

THE CELEBRITY SPEAKER

**Speak like the
Orators of old,
impact the World,
and Grow Rich**

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With Mike Newman

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1

The Speaking Industry: Understanding How It Really Works And How You Can Make Your Millions

PUTTING THE SPEAKING INDUSTRY IN PERSPECTIVE

The first thing that comes to mind when people talk about the training and speaking industry is to think about the huge annual seminars, conferences, and conventions usually conducted by industry associations and societies, professional bodies, and sundry clubs and institutes such as Society for Human Resources Management, American Society for Training & Development (Now ATD – The Association For Talent Development), Toastmasters International, Lions International and Rotary International. Added to this are the corporate training by elite universities, polytechnics, colleges, giant consulting firms, and the like. Not far left behind are the global motivational speaking mega giants such as Les Brown, Tony Robbins, Brendon Burchard, Darren Hardy, Jack Canfield, Victor Mark Hansen, Brian Tracy and hundreds and

hundreds of other giants. If you Google Les Brown for instance, you get 1.02billion hits in 0.18 seconds. That's how mega some celebrities are.

Some speakers have spawned global movements such as Chicken Soup for the Soul by Jack Canfield and Mark Victor Hansen, Rich Dad Poor Dad by Robert Kiyosaki, Guerilla Marketing by late Conrad Levinson, to mention a few. Then you have super-celebrity speakers and icons such as Donald Trump, Richard Branson and Jack Welch that get paid up to \$100,000 per appearance. These business moguls and iconic personalities are in a class of their own. Not far left behind are training academies and schools run by the largest corporations, and organizations, such as GE Academy. In between you have training carried out for their members by global level clubs like Toastmasters International, Lions Club, the National Speakers Associations and the like. At the bottom rung are the one, two and three man shows that run boutique training outfits. Of course every country has its national heroes and celebrities. In Nigeria you can mention celebrities such as Richmond Dayo Johnson, Leke Adler, Fela Durotoye, Prof. Pat Utomi and leaders of mega-churches such as Pastor Oyedepo, Pastor Chris Oyakilome (before his star got dimmed), Pastor Adeboye to mention the top three. It's a huge industry that defies quantification and clear cut categorization. The good news is that you can become part of this huge market and make your fortune in it.

HOW BIG IS THIS INDUSTRY?

TrainingIndustry.com estimated the global market for training expenditures in 2013 was about \$306.9bn, an increase from \$292bn in 2012. From their estimates, North America represented about 46% of the global market (\$141.7bn) and Europe about 29%, or \$89bn of the global

market. Asia came in at \$31bn (10%), India \$21.5bn (7%), Australia \$9.2bn (3%), South America \$6.3bn (2%), Africa \$3.6bn (1%), and the rest of the world \$4.6bn (1.1%). (Article by Doug Harward, June 6, 2014).

According to the UK government, the education sector, including expenditure on national education systems, is currently the second largest global market after healthcare, with total global expenditure estimated to be US\$4.5tr in 2012. The market was estimated to grow at a compound annual growth rate of 7% per year between 2012 and 2017, resulting in a global market size of US\$6.3tr in 2017.

Marketdataenterprise.com estimated the Motivational “Self-Improvement” market to be about \$10.4bn. In my opinion this is an extremely under-reported figure as they may only reflect the US market or at best market of OECD countries. Putting all countries in the picture may result in figures three times bigger, so it’s a huge industry, that clearly overlaps with other industries such as education, ICT where formal education, coaching, mentoring, certification and the like go on.

WHO ARE THE KEY PLAYERS?

The key players as we mentioned at the beginning include, corporate training arms of almost all universities, with elites such as Harvard, Wharton, Stanford, Columbia, taking global lead. Then you have specialized institutes such as INSEAD in France, IMD in Switzerland, and back home in

Nigeria, CMD, and ASCON. After that comes professional bodies that have instituted certification and mandatory training programs for their members such as SHRM (Society for Human Resources Management) ASTD (American Society for Training and Development – now ATD), AMA (American Management Association), IFS (Institute of Financial Services), CIBN to mention a few. Then you have global consulting giants such as McKinsey, Accenture, PWC, KPMG, that don't only consult and audit, but also train their clients in best practices. After the giants come niche trainers; such as those that train for various industries such as financial services, telecoms, hospitality, and breweries. Among the well known trainers in the Nigerian local scene are Tom Associates, Phillips Consulting, H. Pierson Associates, Mac-Tay Tack, Human Capital Partners, and Vision & Talent, to mention a few. In the Speaking segment the global leaders in the amateur segment are Toastmasters. Though Toastmasters International sees itself only as a learning and development platform for budding speakers and leaders, they are much more. Professional speakers that make a living out of speaking belong to associations such as National Speakers Association (NSA), International Federation of Professional Speakers (now Global Speakers Federation). Within the speaking industry, the Expert Industry Association was recently formed through the pioneering role of Brendon Burchard, the founder of The Expert Academy, and High Performance Academy, based in Portland, Oregon.

