

# Paint a Rosy Picture

By Burt Dubin

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Burt Dubin  
burt@SpeakingBizSuccess.com

Speaking Success System <http://www.SpeakingBizSuccess.com>

You want more bookings. And higher fees. In this short article, I reveal the true story of the strategies I used to get both- and how you can do it too, starting tomorrow morning:

She let me into her living room cautiously, curiously. I quickly selected where I'd put the lamp. If I were to get this dollar-down-dollar-when-you-catch-me account opened, she'd have to find the lamp irresistible. It was a gorgeous Chinese red table lamp, selected with the demographics and psychographics of the neighborhood in mind.

I plugged in the lamp. It changed the spirit of her ordinary living room instantly. When she heard the terms, she got her purse and pushed a dollar bill into my waiting hand. Diamond Furniture had another installment account. (Then a tiny storefront operation, this retailer is now the dominant furniture store in Northeast Philadelphia.)

My prospect saw a rosy picture-with her as the hero. I, working my way through Temple University, had another sale. My Uncle, owner of the store, had an account that might yield many thousands of dollars in repeat sales for long years into the future.

Fast forward 10 years: Now representing an office furniture manufacturer to retailers, I convinced Harvey Blank to buy 1000 catalogs of my products with his company name, Blank Desk, boldly printed on the cover. His prospects would not toss out this resource because it had durable value. When ready to buy, they'd call him. I painted the rosy picture-with Harvey as the hero. He secured a great promotional piece at a token cost. I enjoyed mega-commissions for years to come. Treated my family to a pool in our back yard.

Fast forward another 10 years: Now, I was in smog-infested Los Angeles, selling homesites where the sky is blue and the air is sweet-in sunny Arizona. I described life near great fishing, on the healthy high desert, yet only 20 minutes close to the Hualapai mountains and tall trees. Smiling, I described what life could be like for my prospects on weekends now and full-time after they retired.

I painted a rosy picture-with my prospects as the heroes. The terms were easy enough. He looked at her. "What do you think, honey?" Within 2 minutes we were writing up the deal. By now I was enjoying life in Malibu, looking out over the ocean view from my dining room. Life was sweet.

When I became a self-marketing speaker, I used the same strategies to propel my bookings into the six-figure stratosphere.

What has this to do with you enjoying more success as an expert who speaks? Stay tuned and see how you can cause your world to be your oyster. How you can get more gigs and higher fees. How you can soon enjoy the lifestyle you long for. Here's how:

In your mind's eye, place yourself in the mind and heart of your prospect. Your prospect is a decision maker with the need for a topic such as yours-plus the budget and the authority to hire you to speak or train.

Know the features of your program. Know the benefits these features deliver. Reflect on the benefits of the benefits. Let that sink in for a minute. Hmm...The benefits of the benefits. These are the outcomes you deliver. Don't sell your programs. Instead, market outcomes. These outcomes are the arrows in your quiver.

Confirm that what you can deliver is appropriate for this conference: "What is the purpose of your meeting? What is the theme of your meeting? How do you want your people to feel after I speak? What actions do you want your people to take? What outcomes will make you look great?"

Romance the benefits of these outcomes. "Just picture yourself, the hero who made the difference... Imagine how you'll feel when..."

Show them how this decision affects their position. Let them see how good they'll look because they book you now.

Touch their heart. You gotta touch hearts to detach prospects from their cognitive functions. Lead them into a state of enchantment with your words. Allure them with vivid images. There they are surrounded by the dazzling outcomes now available-but only if they book you before someone else gets you for the date they want what only you can deliver.

When you're on the phone with a decision maker, speak with passion. Speak with emotion. Speak from your core. Speak from your essence. Speak from the marrow of your bones. Speak from your soul.

The energy in your phrases can inflame desire. Use image-laden words that generate feelings. Create pictures on the canvas of your prospect's imagination. "Touch them in their tenders, in those soft, unprotected places where decisions are always made. Make them see it. Make them feel it. Make them understand. Make them care! Let your prospects feel your feelings. Let them feel your passion for the values and outcomes you deliver." (Gerry Spence.)

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Involve every possible sense. Let them see it, taste it, smell it, touch it, hug it, hear it, live it, make love to it, be a part of it and have it be a part of them. Paint a rosy picture-make your prospect, (the decision-maker who can hire you to speak) the hero-and watch your sales soar!

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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> . Down-load some of the 12 FREE articles and 20 FREE newsletters.

Burt Dubin, 1 Speaking Success Road, Kingman, Arizona 86402-6543, USA. Phone 928-753-7546. Fax 928-753-7554.  
E-mail Burt at: [burt@SpeakingBizSuccess.com](mailto:burt@SpeakingBizSuccess.com)

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