speaker.

8.2.1 Preparation for a successful TV or Radio Interview by Elisabeth Baldazzi:

Even if you are an expert in your topic, in order to have a great interview you need to be well prepared. The following information will help you get prepared for your interview.

Get as much background information as possible:

When you know what to expect you will be more calm and cool during your interview.

1. Learn all you can about the interviewer or reporter. Listen to some of their shows to get a feel for them. Some things to consider are:

- What is their style of interview?
- Find out if they are experienced in your topic of discussion.
- Send them a copy of your press kit well in advance.

2. Research the radio/TV program that you are speaking on.

- What kind of programs does the show run?
- What are the usual topics?
- Is it a call in show?
- Will there be a studio Audience?
- What are the demographics of their audience? That will tell you a lot about what topics or subjects will be of greater interest.
- How long will the interview last? If you don't have a lot of time it is important that you get to the main point or purpose of your interview fast.
- Is it going to be a live or recorded interview? Even if the interview is recorded if it is not going to be edited you will have to prepare yourself as if it were a live interview.
- Find out where they plan to do your interview. In the studio or at your location. When doing a TV interview at your location you can plan to have a great visual background like your employees busily working away on your products.

3. Find out what they want the main topic of the show to be, and why they chose that topic.

- Reporters or producers usually either choose general interest topics or topics that are of current interest like current issues in the news.
- It is important to find out why they chose you to talk about this topic and what they expect.

4. Get the interview questions before the program.

- One of the best ways to approach an interview is to offer the interviewer a list of your own question to use in the program.
- Many reporters or producers will jump at the chance to have to do less research on you and your topic and they will take you up on your offer. Especially if they are interviewing you on a book that you have written because it will allow them to not have to read your full book but still sound like an expert on its contents. Basically the advantage of you coming up with the questions is that you will end up sounding like an expert and the interviewer will end up sounding more professional because it will look like he did lots of research on you and the topic.
- If you are not going to be able to give the interviewer a set of your own questions or get a set of his questions before the interview make sure that you try to get a feel

for how the reporter interviews and try to be aware of what kinds of questions they will ask. Again make sure you listen to some of their programs before your interview. Find out if this is going to be a friendly interview or if they want to draw up some _____.

5. Find out if your info is going to be the only expert source or if they plan to use other expert's information or other sources of information during the interview. If so then find out the names of the other experts or the other sources that they plan to refer to.

6. The key steps to a well prepared message

- Prepare clear and powerful opening and closing messages. They will be the most remembered.
- When preparing your questions or your responses make sure that you are clear on the main purpose of the interview. What is the main point that you want the listeners or viewers to get out of your interview?
- Have your main points or example on index cards and keep them with you during the interview.
- Practice your answers with friends or family and keep the answers under 20-25 seconds. It's amazing how impactful your words can be as long as you are prepared.
- Be yourself during the interview. Use the reporter's first name.
- If doing a TV interview check your appearance in the monitor before the interview and don't look at the monitor during the interview, always look at the person interviewing. Wear bright solid colors such blue, purple, burgundy make sure your suits are not very dark in color. Wear business like clothes---be professional. Don't wear busy prints or shiny fabrics. Do not wear a lot of fancy jewelry that distracts the eye. If you do not have a professional make up artist make sure that you wear makeup as you would normally do everyday and make sure that you brush on powder to eliminate a shiny face on screen.
- Sit up straight, use good posture, smile and be enthusiastic and passionate about your topic.
- If you are taping at your location turn off your cell, you're phone and your computer because they could all cause distractions.

7. When answering questions.

- When asked a question you can repeat it or rephrase. Repeating it will give you time to think of an answer to the question or make it clearer in your head and rephrasing it can help you answer the question more efficiently.
- If the interviewer asks a negative question rephrase it positively instead of repeating it.

- Take the time to start again if your answer get jumbled or confused don't be afraid to just say "Let me start that answer again".
- Make sure you give yourself time to think before you talk.

Interview Questions for Professional Speakers:

How did you first get started as a professional speaker?

How did you know that was the path for you?

What do you wish you had known then that you know now?

Who or what encouraged you?

What was and how did you get your first paid speaking engagement?

What was your first speaking engagement?

When did you decide that you were going to start to get paid to speak?

What if anything were you afraid of when you started?

Did you speak for free when you started? And for how long?

Did you ever think about getting out? And what made you keep going and not give up?

What was your own speaking nightmare and how did you deal with it?

How did you decide on an area of expertise?

How did you decide on your speaking style?

If you didn't make any money on your speaking in the beginning, how did you survive?

Where there lean years?

Being a professional speaker isn't always glamorous; describe the unglamorous parts of your life? What have been the hardships for you personally and how did you overcome them.

Did you get mentored, and who was your mentor?

Do you have any books or words that inspired you?

What is the biggest and best piece of advice that you could give a new speaker?

Developing the Author Within

*Writing is an adventure. To begin with, it is a toy
and an amusement. Then it becomes a mistress,
then it becomes a master, then it becomes a tyrant.
The last phase is that just as you are about to be
reconciled to your servitude, you kill the monster
and fling him to the public.*

~ Winston Churchill ~

9

Developing the Author Within

9.1 The Book Publishing Industry:

In the great little book *Up the Best Seller Lists*, Kathleen Brehony and Karen Jones report on a survey published by the Association of American Publishers. This survey of 16,000 households in the US claims that.

- **60% of households don't even read books.**
- **60% of Americans had not purchased a book in the last 6 months.**
- **57% of books that are purchased are never read.**

The numbers from this survey look quite bad but the fact is that books change lives. In his presentation to the Committee, Mr. Roch Carrier, a distinguished Canadian author and Canada's National Librarian, described Canada's network of some 22,000 libraries as a place where life-transforming discoveries are made and careers are launched. He stated: "Had I not opened a book... I would probably be a forestry worker, like all of the good friends I had back then. Books changed my life. When I visit a library and see the librarian give a child a book, I wonder if she is [also] about to change that child's life."

Ms. Carole David of the Quebec writers' union argued, Canadian libraries help fulfil several essential roles: First they ... encourage people to read ...and educate readers. They are also important as information providers. [Furthermore, they] ... advise users and encourage them to read works that go beyond bestsellers. In voicing many of these same sentiments, Claude Primeau, of the Canadian Publishers' Council emphasized that what his fellow publishers wanted was "a strong public library community" and "a public library community that presents itself as the modern information centre in every community." He explained: We need, in this country, a strong bookselling and library community in our schools. ... I can remember when public libraries and school libraries would phone me in November saying 'Have you got any books? We have to spend our budget.' Then all that disappeared. ... So now we really have to dig. ... the kids [are] selling chocolate bars and so forth. That's not healthy for our children, and my grand children.

In the Standing Committee's 1999 report, *A Sense of Place A Sense of Being*, the members stressed that: We need creators. We need them because it is the creators -- more than anyone -- who shape our cultural identity and give us our sense of who we are and where we belong.

This sentiment has been echoed repeatedly throughout the course of the Committee's roundtables and meetings. As a member of the Committee observed in a meeting with Canadian Heritage representatives, a lot has been said about the needs of publishers, but "how does this include the creator? ... I think that's an integral part of the chain. And if we don't look at that ... then we're missing a great opportunity."

(Source: Government Report; *The Challenge of Change: A Consideration of the Canadian Book Industry* <http://www.parl.gc.ca/InfoComDoc/36/2/HERI/Studies/Reports/heri01-e.html> February 10, 2003)

9.1.1 Book Publishing Statistics:

New titles released by Canada's publishers increased steadily between 1991 and 1997, with 9,152 new titles published in 1991-92 and 11,400 in 1996-97. During this same period, the total number of books in print increased from 62,115 to 87,949. With respect to total revenue, Canadian publishers experienced steady growth, with revenues rising from \$1.5 billion in 1991-92 to nearly \$2 billion in 1996-97.

The fastest growing book retailer in Canada in 1999, however, was not Chapters, but Amazon [a U.S.-based electronic commerce Web site]. Yet Amazon does not collect GST, does not employ one person in Canada, does not pay a dollar of taxes in Canada, and does not pay Canadian agencies for their books sold to Canadian consumers.

Many studies have been done over the past ten years on the size of the Canadian consumer book industry. In no study has the market size been shown to be less than \$1.3 billion, and that was back in 1990. We believe that the Canadian consumer book market in 1999 was somewhere between \$2.3 billion and \$2.6 billion.

(Source: Government Report; *The Challenge of Change: A Consideration of the Canadian Book Industry* <http://www.parl.gc.ca/InfoComDoc/36/2/HERI/Studies/Reports/heri01-e.html> February 10, 2003)

Publishing Industry in the US generates approximately 19 billion dollars annually. Approximately 63,000 titles published each year with 1.35 million titles and over 700,000 books in print.