HOW CAN YOU BELONG?

A whole book can be written on how you can become a trainer or speaker. The best place to start is to visit your local library or neighborhood bookshop and look up books on the training and speaking sections. Of course in today's Google-world, you can Google. To help you

jumpstart, the best place to begin is to decide which niche you really wish to serve. While you may play in different niches, the biggest earners are niche players who have developed expertise in their niches to the point of becoming celebrities. To become a trainer, the best place to start is to become an expert or at least a knowledgeable professional in the area you wish to train on. In Nigeria you require all forms of certification by professional bodies such as ICAN, CIBN, CIPM to mention a few, and all forms train-the-trainer training by approved organizations such as ASCON, CMD, NITAD, FITC, to mention but the statutorily approved. These semi-regulatory bodies apply if you wish to train for government agencies, and to a lesser extent, large publicly quoted companies. However, if you wish to follow the speaking route, the best place to start is clearly Toastmasters International, but if you really wish to up your game, you cannot but pass through mentorship program from industry leaders. Everyman has his own list of who industry leaders are but search carefully. The fact that someone is a great orator or speaker and makes a decent living out of speaking does not necessarily mean he or she can make you earn seven figures.

Having mentioned the caveat, regarding the Nigerian environment, the likes of Richmond Johnson Academy, EXPERIENCE ACADEMY (owners of Speak Like the Orators of Old Speakers Bureau), and GEMS come highly recommended. In the US, the fastest growing is Brendon Burchard's The Expert Academy that has within a short period of less than 5 years radically changed the speaking landscape. In one word, to belong, join the growing band of Nigerians pouring into Toastmasters Clubs all over the country, but don't stop there. To really gun for seven figures, seek out the experts, submit to their mentorship and coaching, then join their

networks. The best mentors will open up their networks to you, but you must be willing to pay the price.

WHAT CAN YOU SELL AS A TRAINER AND/ OR SPEAKER?

The training and speaking industries have overlapped so much so that sometimes it is difficult to say these days where one ends and where the other begins. For all intents and purposes, the two industries are tending in one direction and are coalescing into one huge information marketing industry. For the purposes of these session however, we will keep the two industries separate, at least for now. To be a trainer, the most lucrative segment to focus on is corporate training. Most quoted companies dedicate huge sums to their annual training budgets, sometimes as high as 10% of their profit before tax, so there is huge money to be made there. Most of the big names you hear today such as Tom Associates, H. Pierson Associates, Phillips Consulting, and IBFC Agosto to mention a few, made their fortunes in the corporate training segment of the industry. Some may see them as overnight successes, but if you have followed their progress closely, each of them has been in there for 20 years and above. So to succeed in the corporate training world, you can develop top notch training in your area of expertise and sell to the top players in the various industries especially, banking or financial services. As I said earlier, the more focused you are, the better. I know of a consultant who started out from day one focusing on Six Sigma training and today trains for all the top rated banks and other companies. As you may know, Six Sigma is such a specialized area, requiring profound

knowledge of statistics, so to master this field requires years of preparation and studies. Focus also has its downside potential in that what is hot today may no longer be hot tomorrow. Remember, some years back, TQM and reengineering were all the rage, giving rise to millionaire trainers such as James Champy and late Michael Hammer of Reengineering The Corporation fame. All the same, nothing beats focus but don't be so focused to the extent that you reach the decision that the customers can have it in "any colour so long as it is black".

Without getting diverted, let's look at the speaking industry. In the speaking industry, while you also sell expertise as a trainer, unlike the corporate trainer, you'll be selling directly to individuals most of the time, and to a lesser extent, corporations. So to really succeed in the speaking industry, you need to develop your unique spin of what you want to sell to your target audience. As they say, there is nothing new under the sun. If you look back far into how the industry developed from the days of Napoleon Hill, W. Clement Stone, to Jim Rohn, Bryan Tracy to modern day icons such as Les Brown, Tony Robbins, Daren Hardy, Marcia Weider, and Brendon Burchard, the one thing that sets the most successful speakers apart was or is their ability to develop their unique styles. So to succeed as a speaker, believe in yourself, develop your message and hone it to the point that you can say what you wish to say as a story that people or your audience can relate to. You cannot just wake up one day and say you are a motivational speaker, without experience to share, a story to tell, and a wisdom to pass on to your audience. The truth however is that what people want to learn about is as varied as the stars under heaven but you must get your own star and pin it down. If you can do that I bet you can succeed beyond your wildest dream as a paid speaker. Top speakers charge between

\$10,000 and \$25,000 per hour, while good speakers just starting out can command as high as \$500 per speech. Hey stop: some of those celebrity speakers actually started by speaking free until someone *noticed* them! Develop your product, your unique slant, and jump in, the water is warmer than you may think.

