

Big Profits as the Community Speechwriter

By Mike Morgan

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All sorts of people give speeches, not only politicians and executives of international conglomerates. Almost every major life event involves a speech. For example, toasts offered at weddings, eulogies at funerals, roasts at retirement, anniversary, and company gatherings, and presentations at various events. Everyone makes a speech sometime -- which is why it is consistently ranked as the #1 fear.

If you have a way with words, and can turn mundane expressions into colorful and memorable ones, you can easily make a decent moonlight income writing speeches for people in your community.

Advertise initially by posting flyers wherever people congregate: churches, schools, community bulletin boards, and libraries. Once you have a few speeches under your belt, word-of-mouth will provide you with a supply of referral customers.

Plan to spend an hour, or so, with each new client gathering background information, details, and anecdotes. Bring a tape recorder to the meeting so you can capture some of the client's favorite sayings and verbal mannerisms. Have your questions written out before meeting with the client, but listen to each answer for opportunities to explore interesting "side roads".

As an added value, you might offer to rehearse the speech with the client and offer tips for effective delivery. Plan at least one "tweaking" after the client has read the speech to correct areas where the client stumbles during the reading.

Charge \$15-20 a typewritten, double-spaced, 10-12 point type page, and \$25-30 an hour for any research you need to do beyond the first interview. Do your first two or three speeches free, or better yet, do them in exchange for a testimonial and an agreement to refer prospective clients.

A great way to learn more about this moonlighting gig (and speech communication in general) is to sit in on a local Toastmaster International meeting. Ask a few questions; make a few friends. Visit the Toastmasters website to find a public meeting in your area.

Mike Morgan runs several businesses from his home in Las Cruces, New Mexico. He also publishes the Home Business Helper newsletter - a high content, low-ad ezine with a single focus: your home business success. To subscribe, simply e-mail <mailto:hbhsubscribe@GetResponse.com>

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