The following data is recent statistics from the Association of American Publishers. March 1, 2002. New York, NY: US book sales totaled \$25,356,500,000 billion in 2001, a meager 0.1 percent increase over 2000, according to figures just released by the Association of American Publishers. Overall, trade sales dropped 2.6 percent with sales totaling \$6.37 billion. Adult trade hardbound sales dropped 2.2 percent (\$2.63 billion) while paperbound sales rose a slight 1.4 percent (\$1.93 billion). Juvenile hardbound experienced the largest drop in the trade category, falling 22.7 percent in 2001, (\$928.6 million), however, juvenile paperbound sales exhibited the exact opposite trend: sales rose 17.9 percent (\$887.6 million).

Elhi sales were up 7.8 percent for the year (\$4.18 billion), followed closely by higher education sales which rose 7.2 percent (\$3.47 billion). Standardized test sales continued their steady rise, up 6.8 percent with sales of \$250.1 million in 2001. Professional and scholarly books experienced a dramatic drop in sales from last year, with sales falling 7.6 percent in 2001 (\$4.74 billion). University press sales showed a small increase over last year, up 1.5 percent with sales of \$408.2 million. Sales of mail order publications fell 18 percent (\$353.9 million), a significant drop from 2000. On the plus side, sales of religious publications were up 4.7 percent (\$1.31 billion), some of which may be attributable to the increased interest in religious works following 9-11.

Book clubs (up 3.3 percent, with sales of \$1.33 billion) and subscription reference (up 1.3 percent, with sales of \$819.4 million) showed moderate increases for 2001. Mass market paperback sales dropped a slight .8 percent with, sales totaling \$1.55 billion. The sales figures in this preliminary release are prepared by the Statistical Service Center, using essentially the same statistical procedures used to prepare Table S1 of the Industry Statistics Report.

(Source: Association of American Publishers <http://www.publishers.org/industry/index.cfm> February 9, 2003)

US Book production totals;

1999 = 119,357 (final)

2000 = 122,108 (final)

2001 = 114,487 (preliminary)

(Source: American Book Production, 1999-2001 compiled by Andrew Grabois, Senior Director of Publisher Relations for R.R. Bowker BookWire™ <http://www.bookwire.com/bookwire/americanbookproduction.htm>)

Canadian Book production totals;

1999 = 51,224 (final)

2000 = 53,077 (final)

2001 = 43,536 (preliminary)

(Source: American Book Production, 1999-2001 compiled by Andrew Grabois, Senior Director of Publisher Relations for R.R. Bowker BookWire™ <http://www.bookwire.com/bookwire/canadianbookproduction.htm>)

9.2 Writing a Non-Fiction Book:

The Complete Guide to Self Publishing by Tom & Marilyn Ross. This was the complete guide. Of the several recent books I have read I would call this one the bible of self publishing.

Ross's suggestions;

- write a book mission statement. Forty to sixty word statement to clarify the essence of message.
- determine the audience. (know exactly who the general reader is going to be.)
- write the introduction. (tell the scope of the book and what ways the readers will benefit from the book.)
- then work on the chapter you are most jazzed about.
- (nonfiction don't need to be written in any particular order and chapters are usually stand alone parts of the book.)
- think of the chapters as a series of steps.
think about stories, anecdotes, illustrations, pictures that can embellish or clarify the message.

Tips:

- Communicate, don't try to impress.
- Use the right words for the job.
- Avoid ambiguity.
- Keep an eye on overall language.
- Guard against clichés
- Delete redundancies and needless words.
- Inject your writing with liveliness.
- Put more zip in with analogies.
- Use the active voice to achieve readability.
- Be specific.
- Transition smoothly.

- Be sensitive to sexism.
- Avoid bad taste of any kind.

9.3 Why Write Your Own Book by Dan Lok:

Why You Must Write Your Book Now And Create The Best Business Card In The World! Look at ANY professional speakers who are making tons of money, I guarantee you they have written a book of some sort.

There simply isn't any better way to spend your marketing time if you're a speaker. Your book is the most important marketing tool you can have because it gives you and your business instant credibility. And credibility is important in the speaking business!

It differentiates you from every other speakers with whom you compete. It can turned into a client magnet, a vacuum that sucks up speaking opportunities and deposits them right to your desk.

Think about it. When you meet someone who has "written the book" on a subject, you know they are the expert. They're the person to go to if you've got a problem in their specialty. If they are the experts, if they must know more than anyone else, and their insights, their talents, their services, must be worth far more than everyone else's.

After all, if it weren't true, they wouldn't have book out on the subject, right? Listen closely. I am going to share with you the biggest insight on publishing, you'll ever learned...

"It's NOT because they are the experts, so they write a book. They BECOME experts AFTER they have written the book!"

Let's say if you are meeting planner and you are looking for a speaker for your organization. Chances are you wouldn't be looking at ads, or scouring your mailbox for a sales letter. You'd go to other meeting planners and ask them if they knew anyone who is good. Someone whom they respect. Someone talented enough to do the job and give you the results you're looking for.

Who would you hire? A speaker who has written a book or a speaker who has not? This is not logic, it's reality.

Bottom line: Writing a book is the most important business card you can create. It

creates massive awareness of your talents in the minds of those who can do you the most good – your clients and prospects. That awareness, that celebrity status, that trust, can easily be translated into fame, speaking engagements, profits, or any other advantage you can think of.

If you don't have a book, write one as quickly as possible. If you have a book, learn how to sell it as many as possible. If you have a best-selling book already, develop multiple backend products and deliver as much value as possible.

9.4 Submitting your Book:

9.4.1 New Alexandria Library.

From the New York Times, Online Library Wants It All, Every Book: “The directors of the new Alexandria Library, which christened a steel and glass structure with 250,000 books in October, have joined forces with an American artist and software engineers in an ambitious effort to make virtually all of the world's books available at a mouse click.” This ambitious project is called the Alexandria Library Scholars Collective, but there is little substantive information available about it. The library will apparently share the resources of the Carnegie Mellon University Million Books Project, which by 2007 will provide access to the world's largest e-book collection.

The 15 companies in PW's ninth annual survey of fast-growing small publishers have little in common besides success.

1. ibooks New York, NY
2. powerHouse Books New York,
3. Sports Publishing Champaign, IL
4. Harbor House Martinez, GA
5. Charles River Media Hingham, MA
6. Hatherleigh Press Long Island City,
- 7 America's Test Kitchen Brookline Village, MA
- 8 North Atlantic Books Berkeley, CA
- 9 Howard Publishing West Monroe, LA
- 10 Gibbs Smith, Publishers Layton, UT
- 11 Inner Traditions, Bear & Co. Rochester, VT
- 12 Princeton Architectural Press New York,

13 Red Wheel /Weiser Boston, Ma
14 Barefoot Books Cambridge, MA
15 Shambhala Publications Boston, MA

Quiet Island Books assists small publishers and previously published authors by distributing their content through secure eBook and print-on-demand wholesale and retail channels.

9.5 Self Publishing:

Whether you are self publishing or not you need to treat your book like a business because hopefully it will be if that is your goal to create some fame and fortune. Learn the fundamentals of a business plan and apply that to your book. Just like any other business you want to bring a product to market efficiently and effectively.

- Clarify your personal goals and objectives of the business.
- Understand your market and the audience you want to reach. Research the market thoroughly, segment and target it.
- Marketing materials, press kits, promo sheets, brochures, business stationary, gags and gimmicks, promotional strategies.
- Business administration.
- Data bases of customers, suppliers, book stores. Mailing lists,

How to Self Publish and Make Money by Marion Crook & Nancy Wise 1997
“Writing, Publishing & Selling Your Book in Canada.”

This book was recommended by a local author who presented at a CAPS meeting. She considered this the bible for publishing in Canada. I found it very insightful and covers everything well except the new digital revolution of ePublishing which we will recommend other books. My own take is the Internet is full of valuable up-to-date information. It is highly recommended that you subscribe to newsletters from the book industry organizations especially within your genre, your category but it is also important to get the scoop from the industry in general. Continue to browse the best sellers lists in various categories and book types. Try to notice trends in styles, formats and content.

Editors:

It is advised to find a good editor. Not a proof reader but an editor who can advise you on concepts, plots, meaning, characters, organization and style. Editor are specialists and specialize in specific areas, fiction, nonfiction, history, technical, etc., etc., etc.. An editor should not change but enhance your style to help your book be

more readable intern be hopefully more sale-able. Welcome criticism and feedback it will only help you in the long run.

Up the Best Seller Lists by Kathleen Brehony & Karen Jones Copyright 2001
“A Hands On Guide To Successful Book Promotion”

Very valuable little book. It is an easy read, 175 pages from two seeming successful authors full of tips, ideas and experiences to help you publish and market your books. Good list of resources, websites, book reviewers, publishers etc.

9.6 Copyright Protection:

Complete details about copyright laws and intellectual property can be found at the Canadian Intellectual Property Office (CIPO). Website: <http://www.cipo.gc.ca>
Telephone: General Enquiries: 819-997-1936 (Quebec, Canada 8:30am – 4:30pm EST) or 1-900-565-2476 for a \$3.00 flat rate.

