

How To Build Your Speaking Business From One Booking To The

Next

By Burt Dubin

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Golden nuggets of dispensed wisdom. Sterling silver links in a chain. Granite building blocks in your personal structure of speaking success. That's what your bookings are to be. Then, your every engagement leads to requests for you to speak again at other forums.

Layne Longfellow and Glenna Salsbury are living examples. Why not you? Let the primary function of your every program be to build your reputation and enhance your perceived value.

Do you want to know how to produce this alchemy? Do you want proven ways that work? Here are tested, proven methods I've discovered. I harvested these from my 12-year study of the masters of our business. Now you can engage this encapsulated wisdom to build your speaking business from one booking to the next!

1. Satisfy these concerns of the decision-maker/meeting planner:

1.1 Your credentials, experience, books, articles, media coverage.

1.2 Does the program description you supply show, in detail, exactly what your program delivers?

1.3 What recommendations, guarantees, endorsements are there?

2. Close while the time window is open:

2.1 With associations that have annual meetings, make your initial contact about 1 month after the last annual meeting.

Ask when the planning starts for the next meeting. Ask when the theme is selected. The time window opens at that point. (For as little as 1 month.)

2.2 Know that decisions on Keynoter and other General Session speakers are made first. This may be 3 months before Breakout Session speakers are selected.

2.3 Study/know your market intimately. Think like your decision-makers think. Get the right promotional materials before the right person at the right time.

3. Give decision makers/meeting planners what they want more of now:

3.1 In-depth knowledge, wisdom, strategies on a topic or issue that is hot at the time.

3.2 2, sometimes 3 programs. (A major program in the big room followed by a Breakout session addressing the "How-to's".

Then appear on a panel or lead session for senior executives. Use your ingenuity to deliver extra value.)

3.3 Consider Pre-training Assignments, too. Add value every way you can.

4. Generate 5 Areas of Expertise:

4.1 Topic expertise. Get known as a specialist -- the specialist.

4.2 Platform artistry. Showmanship is all.

4.3 Promotional expertise.

You must market yourself professionally.

4.4 Negotiating skill.

4.5 Credibility as an expert in your topic. (See 5, below.)

5. Develop your credibility:

5.1 Become a celebrity.

5.2 Publish articles and books.

5.3 Document your accomplishments; be recognized; earn academic degrees.

5.4 Create a proven track record.

5.5 Develop a Client List. Big names are best.

5.6 Earn magnificent evaluations.

5.7 Keep your fees appropriate, even a bit less than you're worth. (Example: Patricia Fripp in her early years.)

5.8 Seek prestige engagements. Target well-known prospects. (Example: Peter Johnson)

5.9 Have your office phone answered professionally.

5.1 Upgrade your promo kit and your brochure.

5.11 Upgrade your Demo Tapes, both audio and video. (Call Janita Cooper.)

6. Make yourself worthy of higher fees:

6.1 Improve your topic expertise, presenting skills, negotiating skills.

6.2 Ask for what you want and be prepared to reject inappropriate offers.

6.3 Relate any difference in fees to the total meeting budget, total head count at your session, cost of the luncheon or banquet (or wine) per person.

7. Fit the Budget without altering your fee structure:

7.1 Do multiple programs at the same engagement

7.2 Do multiple engagements of the same presentation.

7.3 Be shared by 2 association meetings at the same time in the same city.

7.4 Combine expenses and fees into 1 quote, a flat charge.

7.5 Have a product sale arrangement. Sell product and reduce your fee.

7.6 Do a separate program the next day at no extra charge.

7.7 Get a profit-making organization or member to sponsor/co-sponsor your appearance and pay all or part of your fee.

7.8 Barter for something they have that you want.

(Example: Free booth at trade show)

7.9 Let association market your products and share the revenue.

Burt Dubin, a 20 year veteran of the business of speaking, coaches and mentors speakers and wanna-be's world-wide. Burt works with people who want to be speakers and with speakers who want to be masters. The words of his clients, the admiration and respect expressed for his work by some of the world's most successful speakers, testify to the values he delivers. For samples of his wisdom, simply go to his web-site, <http://www.SpeakingBizSuccess.com> . Download some of the 12 FREE articles and 20 FREE newsletters.

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