HOW TO MAKE MILLIONS IN THE TRAINING AND SPEAKING INDUSTRY

Thanks to technology and the proliferation of media, the training and speaking industries are merging into one huge industry that people now refer to information marketing industry. When you are selling corporate training, what exactly are you selling? If you look at it closely, you are selling information and ideas. Maybe, how to carry out certain tasks better, how to hone a particular skill, or how to direct a change in attitude or behavior in a more desirable direction. The same applies to the motivational or inspirational speaker. The outcome you desire is the same; you are conveying ideas and information that your audience can use to better their lives in various areas, such as health, wealth, self believe, confidence, and other dimensions. While in the past, an average speaker if he or she was lucky could get ten or twenty people into a hall to listen to what he or she had to say, today you have a global audience, thanks to the internet. So the first step towards your millions or seven-figure earning is to leverage the power of the internet and the associated technologies to your advantage. You can do amazing things with the internet, such as video training via YouTube, live webcasts, teleconference, webinars. As if that was not enough, you can repurpose your products in ways unimaginable just a few years before. Janet Switzer, the author of *Instant Income*, has estimated that there are more than 50

information products out there that any trainer or speaker can leverage to literally make millions within a very short time. Brendon Burchard echoes these same sentiments in his *Millionaire Messenger* and is himself a living proof how to do it. Brendon moved from being totally unknown to million dollar status within five short years of mastering the speaking industry and today shares platform with industry legends such as Bryan Tracy, Tony Robins, Joe Polish, and Marcia Weirder to mention a few. As a matter of fact, today Brendon is the guiding light of the industry with his pioneering role in the formation of the Expert Industry Association.

When I share the amazing ways trainers can transform their practices literally overnight with veterans in the industry, they normally look at me with their mouths agape unable to believe or comprehend how the industry is transforming itself. Literally anybody with a story or experience to share can jump into the speaking industry and command seven figures by following a few tested and simple rules. As you already may know, you don't need to rediscover the wheel. Just follow the big names, and strive to replicate what they have accomplished or even beat them in their own game. It's as simple as that. Of course it's not that straight forward, as you still must master the basics. What keeps would-be speakers from accessing the million dollar honey pot is their slow learning curve in mastering the basics, while for the veterans, the single most profound reason is their emotional investment in the old ways of doing things and unwillingness to learn the new ways. If veterans and superstars such as Ken Blanchard (at 75 years young) Jay Abraham, Bryan Tracy, Tony Robbins, Jack Canfield, and Marcia Weider, to mention just a few, can attend seminars and submit to coaching to understand and master the new technologies, then no one has any excuse not to do likewise.

HOW TO MAKE NINE FIGURES IN PRACTICE: A HIGHLY SIMPLIFIED REAL LIFE EXAMPLE

	No of Times Per Year; or Gigs or Products	No of Participants Or Gigs Or Units of Products	Average Fee Per Participant Or Gig	Total Fee	Less Cost: 40% of Fee	Net Fee
In Plant Seminars	20	30	40,000	24,000,000	9,600,000	14,400,000
Open Seminars	8	20	120,000	19,200,000	7,680,000	11,520,000
Mega Conference	1	1,500	80,000	120,000,000	48,000,000	72,000,000
Group Coaching	1	25	250,000	6,250,000	2,500,000	3,750,000
Motivational Speaking Gigs	12	-	150,000	1,800,000	720,000	1,080,000
Products Sales	10	2,500	1,500	37,500,000	15,000,000	22,500,000
						125,250,000

The above are highly conservative figures as well established firms and top celebrities run programs all year round. And it will not happen in one day. While the fees are highly conservative, the cost is highly exaggerated. The reality is that you can massively increase the above figures by a factor of ten if you are able to scale your business. Scalability is the one quality that sets the elites apart. Assuming you are able to scale, you'll be operating in the neighborhood of N200mm, a princely figure by Nigerian standard, but just a little above US\$1m, which is nothing to write home about by US standard.