A Guide to Copyrights: View online at http://strategis.ic.gc.ca/sc_mrksv/cipo/cp/copy_gd_main-e.html or download a PDF version from that site or www.daniel-janssen.com/Publications/CanadianCopyrightGuide.pdf

It is CIPO’s mission to accelerate Canada’s economic development by:

- * fostering the use of intellectual property systems and the exploitation of intellectual property information;
- * encouraging invention, innovation and creativity in Canada;
- * administering the intellectual property systems in Canada. Patents, trade-marks, copyrights, industrial designs and integrated circuit topographies;
- * promoting Canada’s international intellectual property interests.

9.6.1 Copyright Basics.

A copyright is recognized by the symbol ©. This is the exclusive right to copy a creative work or allow someone else to do so. It includes the sole right to publish, to produce or reproduce, to perform in public, to communicate a work to the public by telecommunication, to translate a work, and in some cases, to rent the work.

Registering your copyright is standard way to secure and establish proof of the material in question. In North America and most countries around the world you are automatically protected but if any problems, infringements or legal issues arise it is

best to be able to prove the date and work protected.

Protection can be achieved in a few ways.

1. Keep excellent documented records of the development of your work.
2. Notorizing your completed work.
3. Registering your work with the Canadian Copyright Office

Another non-profit Canadian Copyright organization is Access Copyright
<http://www.accesscopyright.ca/>

Access Copyright is a Canadian Copyright Licensing Agency. It is a not-for-profit agency established in 1988 by publishers and creators to license public access to copyright works. The agency now represents a vast international repertoire along with more than 5,300 Canadian writers, photographers, illustrators and 490 newspaper, book and magazine publishers.

Hitting the Road

I am always interested in why young people become writers, and from talking with many I have concluded that most do not want to be writers working eight and ten hours a day and accomplishing little; they want to have been writers, garnering the rewards of having completed a best-seller. They aspire to the rewards of writing but not to the travail.

~ James A. Michener~

10

Hitting the Road

You have your topic, you've polished your skills and you are ready to hit the road. What an awesome experience you are about to get. Jet setting the world as audience after audience cheer and roar as you conclude you speak from the platform.

10.1 Lessons Learned by Debra Calderon:

Even though your contact may think he or she is in touch with the needs of your participants, it is especially important to talk to the participants yourself. Whether you email, phone or fax them, it is effective to ask them about their needs directly. How I leaned this: An organizer told me that his people were brand new to networking, so wanted basic information. When I arrived at the session it was obvious that many of the participants had been networking effectively for quite some time.

Check your clothing carefully for gaps, opening or see-through bits.

How I learned this: just guess.

Bring an extra lightbulb if you are using an overhead projector. Murphy's law is especially pertinent when it comes to equipment and machinery. If you are using any audio-visual make sure you can run your session without it and that you have backup equipment and supplies.

How I leaned this: I tried to show a PowerPoint presentation that just wouldn't come up. Walking people through it (which I did) was even worse.

Ask for a map or directions on how to get to your venue. Many is the time when I have found myself circling 445A street looking for the place I am going to speak. How I wish I had asked for a map or to have someone walk me through the directions. You might want to try to look up the directions yourself with mapquest or mapblast. Even better, invest in a good map booklet for the area if you are doing a lot of work there.

How I learned this: I wish I had asked which Starbucks in Metrotown was the one where I was having the meeting.

Check your supplies. No matter how many times I have done certain workshops I always check the supplies before I leave. I use comprehensive lists of what I am supposed to take and then make sure I take it. It can be pretty hard to find dried peas in Fort St. John at midnight.

How I learned this: I tried to do a workshop once about spinning things and forgot the basic supplies to make up the spinning tops. I stayed up all night trying to jury rig something out of plasticine and elastic bands. Added stress.

Show the audience how they will benefit from listening to you; and put the benefits up near the front. All audiences are interested in how what you are going to say will help them personally. Whether you tell them you will help them become less stressed, make more money, be more beautiful or save the ancient panda, I think it is best to have it near the beginning of your speech.

How I learned this: I once did a speech which I thought was great. The audience laughed and enjoyed it, but afterwards, someone asked me how it related to their life. It made me think that I could have been a lot clearer.

Wear comfortable shoes. Get a pair of shoes that look good, feel good and won't make you trip.

How I learned this: Trip, wham, oops, and more stress.

Carry your business card in every available pocket. Pop them everywhere, they are such useful little promotions of your business. I now have some in a little silver case in my main briefcase (so distinguished and elegant), some in another pocket of that briefcase, some in my handbag and some in every pocket of my dress pants.

How I learned this: I gave a great little networking speech once only to follow it up by having to admit that I had forgotten to bring any business cards. DUH! First and last time.

Don't borrow too heavily from another speaker. I have seen it, you have seen it and it destroys the credibility of the speaker. If you are borrowing from someone else, with permission, mention their name. For example, I usually say, "a fellow speaker, Michael Bean, had a wonderful story I want to share with you..."

How I learned this: This one I learned by watching someone speak and use material that I know I had created myself. Slow burn.

Use the right microphone for the job. For me, it largely depends if I need to use

my hands or not. A stationary microphone is not much use to me if I am doing a demonstration.

How I learned this: I was doing a demonstration once with a spinning bicycle tire and set it down on the stage. The tire grabbed on to my microphone cord and pulled me down to the ground a la Isadora Duncan.

Be careful how you choose your volunteers. I use volunteers a lot in my speeches and workshops. I try to treat them with dignity and respect, even though we are having fun. It is important to consider if they are the right volunteer for the job you have in mind.

How I learned this: I chose a volunteer to come to the stage and put on some paraphanelia that was costume-like. When I got to the belt they were supposed to wear I realized it wasn't going to fit their girth. Fortunately I covered up and skipped the belt because I didn't want to embarrass the volunteer. They are in a position of trust when they work with you, presuming that you will not make them look really silly.

Use good stickies and other supplies. It can be tempting to cut corners and buy the cheaper supplies, but so often, it isn't worth it.

I did a brainstorming session where people had to stick their ideas on little yellow stickies, stick them to the wall and then move them around. Imagine my horror when they came flying off the wall. Cheap adhesive can spell problem activity.

Always carry a bunch of extra pens.

How I learned this: When you give people handouts they need to write on, it is inevitable that someone has forgotten a pen. Why make them feel worse by having them hunt for one. Just give them one and they will be able to get on with the task at hand.

Bring an extra set of handouts. Sure, the organizers said that they would copy your handouts and have them ready. But what happens when you arrive and they never received them, thought you were handling it, or have lost them.

How I learned this: Heading up to the northern province to arrive and find out that no one had seen anything of my handouts made for a very hard session. Had I been carrying my extra set, I could have had some made. It was a long day working without them.

Learn people's names. One of my colleagues makes it a point to learn as many names as she can before the session and she actually writes them down on a little seating

chart she made. Everyone likes the sound of their own name. If you can't get everyone's names, get as many as you can. Nametags can be useful in the right situation. How I learned this: By having to say "you in the green sweater" too many times. It sounds so rude to me.

Don't just ask for questions at the end of your presentation. Sometimes that leads to deadly silence. Instead ask for questions or for people to share experiences relevant to the topic you have been speaking about.

How I learned this: I tried it. It really works. I am not sure why, but people often have more to say than they admit if you only ask them to give you questions.

Don't obsess about one "doesn't like me". Sometimes in the audience there is a person who doesn't seem happy to be there. They often have their arms crossed and shake their head from side to side in that "way". Don't become obsessed with winning this person over; it is not worth it.

How I learned this: I once gave a presentation on a scientific topic and there was such a man in the audience. I became terrified that he was a subject matter expert and I was totally inadequate in his eyes. I shortened my program, hedged on my facts and generally worried my way through. Afterward, he came up to me and in a broad Aussie accent, told me how much he had appreciated my talk. Lesson learned.

Remind the audience that you have a handout for them. If you don't do this early on, they will spend time and energy writing down all the information you are about to give them on your handout. When their heads are down scribbling it can take away from the rapport you are building with them.

How I learned this: by forgetting over and over until I saw them scribbling. Now I tell them right up front.

Always arrive early. You need time to check the room, get refreshed and be ready to meet and greet.

How I learned this: By driving round and round for 30 minutes at a mall looking for a parking place, racing into the room to greet my participants who were already assembled. It all turned out just fine, but I vowed that day, that I would do everything in my power to not get into that situation again.

Sit in the audience. You need to get a feel for what the audience is going to see and hear when you speak. Spend a little time sitting in various chairs around the room to make sure everyone will be comfortable.

How I learned this: by being in an audience in which I couldn't see the speaker. The lectern was looming in the way and all I really got to see was the back of his head.

Tape off some rows of seats. No matter how you manage it, I think it is better to help the audience to find seats together. You might try limiting the number of chairs you have in the room and have people on hand who can place other chairs out as required. You might try taping off some of the back rows if you can't remove the chairs.

How I learned this: I was in a real theatre (stage type theatre) and realized too late that the audience was migrating to the back of the hall. I wished I had taped the seats off before that. I know I don't like being asked to move once I have settled in to a spot.

10.2 Finding Venues:

Location, location, location. This applies to hamburger joints and hair cutting salons. Although your topic is most important to your success the venue has a big part to play as well.