Early in 2013 Jack Canfield had his special coaching event where he charged \$20,000 and the number of participants from all over the world was 100, resulting in \$2,000,000 gross fee and the program was over-subscribed. Brendon Burchard's Expert Academy regularly attracts over 1000 people paying \$5,000 to attend. In his hey days, Tony Robbins's mega seminars were the golden standard of the industry regularly attracting 2000 people paying \$10,000 to attend. Products sales are the ultimate goldmine generating millions for lone wolf celebrities like Alan Weiss. Alan has more than 32 books in print under the million dollar brand, and recently put up his entire life's work for sale for \$580,000 apiece per country. You must have heard that the Chicken Soup for the Soul series crossed the billion dollar mark years back. While Chicken Soup is an extreme example, you should simply note that you can make millions from selling your products or other people's products through affiliate marketing. Coaching requires special skills but only few trainers are able to leverage this skill into cash but it's one of the most lucrative segments of the people development industry. Those operating at the highest level are able to sign on 10 coachees at a time at a fee of N250,000 per head every three months with little physical meeting except through Skype. In all, you can join global elite players in raking in millions from the speaking or now more appropriately called the Expert Industry if you just learn a few of the basics. The fastest way to cut your learning curve is to get hold of a mentor and a coach.

SUMMARY

These are exciting times and anybody out there can make seven figures in the training and speaking industry, now more appropriately called information marketing industry, while some

call it the Expert Industry. Thanks to technology, the barriers to entry have been removed meaning anybody anywhere can leverage the same technologies that celebrities have used in the past to have a head start in the industry so long as he or she is willing to submit to learning the basics. No book can teach you the practical side of things, only those that have done it can. Look for them and you'll be one leg up.

2

WRITE WITH IMPACT, SPEAK WITH IMPACT: THE ELEMENTS OF IMPACTFUL COMMUNICATION

"The person who can think and does not know how to express what he thinks is at a level of him who cannot think."

A DIVINE GIFT

The ability to communicate effectively (writing, speaking, listening...) is one of the most important skills in the world -- It is a divine gift. This gift is reflected in many forms – in books, on the internet, audio recordings, radio, television, movies, seminars, in day-to-day conversations. If you look around you, you'd realize that it is probably an ability that we use the most, so we better get really good at it. It is an ability that virtually all **leaders** possess and use very well.

We all have an intense yearning to **express** ourselves. Through the ability to communicate, we are able to share with others, and to understand them. We are able to share insights that can be of immense benefit to the world, insights that have transformative potential. This ability is employed many times in a day. In fact, if we look at the different forms in which this ability is used, and the frequency of usage, one could say, it is **the most important ability** that we possess.

At the risk of stating the obvious, I'd reiterate: writing is an important facet of the life of a speaker. A speaker essentially uses words. Knowing how to put words together is a vital skill for a speaker. Words are incredibly powerful, if you assemble and use the right set of words, you can become a leader in your field. You can become a vehicle for enriching the world. If you become an excellent communicator, you can have almost all the things you yearn for in life. We are

going to learn a ton of stuff in this chapter. You'd glean insights that you can apply to your speech and other things in life. So sit back and relax. We are going on an enchanting ride.

CREATION HAS TWO PHASES!

When we think of speaking, we are essentially talking about an **audio** mode, right? Of course you can also have video recordings of your speeches, so that your audience can watch you, as you speak, and at their convenience. A simple fact however is that most, virtually all, speeches pass the **text** stage first. You need to write down your speech. The process of writing even helps you with thinking things through.

In writing, you need to articulate your thoughts and the research you have done, into a convincing and coherent structure. If you want to build a house, or any vital structure (maybe something like software), you need to capture the **design** on paper or on your computer, first. Writing a speech down is conceptually similar to the notion of getting the design phase correct, before you move to how the work would be **delivered**. Imagine trying to build a house without a blueprint! **Ideation is a process that always precedes the actual creation**; this is a powerful principle in life --- A principle with universal applicability.

Everything starts with getting the idea stage correctly articulated. Everything that we can see physically has to pass through those two stages of the creative process – it has to be conceived in the mind or designed on paper or using software, before it is developed. Ideally, the speech would go through many drafts, many versions before it can be deemed ready for presentation.

So, devote a lot of time to this facet. It will positively impact the quality of your speech. Don't try to wing it. Don't think you can just scribble something down, the night before your speech. The time and effort you invest in writing your speech will be reflected in your delivery. The writing phase is a foundation for your speech. If you have not built a strong foundation, through impactful writing, your audience will sense it.

The chapter on **preparing for a speech** will also be an invaluable resource. You will easily see that some of what we covered in that chapter has direct benefits for us, as we write our speech. The writing you do will form the back-bone of the speech. It does not mean you need to read out what you have written, when you are on the platform. In fact, reading your speech may turn the audience off. It may come across as formal and bland. It may portray the idea that you're not very confident, and that you have not really prepared very well. Because in truth, anyone can read! But not many people can stand in front of an audience and give a speech without constantly referring to a piece of paper or the computer. The written speech or the power-points should be an aid, not a crutch!