Below is a list of types of venues and various cost associated with them. Of course prices may change from year to year and season to season this will give you some ideas on where you may present.

For a complete list of conference centers in the US contact "The International Association of Conference Centers"

Convention Centers:

Most major hotel chains are well set up for various types of speaking seminars and every major city has at least one convention center.

Banquet Halls:

Community Centers:

Common rooms & facilities:

Dealing with the Public

What this power is I cannot say; all I know is that it exists and it becomes available only when a man is in that state of mind in which he knows exactly what he wants and is fully determined not to quit until he finds it.

~ Alexander Graham Bell ~



11

Dealing with the Public

11.1 What Meeting Planners look for in a Speaker:

11.1.1 Advice from the National Speakers Bureau

(<http://www.nsb.com>)

Working with a Public Speaker: The applause could ring in your ears for weeks - a resounding echo of approval from 250 of your colleagues. The keynote speaker you chose for the company's biggest sales meeting, the only meeting your CEO was going to attend this year, was a hit.

The following is a step-by-step process to ensure that your conference or meeting is a success and speaker choice warrants a standing ovation.

Program: In determining the most appropriate speaker for your program, consider: your audience, theme, organization, and the purpose of your conference or meeting. Determine your budget for the speaker and decide whether you are looking for a speaker to provide information, inspiration, entertainment, or a combination of all three. Are you looking for a profile speaker who will be a draw for delegates? A motivational business speaker to address key issues for your organization? An expert in the field of new technologies, managing change, or emotional intelligence?

Recommendations: Once you've decided on the type of speaker you are looking for and a topic focus, your speaker search should start with asking colleagues, a speakers bureau or meeting planner for their recommendations of great speakers they've heard and/or speakers who can identify with your organization and your needs. A speakers bureau (like the National Speakers Bureau) can be your most experienced source for leading speakers across North America and around the world. Typically, bureaus provide a complimentary service to assist you with recommendations and securing speakers. In some cases, bureaus are the direct agents to the speakers they represent. Ask your bureau or the speaker for presentation fee information and any additional fees or expenses you might incur.

Fees: Most speakers have keynote (1 - 1.5 hrs), half day (2 - 3 hrs) or full day (4 - 6 hrs) fees. Fees quoted are normally "plus expenses" from the speakers home base. These expenses can include: airfare, ground transportation, meals, presentation

materials, accommodation and audio/visual requirements. Note that speakers' fees are for the presentation itself. Some speakers will charge additional fees for attending pre or post presentation events.

Profile: Ask for a speaker's profile kit, including a biography, one page summary sheet, featured media articles, a list of their topic specialties, a client list and testimonial letters. The testimonial letters are often unsolicited and provide further confirmation of the speaker's talent and previous client response. Speakers may also be able to provide a copy of a book they have written for your review and consideration for purchase as a value added incentive or gift for delegates.

Viewing: Try to see the speaker at another event in advance of confirmation for a first-hand view of their style, content and audience response. If you are unable to attend an event to see the speaker in advance, ask for an audio/video of a presentation. When viewing, watch mainly for style and content, as the speaker's energy and audience dynamics don't often project well in a video.

Holds: Once you've obtained recommendations, reviewed the recommended speakers profiles and type of information they present, you are ready to narrow down your preferences and check availability. This decision will be based on matching your needs with the most appropriate speaker. Ask to place a non-obligatory 'hold' on the speaker's calendar, in order to secure the speaker's availability for your group while you take some time to make a final decision and confer with your colleagues or committee if need be.

Confirmation: You've envisioned what your ideal speaker can do for your group and can't wait to plan for the presentation! When confirming the speaker, either your bureau or the speaker should send you a contract directly outlining the terms of the presentation as discussed. These terms often include: the speakers name, date and time/length of presentation, topic, speaking fee, location of event, audience information, a pre-event questionnaire, travel, accommodation and audio/visual requirements, as well as terms outlining cancellation and payment policies. Request a presentation evaluation form, a photo of the speaker and complete biography for your promotional purposes. This information can be used in your event brochure, on signs at the event, etc. The person introducing the speaker should receive a biography as well.

Additional Events: Consider additional events featuring the speaker - pre/post event receptions, media opportunities or book sales and signings. These events can bring more profile to your conference or meeting and provide value-added opportunities for delegates to meet the speaker personally. Ask your bureau about the details or additional costs involved with incorporating these events.

Your Organization: Once you've contracted the speaker, be sure to be in contact with the him/her, in order to discuss your organization's needs and the focus of your event. This will help ensure a customized presentation. The speaker should want to know: - the nature of your organization. - description of the audience - ratio of men/women, size, management or front line employees, etc. - type of event - conference, sales meeting, client appreciation, etc. - theme or key focus of the event - topics to avoid and/or to focus on - other elements of the event - key issues for your organization - length of the presentation and timing - opportunity for a question & answer period.

At the event: Once you are at the event, ensure you know what time the speaker is arriving and where he/she is staying. Try to meet with the speaker in advance of the presentation, to review the event so far and ensure everything is set up as discussed, especially any audio/visual. Let the speaker know if everything is running on time and allot an additional 15 minutes after each to for any delays. Most speakers will want to arrive approx. 1 hour in advance of the presentation to get a sense of the room, to check audio visual equipment and to set up their materials. Ensure the speaker meets the person introducing him/her. In addition, the speaker may meet with audience members and key influencers in your organization which can lead to a more customized, anecdotes or information provided just prior to the presentation.

Enjoy! Sit back and enjoy the inspiration, information and entertainment! Have someone scheduled to thank the speaker and comment on the presentation afterwards. At this point, introduce a question and answer period if appropriate.

Evaluation: After the presentation, meet with the speaker to provide instant feedback and ensure plans for his/her departure are arranged. Compile an evaluation from audience members and your own views to provide the speaker and their agent/bureau with feedback on the presentation. This evaluation will also assist you in determining the success of your event and in choosing speakers for next time. Your bureau and/or the speaker will often contact you after the event to get feedback from you directly and ensure all went well. Expect an invoice following the presentation for the speaker's expenses.

Feedback: If you were very impressed with the speaker or have concerns about the presentation afterwards, don't hesitate to put your thoughts in writing. A constructive letter helps both the bureau and the speaker improve their services to you for the next event. And a glowing review is a wonderful way to thank both the bureau and the speaker for the presentation.

11.1.2 Speakers International

<http://www.speakersinternational.com>

If you are a professional speaker, celebrity, author, or entertainer, we will be happy to consider

listing you with our group. After we review your materials, we will contact you to discuss our mutual interests and any possible arrangement. Please submit the following non-returnable materials to us:

Biographical summary/one-sheet/overview of qualifications and experience

Topics with brief description

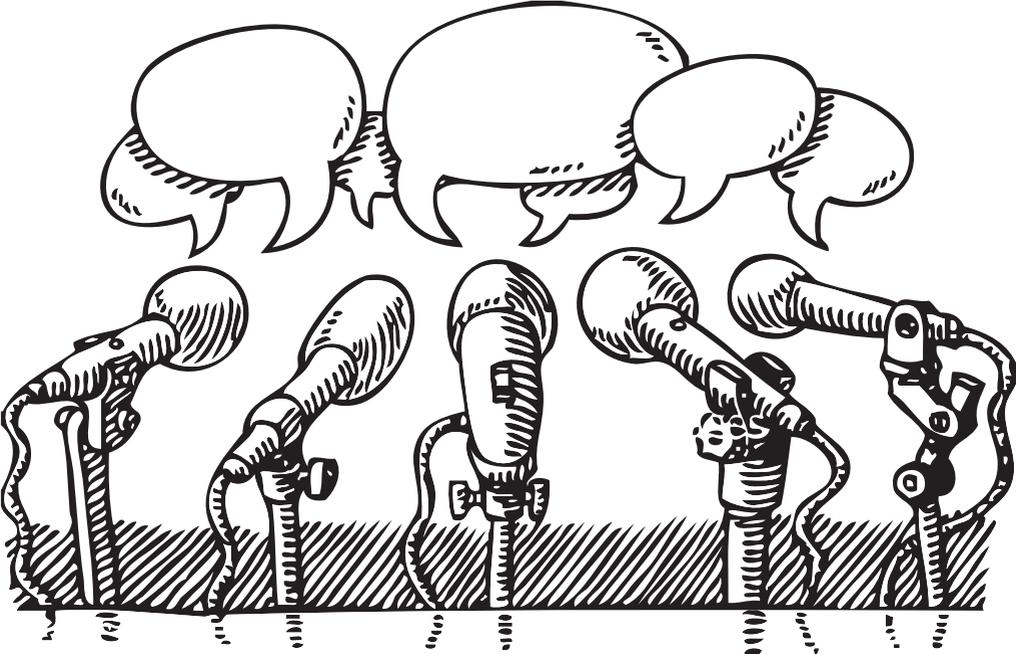
List of published work or samples

Head shot (color)

Fee schedule

Audio or video of you performing

Speakers Resources



12

Appendix A: Speakers Resources

In this section you will find a variety of resources to help you grow and understand the speaking business. Lilly Walters 2002 report asked What Speakers Read? Her results showed; Forty-six books were mentioned, with the most valuable book @17.4% being her very own, *Speak and Grow Rich* by Lilly and Dottie Walters. It is a great place to start along with our recommendations to purchase her 2002 report. Find that @ <http://www.walters-intl.com>

12.1 Professional Speaking Associations:

12.1.1 International Federation for Professional Speakers

<http://www.hospitalitydoctor.com/ifps/index.html>

This site has been created by NSAA, CAPS and PSA web master Gihan Perera and Max Hitchins. At this time is an experimental site assembled for the benefit of all members of the International Federation For Professional Speakers. (IFPS) However, it is planned that the main beneficiaries of the site will be the incoming committees of speaking chapters around the world affiliated with IFPS.

This URL does not have 'a home' at the moment. It is being funded by Max Hitchins, from Australia, as his gift to IFPS. It is proposed to discuss finding a 'permanent home' for this site at the next Executive Council Meeting of the International Federation for Professional Speakers. This will be held during the NSA annual convention in Dallas, Texas, USA (July 7th -10th 2001).

12.1.2 Canadian Association of Professional Speakers

(CAPS) <http://www.canadianspeakers.org>

National Office, 10435 Islington Avenue, Box 294 Kleinburg, Ontario, Canada L0J 1C0

ph: 905-893-1689 --- fax: 905-893-2392

email: president@canadianspeakers.org or secretariat@canadianspeakers.org For your local organization visit the website and click on "Chapter Directory"

Our Mission, To help members succeed in their speaking business through:

Learning Partnerships; Market Development; and Professional Recognition . . . to add value for the clients we serve.

Fee's:

- Professional, 20 Fee-Paid Engagements during the past 12 months OR \$25,000 in speaking income during the same period. Membership Fee: \$400 + \$50 initiation fee (+GST)
- Associate, Must have earned income from a minimum of 10 Fee-Paid Engagements with no time limit. Membership Fee: \$400 + \$50 initiation fee (+GST)
- Affiliate - Bureau - Supplier - Salaried Speaker Membership Fee: \$400 + \$50 initiation fee (+GST)

12.1.3 National Speakers Association

(NSA) <http://www.nsaspeaker.org>

As the leading organization for experts who speak professionally, NSA provides resources and education to advance the skills, integrity and value of its members and the speaking profession. Whether you are a professional or an aspiring speaker, a meeting or media professional, this site is a portal to the knowledge, connections and inspiration you need. We hope you enjoy your visit and will return often.

12.1.4 Professional Speakers Association

<http://www.professionalspeakers.org/welcome.html>

We are a member run organisation dedicated to assisting our members with the development of their business and their skills. We recognise that our membership is a collection of diverse individuals and we support and promote that diversity.

12.1.5 The National Speakers Association of Australia

<http://www.nationalspeakers.asn.au>

The National Speakers Association of Australia represents professional speakers throughout Australia. Whether you're interested in finding a professional speaker for your next speaking function, interested in becoming a member of the NSAA, or you're already a member, you're sure to find that our web site has something of interest for you.

12.1.6 National Speakers Association of New Zealand

<http://www.nationalspeakers.org.nz/>

NSANZ is the association for people who work as professional speakers. Very soon you will be able to log in to our Speakers Directory and search for individual speakers, for topics or for any combination of the above.

12.1.7 American Seminar Leaders Association

<http://www.asla.com>

ASLA is an organization of seminar and workshop leaders who seek to enhance their professional skills and market their services and products more effectively.

International Coach Federation

<http://www.coachfederation.org/>

The International Coach Federation is the professional association of personal and business coaches that seeks to preserve the integrity of coaching around the globe. ICF helps people find the coach most suitable for their needs. It supports and fosters development of the coaching profession; has programs to maintain and upgrade the standards of the profession; conducts a certification program that is the gold standard for coaches worldwide; and conducts the world's premier conference and other educational events for coaches.

12.2 Speaking Bureau's:

Speaking bureaus are organizations that list speakers for hire.

12.2.1 Walters International Speaking Bureau

<http://www.walters-intl.com/bureauhome.html>

We have a data base of 30,000 speakers Business experts, seminar leaders, futurists, humorists, and many more.

12.2.2 National Speakers Bureau

<http://www.nsb.com/>

National Speakers Bureau can help you select the best speaker for your event. Whether the purpose of your program is to entertain, inspire or inform, our Speaker Finder is a great starting resource to find speakers who can motivate, educate and keep your organization on the fast track.

Speaker Submissions: Information sent by prospective speakers should be sent via email for easy inclusion in our system and should include a bullet point summary of:

- Your name
- Your area of expertise
- Your most requested speaking topics
- Keynote fees
- Contact information, including website and email address

Additionally, we would be interested in receiving a biography, topic outlines, testimonials. Do not send original documents. Forward your information to Speaker Submissions at submissions@nsb.com.

12.2.3 Speakers International

<http://www.speakersinternational.com/>

Speakers International features professional and experienced presenters available for meetings and conferences anywhere in the world. Film, stage and television actors, artists, sports celebrities and entertainers now being added to our group. Let us recommend a guest to bring new life to your next event. Request free information on any speaker or topic. Ask for others who interest you, and let us make your program planning easy.

Please submit the following non-returnable materials to us:

Biographical summary/one-sheet/overview of qualifications and experience

Topics with brief description

List of published work or samples

Head shot (color)

Fee schedule

Audio or video of you performing

Submit information to:

Speakers International Attn: Sean Alexander - District Director

4825 Washington Street, Hollywood, FL 33021

12.3 Training Organizations & Speaker Information:

12.3.1 Toastmasters International

<http://www.toastmasters.org>

Local Chapters in every major city around the world. Visit website to find a club near you. Toastmasters International is a non-profit organization governed by a Board of Directors elected by the membership. The first Toastmasters club was established on October 22, 1924, in Santa Ana, California, by Dr. Ralph C. Smedley, who conceived and developed the idea of helping others to speak more effectively.

12.3.2 Walters Speaking Services.

<http://www.walters-intl.com/> PO Box 398, Glendora, CA, USA, 91740-0398 Phone 626-335-8069, Fax 626-335-6127, E-mail Dottie@Walters-Intl.com and Lilly@Walters-Intl.com Leading resources for speakers and those wishing to hire speakers, and those with a valuable product or service for speakers. Speaking Industry Report 2002. A Report on Professional Speakers, Speakers Bureaus and Meeting Planners. Where We Were, Where We Are, Where We Are Going. New markets, topics and how the speaking industry is reinventing itself. The full report is over 120 pages, and maybe purchased - see more following. \$49.95 + \$5.00 S&H available in printed format or PDF/e-book
(no shipping charges for e-book)

12.3.3 American Seminar Leaders Association

<http://www.asla.com/>

ASLA is an organization of seminar and workshop leaders who seek to enhance their professional skills and market their services and products more effectively.

12.3.4 The Christopher Leadership

Courses in Effective Speaking - <http://home.ican.net/~paradigm/christophers/index.html>

Christopher Leadership Courses have been offered in Canada since the first course was run in 1953 at Windsor, Ontario. The Lumen Institute, which is the governing body for all Christopher Leadership Courses, is responsible for the professional training and certification of all instructing teams. The Minister of Employment and Immigration Canada has certified the Christopher Leadership Courses as an educational institution.

In the United States, the Christopher Leadership Course is offered by the Gabriel Richard Institute, a non-profit organization established in 1949. <http://www.christophers.org/>

12.3.5 Sandra Schrift

<http://www.sandraschrift.com>, career coach to emerging and veteran professional speakers and executives who want to present like a pro. She operates the Speakers University @ <http://www.speakersuniversity.com>

12.4 Recommended Reading List:

📌 Indicates a must read book for those considering the professional speaking circuit.

👍 Indicates an excellent general book on public speaking skills.

🏠 Indicates a resource for the seminar business.

📖 Indicates a good resource for authors and key note speakers.

😊 Recommended personal development books, tapes or videos.

📌 *Secrets of Superstar Speakers* by Lilly Walters. Copyright 2000
Wisdom from the Greatest Motivators of our Time.

📌 *Speak and Grow Rich* by Dottie & Lilly Walters, Copyright 1997
Another powerful book by the Walters for those aspiring to become a professional speaker. Definitely a must read. Better yet buy it and apply what you learn.

📌 *How to be a Great Communicator, in Person, on Paper and on the Podium* by Nido R. Qubein.
The Complete System for Communicating Effectively in Business and in Life. Copyright 1997

📌 *Simply Speaking* by Peggy Noonan. Copyright 1991
How to Communicate your Ideas with Style, Substance, and Clarity.

📌 *Success Secrets of the Motivational Superstars* by Michael Jeffreys Copyright 1996

“Lets you in on the real secrets of the superstars of the speaking world. Use it as your road map to speaking and leadership greatness!”

This is a great book to better understand how the pro’s think. The best would be to interview as many as you could yourself but Jeffreys does a good job interviewing 15 of the top speakers. What I like best is how he summed up the secrets of each of the speakers at the end of each chapter. Excellent for a quick review to inspire, motivate and educate. If your serious on being a pro and like to model the best then this book is another must read.