How do you think you'd react, if you went for a speech, and the speaker just stood in front of the audience, and read out his speech? So, now we know how vital writing our speech is. How do we write with impact? How do we ensure that our written speech is compelling and captivating, such that our audience would listen with rapt attention?

THE KEY ELEMENTS OF IMPACTFUL WRITING

Let's look at the elements of impactful writing. How do you structure your speech/story – the beginning, middle and the end? What about the villain and the hero? How do you make the characters come alive? As you begin crafting your story, it is apt, to reflect on what one of the best movie directors, ever, had to say on story development. Alfred Hitchcock said a story is ‘‘Life with the dull parts taken out.’’ As you strive to write in an impactful manner, remember to take out the bland parts.

I'd like to ask you to do something. It is simple, but powerful. Do not neglect it. We enjoy many things in life, we are filled with wonder, but we hardly ever analyze. What I am about to ask you to do is about analysis.

For a few minutes think of a great book that you've read before... or a wonderful movie or play that you've seen... or speakers/speeches that electrified you. Think of the experience. What was responsible for that kind of impact? Think deeply and you'd come away with highly helpful distinctions, that you can incorporate in your own presentations. Reflect for a while and you'd gain key insights. You will discover that certain vital components went into the movie/speech/book, and because these ingredients were selected with care, they resonated with you, and the work endures in your mind. If you also want to create memorable experiences, you have to understand what makes for **impactful writing**, because the backbone, the foundation of any movie/speech/ book is powerful writing.

Impactful writing is descriptive, it is unique, it has positive themes and the expressions are lucid. At times, it may even be shocking. Remember, a speech is like going on a journey. Impactful writing may take us to a place we have never been. It may even explore themes that most people

are uncomfortable with or that we like to shy away from. It may shock us at first, but after much reflection, we'd realize that the impact has actually taken us to a new place, a new level of appreciation.

- Impactful writing, as the expression implies, is transformative, it touches us. We cannot be indifferent to it. It impacts us; it leaves a mark on our world-view, and may serve as a bridge to a new life. Because writing is essentially communication – thus, it is vital, to ensure that the vocabulary we use is easily understandable. Take the case of this extract from a speech attributed to a Nigerian parliamentarian: “I am not really consensus ad idem with those who opine that my idiolect is advertently obfuscative. No no no, it’s just that I am in my elements when the colloquy has to do with the pax Nigeriana of our dreams and one necessarily needs to fulminate against the alcibiadian modus vivendi of our prebendal political class.” It makes you want to ask, what is the clown saying? Now how does this extract from Winston Churchill make you feel: “... we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our Island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender...” If you were alive in 1942 during the 2nd World War and you were a Briton, you’d want to enlist in the army. That’s how a great writing makes you feel. It tugs at your heart. You must choose your words carefully while writing.

THE FIRST STEP

The most important part of your speech is the **theme**. What is the concept around which your presentation would be built? Is the concept exciting? Does it speak to the concerns of your audience? Is it promising? What is it about? What is your theme? Once you know what your speech would be about, you can begin. Knowing your theme is the foundation of the conceptual edifice that you're constructing. Once you have your theme nailed --it would subsequently guide you in selecting a **title**. Once you've gained clarity about what it is about. You can start putting other components in place.

But, the theme and the title are very critical. Both will serve as 'giant magnets' – that will draw other elements to the speech. In crafting both, remember that **the speech is not about you**. It is about your audience. So you need to have an understanding of your prospective audience. In using your personal experiences as references, ensure that you use only those they can relate to, those that have universal value. What kinds of theme/title would 'wow' them? What kinds of challenges are they going through? What are their dreams and longings? What are the specific themes they are fixated on? Again remember, the speech is not about you. It is an incredible opportunity to positively impact many people – to make their lives better. You should be excited by this prospect. So develop a theme that they, your prospects, would be excited about.

After your theme and title, then you need an **outline**. An outline is a list of the major things you'd like to cover. It is your 'table of contents'. You can use a piece of paper, a word processor or a mind –mapping software. So, bring out your notepad or computer, and start

brainstorming. Allow your mind a free rein – let it gallop everywhere, unrestrained, gradually it would steer itself towards your passions, memories, skills or dreams, bit by bit, patterns would start emerging, and the outlines of a theme/title would start forming.

Think of the passions and longings of your prospective audience. If you've been asked to talk to your professional colleagues, you may not need to think hard, because you live in the same world. If you're asked to speak to young people who are just about to leave the university, you may need to interview some of them, and do some intensive research. The less you know about your prospective audience, the more the homework you need to do. If time permits, you can interview a few members of your prospective audience.