 Secrets of Successful Speakers by Lilly Walters Copyright 1993
How You Can Motivate, Captivate & Persuade

 How to Make it Big in the Seminar Business by Paul Karasik Copyright 1992
Create, Market & Deliver Your Own Seminar.

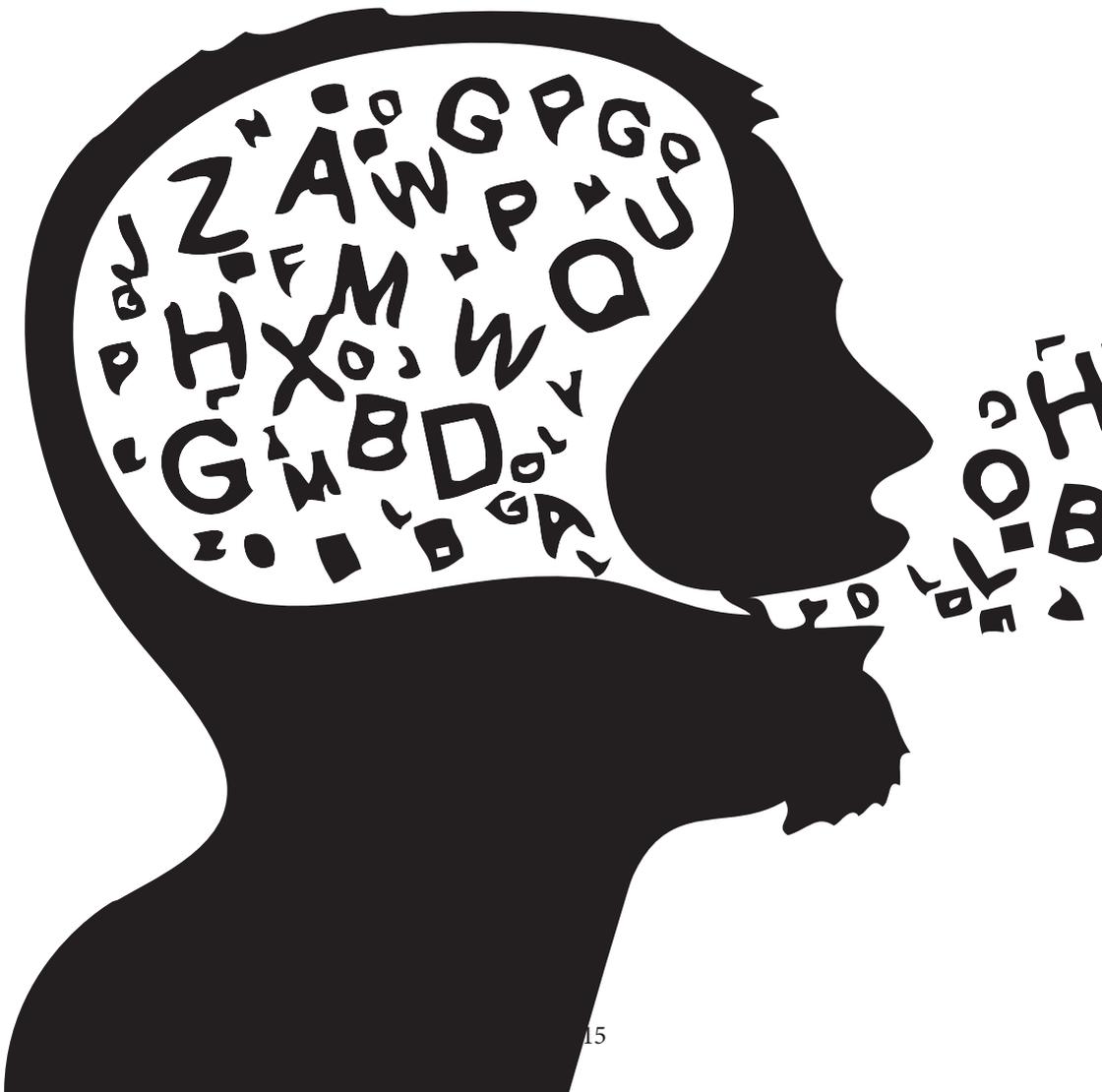
101 Simple Things to Grow Your Business & Yourself by Dottie & Lilly Walters

Money Talks by Alan Weiss

Speak for Millions by Fred Gleeck

 Seminars to Build your Business by Barbara Siskind. Copyright 1998
A very affordable book from Self Counsel Press Business Series that provides valuable insight into the seminar and using it to build your business.

Author
Resources



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Appendix B: Author Resources

13.1 Listing & Registering your Book in Canada:

13.1.1 Copyright Act: <http://laws.justice.gc.ca/en/C-42/index.html>

13.1.2 Guide to copyrights:

View online at http://strategis.ic.gc.ca/sc_mrksv/cipo/cp/copy_gd_main-e.html or download a PDF version from that site or <http://www.danieljanssen.com/Publications/CanadianCopyrightGuide.pdf>

13.1.3 Canadian Intellectual Property Office (CIPO)

<http://www.cipo.gc.ca/>

13.1.4 National Library of Canada

395 Wellington Street, Ottawa, ON, K1A 0N4

Telephone: (819) 994-6872 Toll free number in Canada: 1-877-896-9481 Fax: (819) 997-7517

In Canada you need to visit and read everything related to you and your book at the National Library of Canada. <http://www.nlc-bnc.ca> This is the place to start to acquire your block of ISBN numbers and be connected to the Canadian book publishing industry.

For publishers wishing to stay abreast of the latest developments and new federal government publishing initiatives, or even for authors and self-publishers who want an overview of publishing when planning their new publications, the Library's Web site, "Publishers Window on the Government of Canada", is the best source of information. <http://www.nlc-bnc.ca/6/24/index-e.html> or the French site <http://www.nlc-bnc.ca/6/24/index-f.html>.

13.1.5 Canadian ISBN Agency

Obtain your block of ISBN Numbers.

Telephone: (819) 994-6872 Toll free number in Canada: 1-877-896-9481 Fax: (819) 997-7517 E-mail: isbn@nlc-bnc.ca or website <http://www.nlc-bnc.ca/isbn/index-e.html>

13.1.6 Cataloguing in Publication

CIP is a voluntary program of cooperation between publishers and libraries. It enables the cataloguing of books BEFORE they are published, and the prompt distribution of this cataloguing information to booksellers and libraries. The Canadian CIP program is coordinated by the National Library of Canada. <http://www.nlc-bnc.ca/cip/index-e.html>

CIP Office Library Processing Centre - Catalogue Records

2206 East Mall University of British Columbia, Vancouver, British Columbia, V6T 1Z8

Telephone: (604) 822-6838 Fax: (604) 822-4789 E-mail: cip@unixg.ubc.ca

Web site: <http://www.library.ubc.ca/cip/cip.html>

13.1.7 Legal Deposit

Legal Deposits is the means by which a comprehensive national collection is gathered together as a record of the nation's published heritage and development. Canadian publishers are required to send two copies of all the books, pamphlets, serial publications, microforms, spoken word sound recordings, videorecordings, electronic publications issued in physical formats (CD-ROM, CD-I, computer diskette, etc.), and one copy of musical sound recordings and multi-media kits they publish, to the National Library of Canada. <http://www.nlc-bnc.ca/6/25/index-e.html>

13.1.8 The New Books Service

NBS is an innovative electronic showcase for new Canadian publications featuring both forthcoming print and electronic releases from Canadian publishers. It is the latest enhancement to the National Library of Canada's (NLC) Cataloguing in Publication (CIP) program.

13.1.9 Canadian Books in Print.

CBIP is the only complete listing of books published by Canadian publishers. There is tremendous advantage to be listed in Canadian Books in Print for access and

orders by librarians, booksellers, researchers, and all those involved in book acquisition. Contact Marion Butler at 416-265-1631 for the necessary forms to list your publications. Canadian Books in Print, University of Toronto Press Incorporated, Toronto Ontario.

13.1.10 The Canadian Telebook Agency

CTA is responsible for a national system that assists book buyers in locating specific book titles. Its aim is to increase the efficiency of the book distribution system in Canada. It was established by the Book & Periodical Council.

For more information, contact: The Canadian Telebook Agency
110 Eglinton Avenue West, Suite #401, Toronto, ON, M4R 1A3
Tel: (416) 545-1595, ext.28 Fax: (416) 545-1590

13.1.11 The Canadian Intellectual Property Office

<http://www.cipo.gc.ca>

13.1.12 Bowkers Global Books in Print

Becoming a subscriber to Global Books In Print at www.globalbooksinprint.com™ will give you access to millions of US., Canadian & U.K. bibliographic titles with thousands of full text reviews and out-of-print selections along with the speed, convenience and currency only the Web can offer. Plus, it will save you time and effort in your job and in servicing your customers or patrons. Whether you are a library, bookstore or publisher you will have access to full publisher information as well as the answers to all your book questions.