Trust me, this process is easy, once you let your **creative side** to be the leader, do not allow the logical, **editor** part stifle you. You know that you have two sides, a part that can easily come up with awesome ideas. But what usually happens, is that even while you're coming up with the ideas, another part says, 'common, be realistic, that cannot work'. It says, stop dreaming! And at times, you listen to that second part, without allowing your idea to grow, to enrich itself. You kill it, even before it is fully born! Some people like to edit, as they write, but it might not be wise, as we have seen from above. Write, first, then edit later, or better still, get someone else to do your editing for you. Let's look at what two of the best writers in the world have to say, about the writing process.

One of the most famous writers in the world is **Ian McEwan**. You can Google him for more details. He has won a lot of literary prizes. He even won the Booker prize – the most prestigious prize in Britain. The Pulitzer is the most prestigious literary prize in America. But back to McEwan. In the November 2012 edition of the Harvard Business Review, he was interviewed, and he said: “I think it’s important in creativity to understand the value of hesitation, to not be in a rush, to pull back and pause – not because you’re blocked, not because you don’t know what to do, but just to let things enrich themselves.”

Before we go on, let’s also explore what one of the richest writers, ever, has to say: “You want to write a story? Fine! Put away your dictionary, your encyclopedia, your World Almanac, and your thesaurus. Better yet, throw your thesaurus into the wastebasket. The only things creepier than a thesaurus are those little paperbacks college students too lazy to read the assigned novels buy around exam time. Any word you have to hunt for in a thesaurus is the wrong word. There are no exceptions to this rule. You think you might have misspelled a word? O.K., so here is your choice: either look it up in the dictionary, thereby making sure you have it right - and breaking your train of thought and the writer's trance in the bargain - or just spell it phonetically and correct it later. Why not? Did you think it was going to go somewhere? And if you need to know the largest city in Brazil and you find you don't have it in your head, why not write in Miami, or Cleveland? You can check it ... but *later*. When you sit down to write, *write*. Don't do anything else except go to the bathroom, and only do that if it absolutely cannot be put off.” We are talking about Stephen King.

I hope the quotes from those top –notch writers have shown, how vital devotion to your thoughts are, as you brainstorm and gradually begin writing. This phase is not for checking up facts, it is not for editing. It is a facet of the writing process, where you just let your imagination run, unfettered. Do not rush, if you do not invest a lot of effort in this phase, it would show. Do you know why? **Writing is actually a way of capturing your thoughts.** Try and reread the last sentence. The quality of your writing is greatly impacted by the quality of your thoughts, your imagination. Writing is refined and processed thinking. You need to spend a huge chunk of your time on thinking, before you write.

Now that you have the theme/title and you have brainstormed many ideas, then you need to research this theme/title. As you brainstorm, you need to **take notes**. You can take notes on a piece of paper, computer screen or use **mind-mapping software** –whatever you like. Mind-mapping software are by the way getting increasingly popular. Check the chapter on preparing for a speech. You’d find tons of strategies/tips/techniques on how to go about researching your speech. Now, let’s explore the components of a speech.

THE KEY PARTS OF A SPEECH

A good speech/movie/script has three basic parts, yes, just three. The beginning, the middle (body) and the conclusion (end). In the beginning, or the introduction, you set the stage by telling them what the speech is about.

In the body, you tell them the essence, the gist, the main points of your speech, the middle is where you keep your promise and share vital distinctions and then you round up by telling them what you have told them. This format is not meant to be used ‘literally’. It is meant as a guide.

This format/structure is simple, yet it is profound. It helps your listeners, because they can be prepared for what your speech is about and then go away with key distinctions, they can leave with facts/stories/ techniques that they can leverage in their personal lives, and all these can be achieved if you have constructed your speech in a manner that would serve for easy comprehension.

THE ART OF THE START

The beginning of the speech is vital; in truth all parts of your speech are important. But if you fail to captivate and create an emotional connection with your audience at this stage, some members of the audience may just turn off their minds or divert their attention to their mobile phones, tablets or just drift off, in their minds -- they may be physically present, but psychically far away! But if you capture them at the introduction phase there is a high likelihood that they will pay attention through-out. The beginning is a promise – it is an advertisement for the rest of your speech. First impressions are critical!

The authors of the book: *The Definitive Book of Body Language* say that: 60% to 80% of the audience forms their impression of the speaker within **the first four minutes of the speech**.

And, reflect on what Peter Jeff said: **“Immerse your audience into the action from the opening second with a verbal splash of cold water.”** Most speakers do not follow this advice; they start their speeches in a traditional and conventional way. Mind you, the conventional approach is logical. It is true that we use logic, often; the reality is that, we are emotional, too. So, leverage emotional intelligence.