<http://www.globalbooksinprint.com/GlobalBooksInPrint/>

If you have immediate questions, please contact 1-888-BOWKER2 (888-269-5372). Customer Service hours are Monday - Friday, 9 to 5 EST. Customer Service can be reached 1-888-BOWKER2 (888-269-5372), or you can e-mail to info@bowker.com.

13.2 Book Industry Organizations/Clubs:

13.2.1 R.R. Bowker

As the world's leading source for book, serial, and publishing data and a peerless technological innovator, R.R. Bowker is one of the true giants in the information industry today. Our groundbreaking databases like booksinprint.com, ulrichsweb.com, and globalbooksinprint.com are revolutionizing the retrieval and usage of

book, serial, and publishing industry information. And future Web services like e-booksinprint.com are blazing fresh trails at the forefront of the Internet's development. <http://www.bowker.com>

13.2.2 Canadian Libraries

There are over 21,000 libraries in Canada who are all buying, borrowing and lending Canadian-authored works but this sector is woefully overlooked when it comes to statistics on what they are acquiring, how much of it is being used.

US has over 100,000 libraries in total with 61,000 members in the ALA.

13.2.3 The Quill & Quire

Q & Q is Canada's magazine of book news and reviews. They offer a few publications that are a valuable asset to authors and publishers. You may want to consider a subscription to the magazine. <http://www.quillandquire.com>

13.2.4 Publishers Weekly

www.publishersweekly.com

Writer's Digest Books

www.writersdigest.com

American Society of Journalists and Authors

www.asja.org

The Authors Guild

www.authorsguild.org

Book Industry Study Group

www.bisg.org

Book-of-the-Month-Club

The Literary Guild

Quality Paper Back Book Club

Doubleday Select Inc.

13.3 Get Your Book Reviewed:

Kirkus Reviews

American Library Association

Library Journal (pBook & eBook reviews)

<http://www.libraryjournal.com/>

Today's Librarian

Readers Digest

Publishers Weekly (pBook & eBook reviews)

<http://www.publishersweekly.com/>

Chicago Tribune Books

312-222-3232

Los Angeles Times Book Review

310-515-5522

New York Review of Books

212-757-8070

San Francisco Chronicle Book Review

415-777-1111

Washington Post Book World

202-334-6000

USA Today

703-284-6000

Foreword's (pBook & eBook reviews)

<http://www.forewordmagazine.com>

Baker & Taylor Company

Choice (The Association of College and Research Libraries) 860-347-6933

H.W. Wilson Company

<http://www.hwwilson.com>

The National Enquirer

The New York Review of Books

Book Talk

Alternative Press Review

The Bloomsbury Review

Books 916-445-6336

The Bookwatch

Midwest Book Review

Coast Book Review Service

Newsday

United Press International

Universal Press Syndicate

The Boston Books Review

The Missouri Review

New England Review

The North American Review

Ontario Review

13.4 Book Publishers:

In British Columbia

Visit British Columbia Book Publishers. They List All BC-owned book publishers are small or medium-sized businesses, individually-owned and operated and located in communities across the province. <http://www.books.bc.ca/members/>

The Small Press Center for Independent Publishing is a nonprofit cultural and educational institution dedicated to promoting interaction between the public and small independent book publishers. www.smallpress.org The center provides an extensive list of publishers <http://www.smallpress.org/members/members.htm>

13.5 Book Sellers:

Book sellers consist of independent book stores in which there are thousands, big box retailers like Chapters and Indigo in Canada and Barnes & Noble, Borders and Books-A-Million in the US which hold about 30% of market share and the Online retail market which Amazon leads the way.

According to the Department of Canadian Heritage, by early 2000, there were 4,298 independent bookstores in Canada. There are, however, some wide variations in the criteria used for counting bookstores in Canada.⁶¹ These stores were open for business alongside 70 Chapters superstores, 261 “traditional” stores in the Chapters chain, 14 Indigo superstores, and 25 stores in the Renaud-Bray chain in Quebec. These stores were also in competition with campus bookstores, book clubs and non-traditional book retailers such as Costco, Wal-Mart, and large regional grocery chains.

According to a 1994 study prepared for the creation of Chapters, in 1991, 54% of book buying took place in bookstores, 16% from book clubs, 8% in second-hand bookstores, 4% each from mail order, supermarkets and drug stores.

The sale of books on the Internet is booming; last year, Internet sales represented about 2% of sales in Canada (about 4.5% in the U.S.), but sales are growing rapidly and some experts forecast that the Internet may eventually represent 20% of book sales.

13.6 Book Retailers US:

Barnes & Noble

<http://www.bn.com> or <http://www.barnesandnobleinc.com>

Borders/Waldenbooks

<http://www.borders.com>

Books-A-Million

<http://www.booksamillion.com> (American Wholesale Book Company)

Hudson News Company

Follett Higher Education Group
<http://www.fheg.follett.com>

Chapters Book Stores
<http://www.chapters.ca>

Indigos
<http://www.indigo.ca>

Renaud-Bray

13.7 Book Wholesalers/Distributors CDN & US:

13.7.1 CDN Wholesales:

North 49 Books
Nicolas Hoare
Pegasus Wholesale Inc.

13.7.2 US Wholesalers:

Ingram Book Company
<http://www.ingrambookgroup.com>
Baker & Taylor
Anderson News Company
Bookazine Company
Koen Book Distributors
The National Book Network
Alamo Square Press
Partners
New Leaf Distributing Company
Bookpeople
Books West
Cutts Library Services
The Distributors
Quality-books.com
Small Press Distribution
Unique Books
Video Plus
Spring Arbor Distributors

13.8 Book Manufacturers:

Westcan Printing Group, Winnipeg 866-669-9914

Hignell Book Printing, Winnipeg 800-304-5553

Network Printers

Books on Demand (BOD)

Central Plains Book Manufacturing

Morgan Printing

The Roberts Group

Pacific Rim International Printing

Sheridian Books

Walsworth Publishing Company

Pneuma Books

DeHart's Printing Services

Bookmasters Inc

Adams Press

Bang Printing

13.9 Associations Canada:

13.9.1 The Canadian Authors Association

CAA is Canada's national writing association. If you are looking for the type of support only a large national association can give you combined with the friendliness of local branches then the CAA is for you. "Writers Helping Writers" is more than a motto, it expresses our commitment to beginning and established writers alike.

<http://www.canauthors.org>

Writing Resources by Genre

<http://www.canauthors.org/links/genre.html>

13.9.2 Canadian Booksellers Association

<http://www.cbabook.org/default.asp>

CBA works for the current and future economic well-being of booksellers, by promoting their interests and meeting their needs.

CanadianBookseller Magazine

Eight times a year members and subscribers receive their own trade magazine full of news, reviews, updates and analysis of the book industry for as little as \$24.00 per/year. Regular CanadianBookseller columns include:

- Viewpoint, an opinion piece focused on an area of industry controversy or importance.
- Profile, interviews with some of the book world's visionaries and creators.

- Reading Ahead, an exploration of the impact of new technology on today's book selling market.
- Afterwords, final thoughts from esteemed literary critic, George Fetherling.

For more information, please contact: editor@cbabook.org

To advertise in CanadianBooseller, please contact: adsales@cbabook.org

13.9.3 The Association of Book Publishers of British Columbia

ABPBC is a provincial association comprising BC-owned book publishing companies, is the largest regional affiliate of the Association of Canadian Publishers (ACP). The Association works to support the long-term health and success of the Canadian-owned book publishing industry in British Columbia, to foster an environment in which our members will flourish and to expand an awareness of the value of books in people's lives. <http://www.books.bc.ca/>

Contact information: By phone or fax at: Tel: (604) 684-0228 Fax: (604) 684-5788 or by mail or in person at Suite #107 - 100 West Pender Street, Vancouver, BC V6B 1R8

Browse through the list of BC publishers for addresses, submission guidelines and genres of publishing at their members page. <http://www.books.bc.ca/members>

13.9.4 The Canadian Publishers' Council

The CPC as Canada's main English language book publishing trade association was founded in 1910 and represents the interests of publishing companies that publish books and other media for elementary and secondary schools, colleges and universities, professional and reference markets, the retail and library sectors. Members employ more than 2800 Canadians and collectively account for nearly three-quarters of all domestic sales of English-language books. Members spend over \$50 million with Canadian-based book manufacturers and pay more than \$25 million in royalties to Canada's writers. <http://www.pubcouncil.ca/home.htm>

13.9.5 The Association for the Export of Canadian Books

AECB was established in 1972 as a non-profit organization with a mandate to help Canadian publishers develop foreign markets and promote export sales of their books. It is an industry association that assists Canadian publishers by providing financial assistance and market intelligence. The Association is not an exporter or distributor. <http://www.aecb.org/Indexeng.html>

13.9.6 The Writers Union of Canada

TWUC was founded in 1973. The Writers' Union of Canada is a national organization of professional writers of books for the general public. <http://www.writersunion.ca/>

13.9.7 The Federation of BC Writers

FBCW is a non-profit organization of professional and emerging writers, writing in all genres from every region of the province. <http://www.bcwriters.com>