How do most people start their speeches? If you’ve been very observant, there is a pattern, a particular way that most people start their speeches. How? They get to the platform, introduce themselves, they say they are honoured or pleased to be there, and then tell the audience what they will speak about. It is so predictable! It is so bland and boring. If you ask me, this is an unimaginative approach. It is not captivating at all. You need to be creative. Those first few minutes that you’ll have with the audience are very precious. It’s your opportunity to make favourable and lasting first impressions.

As the quotes above indicate, you need to take your audience straight to highly interesting part(s) of your speech. You need to engage them from the get go. Then, you can backtrack, and introduce yourself, greet them and introduce the title, after which you can continue normally. But you must start with a bang. You must dive in, not testing the water with your toes. This type of opening (as opposed to the usual boring way) has been found to be most effective.

You can start with:

- Powerful statistics

- Anecdotes
- Asking rhetorical questions
- Asking a ‘show of hands’ question
- Speak with member(s) of the audience
- Intriguing quotes

The suggested ‘openings’ are self-explanatory, but, let’s explore a few, in some detail. Statistics are succinct and effective means for summarizing information. If you’ve done your research very well, you will have an arsenal of data/statistics that would captivate your audience from the start of your speech. You can start with a **startling** statistic. For example: Did you know that 79.35% of the world lives in abject poverty? Did you know that only 20% of the people are ever successful, in any era, in any society? Most people’s interest will be piqued. Or, imagine if you start your speech by saying that: Did you know that road accidents take away 1,678 lives each day? Statistics are powerful; they have a scientific and authoritarian air about them. The key is doing in-depth research, in the process you will unearth statistics that’ll shock and please your audience.

Anecdotes (stories) are regarded by some experts as the best means for transferring information. From time immemorial, mankind has been fascinated with stories. They are universal. They have a subtle effect on us, and they are even more engaging than statistics. Did you know that Hollywood is essentially selling stories? It has perfected the art and science of story development, and is rewarded with billions of dollars every year for its effort.

Lectures and sermons turn off some people, those modes of presenting information suggests a master-student dynamic, and most people are not comfortable with that. In presenting, it is better to assume the role of a partner in progress, or a facilitator. When profound lessons are wrapped in the form of stories – they are almost irresistible. The nature of your subject, the theme and the type of audience would guide you about the appropriate stories to employ and about the mix of anecdotes and hard – core data and statistics required.

This yearning for, and acceptance of stories as a medium for communicating, has brought untold fortunes for many speakers, writers and movie producers. I believe it can do the same for you, or what do you think? As you write your speech, look for fascinating anecdotes that you can incorporate. You can start with a story, if you do, most people would sit up, they will want to know how the story will end – we all have an intuitive need for closure. Once you've started your story, you could stop briefly. You have captivated them, then, you could say something like: Forgive my manners. My name is Jack Daniels, and I am honoured to be here with you. The title of my speech is: The Semiotics of Allegorical Narratives, or whatever. So, let's continue with the story.

A rhetorical question is a question that needs no answer. It is asked to elicit a certain effect, not a verbal response. You may start your speech by posing such a question to your audience. For example, you could say: What would you give to learn the secrets of building enduring wealth? Or, would you like to know what happened when I almost lost my life? Indeed, health is wealth. In this presentation, I will share strategies that...

The body of the speech is where you will share most of what you have been able to put together from brainstorming, research, interviews...The body is the meat of your presentation. It is where you will share about 70% to 80% of what you have. If you have captivated your audience at the beginning, and if you have great content to share with them, then, it will be a breeze. An **outline** of the main points that you'd like to talk about would be highly helpful. If you think of the body as the essence of your speech, it may seem daunting, but, if you spend enough time on a thoughtful outline, you just take each point, one at a time. Remember: by the yard, it is hard, by the inch, it is a cinch. So, just one step at a time, and before you know it, your speech is done!

The body/middle is where you will weave everything you have into one entrancing and holistic whole. Remember you cannot afford to be boring. So no matter what you have to share, find engaging ways of saying it. Look for illustrations that would make your presentations come alive. The key to having a great body/ middle is to ensure that you've done exhaustive research, if you have, you'll have more than enough material, and it will only be a question of putting them in an interesting order. You want to focus on quality, it is better to share 3- 4 powerful distinctions, than to share 10 things that no one will find gripping and memorable. You want to share content that is truly useful and transformative –so that they, the audience, go away enriched.

CAPTIVATING CHARACTERS

Remember a while ago, when I asked you to try and recall some of the most memorable books/movies/speeches you've experienced? One of the reasons why some stories have a sticky quality is because of the characters. Some characters are so well developed by the writers, we can almost see them, and they have an almost immortal and universal aura! As examples, think of Oliver Twist, David Copperfield, Ebenezer Scrooge...and a host of others. The stories are located in Britain, but, we can all identify with them. The characters speak to us, at a deep level. They are so real and well-developed that we can easily empathize with them.