The Federation of BC Writers

Suite 410, 119 Pender Street West - Vancouver, BC, V6B 1S5

(1 block north of the SkyTrain Stadium Station)

13.9.8 Independent Publishers Association of Canada

IPAC organization helps authors and small publishers get their books to print and in the hands of appreciative readers. We meet in Calgary on the last Saturday of each month, except June, July, August and September, at the Danish Canadian Club - 727 11th Ave S.W. - for breakfast, education, humour, and encouragement, from 8:30 a.m. - noon. We also have a Toronto chapter, which meets periodically. <http://www.ipac-publishers.com/>

Association of Canadian Publishers

Canadian Book Review Annual

Canadian Library Association

13.10 Associations US:

13.10.1 The American Library Association

The ALA provides leadership for the development, promotion, and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all. <http://www.ala.org>

13.10.2 Publishers Marketing Association

www.pma-online.org

American Wholesale Booksellers Association

<http://www.awba.com>

13.10.3 American Booksellers Association

<http://www.bookweb.org>

13.10.4 National Speakers Association

<http://www.nsaspeaker.org>

Association of American Publishers
<http://www.publishers.org>
National Association of College Stores
<http://www.nacs.org>

National Mail Order Association
<http://www.nmoa.org>

The Association for Women Communicators
<http://www.womcom.org>

National Federation of Press Women
<http://www.nfpw.org>

Pacific Northwest Booksellers Association
<http://www.pnba.org>

Northern California Independent Booksellers Association
<http://www.nciba.com>

Small Publishers Association of North America
<http://www.spannet.org>

<http://www.books-glba.org>

<http://www.abookaday.com>

<http://www.neba.org>

<http://www.sebaweb.org>

American Seminar Leaders Association - <http://www.asla.com>

ASLA offers the Professional Seminar Leaders University

Course content:

Session One : How To Position Yourself for Success Day One 12:30 PM-8:30 PM
Your success is dependent upon developing a comprehensive business strategy. Putting together a winning business plan is easy when you see the variety of money-making opportunities available to you. This session will provide you with everything you need to know to position yourself and your seminar business. Learning

how to position yourself will enable you to create a successful seminar business.

Session Two- How to Deliver a Dynamic Seminar Day one 6:30 PM-8:30 PM

Learn the ultimate secrets of the most successful seminar leaders. Powerful presenters are trained to achieve greatness. This fast-paced session will provide you with the “tricks -of-the trade” and training you need. You will discover strategies and techniques to hold your audience in the palm of your hand.

Session Three- How to Design a Perfect Seminar Day Two: 8:30 am-1:30 PM

You will learn how to create a profitable seminar. You will be able to take what you know and package” it in an effective seminar format. When you follow the simple, four -step MDA plan, you will be able to put together a high-impact, quality program that will earn you endless repeat and referral business.

Session Four-Discovery Session Day Two 2:30 PM-6:30 PM

This is the time to mastermind on your specific seminar needs and challenges. Everyone has an opportunity to participate in this intense “front of the room” session that will allow you to get from the other attendees for your specific needs. Brainstorming with a “mastermind group” is most effective way to breakthrough any barriers to your success.

Session Five- How to Create a Winning Brochure Day Three 8:30 AM 12:00 noon

Your seminar brochure is your single most important tool for making money in the seminar business. This is a hands-on workshop. You will actually design your own brochure. Even if you already have a brochure, this workshop will show you how to transform your brochure into a money machine. Learn new brochure formats that dramatically increase response rates.

Session Six-How to Market and Promote Your Seminar

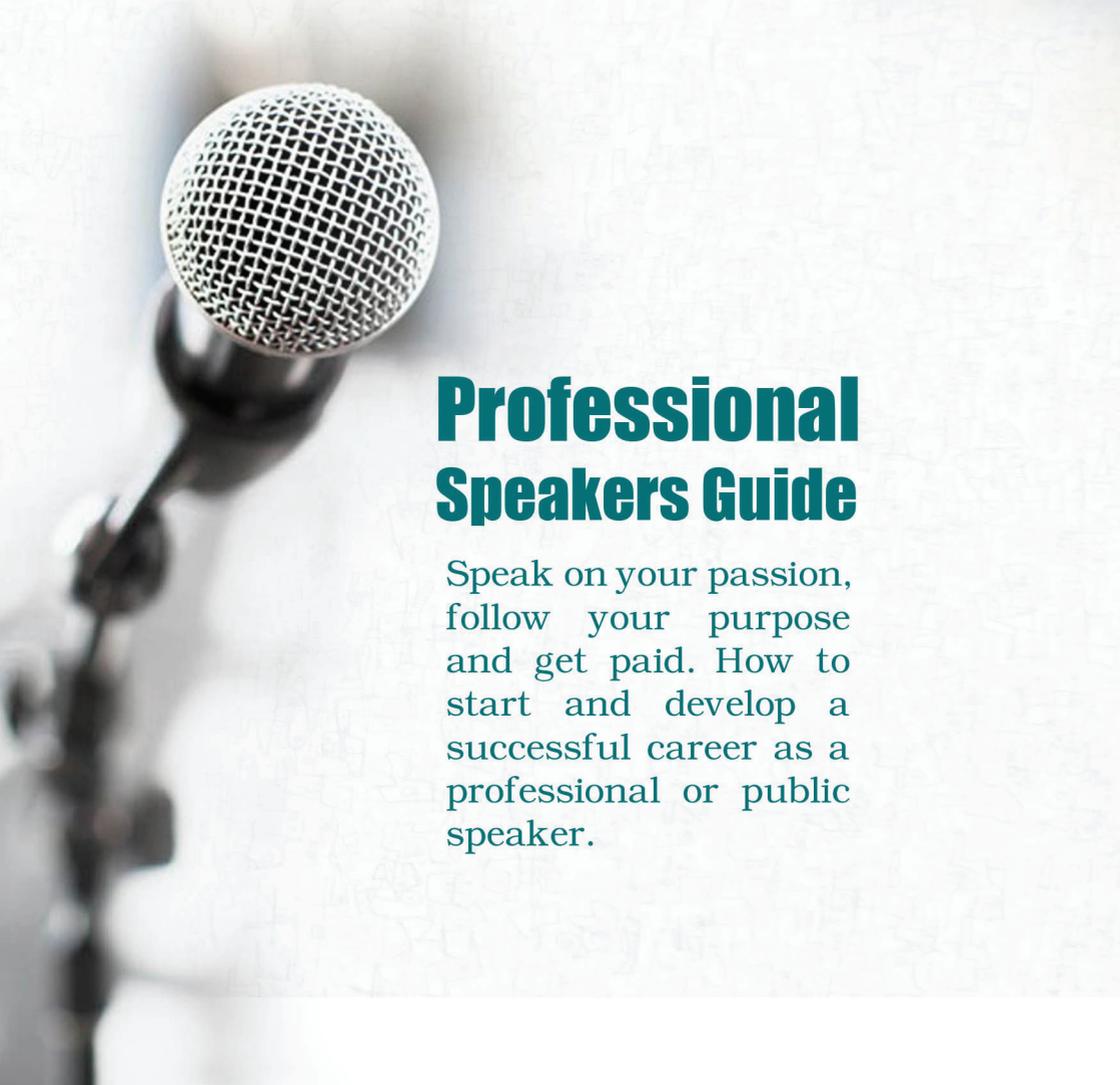
Day Three-1:30 PM-5:30 PM

Learn the easy ways to fill seats at your seminar. This session will teach you proven techniques. You learn how to break into the \$66 billion in-house corporate seminar market. Successful marketing strategies and techniques will transform your information and talent into big money. You’ll learn how to use “intros,” direct mail, telephone sales, and advertising.

21 ways you will immediately benefit by attending:

- 1.Learn the seminar presentation secrets of the world's greatest seminar leaders.
- 2.Put together a first-class seminar that creates rave-reviews for you.
- 3.Gain recognition as an expert and establish yourself as a world authority.
- 4.You will be able to book 10 in-house seminars in 30 days.
- 5.22 Critical elements that must be included in every successful brochure.
- 6.Learn how to add humor and excitement to your seminar.
- 7.Use direct mail to fill the seats.
- 8.How to choose the best day, month, and location to conduct your seminar.
- 9.Design a masterful brochure that attracts participants like a magnet.
- 10.Proven strategies for promoting public seminars on a \$100 budget.
- 11.Make your seminar worth \$500,000 using audio visuals.
- 12.How to chose and test mailing list to assure maximum response and profits.
- 13.Learn how to tap the most lucrative market: corporation.
- 14.How to go from zero to \$250,000 in 18 months with TADA strategy.
- 15.Get free publicity and exploit the media to promote your seminar.
- 16.Hold your audience in the palm of your hand.
- 17.Cash in on what you know by creating a money making seminar.
- 18.Become a Certified Seminar Leader (CSL).
- 19.5 Techniques to deliver a powerful and motivational seminar.
- 20.How to get speakers bureaus to promote you and your seminars.
- 21.Boost attendance with the secret of the two-step promotion technique.





Professional Speakers Guide

Speak on your passion, follow your purpose and get paid. How to start and develop a successful career as a professional or public speaker.