The plot is vital, but it is usually the people (the characters) who make them interesting. It is hard to think of stories without remembering the captivating characters that gave life to the plot. As you develop your characters, ensure that they are clearly defined, and that they have strong outer motivations, these are clear objectives that they are pursuing. If these objectives are noble, you'd find members of the audience glued to their seats. They will be pursuing the goals with your characters.

Great stories are filled with conflict. Ensure that there are physical and psychic obstacles that your characters must transcend. Remember, stories are metaphors for life, and we all know that life presents us with myriad obstacles. Characters or stories without obstacles turn us off, they do not ring true. They may be suitable for children, but not adults. The more the obstacles that your characters have to overcome, the more interesting they will be. They will be rooting for your characters. They will be living the story vicariously! Did you see the movie, Slumdog Millionaire? Or, the movie, The Great Debaters? These movies have strong characters, and you'd find yourself rooting for them. That is the kind of effect you want for your characters, too.

The outer motivations of the characters are magnetic, and the theme speaks of something grand and universal – the need to pursue our dreams, no matter the odds.

What are archetypal characters? What is it about them that give them a magnetic resonance, and how can we create such characters? There are five main character archetypes. They are:

1. The protagonist (hero or heroine)
2. The nemesis (villain)
3. The romance (the love interest of the hero)
4. The reflection (mentor)
5. The trickster (oscillates between being an ally and enemy of the hero)
6. Secondary characters (collection of all others needed to add depth, realism and complexity)

The critical components of a character are:

- Background
- Role
- Personality
- Physical make-up

The most important components are the roles and personality. **It is what people do** that defines them, not their backgrounds and looks. The secret to impactful writing is to realize that writing is an abstraction, a distillation of life, so, if we are very observant, creative, and thoughtful and

have a good command of the language, we can leverage all we know about life in the writing process. Life supplies the raw material for our writing.

3

Preparing for a Speech: The Untold Secrets of the World's Greatest Speakers

"If all my possessions were taken away from me with one exception, I would choose the power of speech. For by it, I would regain all the rest of my possessions."

- Daniel Webster

I am sure you've seen a lot of captivating speakers and world-class actors before. You've watched them, spellbound and filled with awe, wondering how they do it? They stand before huge, expectant, highly sophisticated crowds, often demanding crowds, and reel off lines upon lines, facts upon facts, and stories upon stories. They weave and present an enchanting narrative. They are confident and inspirational. Their delivery is fluid and natural.

The audience is engaged and captivated. They listen with rapt attention. The audience yearns for more. You shake your head in admiration and respect, wondering, how do they do it? How do these masters of the stage/platform perform their magic? It requires skills, abilities, and courage... and a lot more. Yes, they are courageous, not because they have no fears. But because they know what they are doing is something of great value. So they transcend their fears and focus on the impact they can make. They have the opportunity to impact many lives positively. So, they focus on the end result, and not some constraints. They subordinate their concerns about their inadequacies to the great task ahead. They know that speaking (or acting) is an incredible, though subtle chance to take the audience to a higher level.

What you see, is the result of **painstaking preparation**. It's the culmination of hours, days, weeks, or even months of devotion, to ensuring that they deliver the best. It requires faithfulness and passion for their art, so that they achieve the extraordinary. They are committed to it, so they invest all they have, so that they communicate effectively and make an impact. They understand the simple, yet profound saying: **Those who fail to plan, plan to fail.**

So, they spend a large chunk of time, gathering facts, crafting how they would present, and at times, they memorize a lot. They rehearse a lot, so that the actual performance can be fluid,

seamless and natural. They make it seem so easy. It is not! Their *A Level* delivery is the result of intense commitment to excellence. It is not easy, but it is doable, and the ‘how to’ is what we’re exploring.

So what kind of preparation do they do, that you should emulate? What are the specifics? If we can clearly delineate what these world-class performers do, then you can model them, and achieve the same level of success, or even surpass them. The truth is that what they do is not magic, it is a process, and can be done by anyone who is talented and is ready to put in the necessary work.

Remember the mantra: **practice makes perfect**. Astounding speakers reflect this adage. They ensure that they have adequate time to practice their speech, so that it can be ‘perfect’. **Your performance and success on the platform is ultimately a function of your preparation!** Before we go into the specifics of what you should do as you prepare for your speech, it is vital that you keep this in mind, that the essence of your speech is to **add value** to the audience, to offer stories and strategies that would advance them in their personal and organizational lives. So, it is not about you. If you keep this in mind, as you conduct your search and structure your material, you’re already building a solid foundation for your presentation.

To paint a simple picture, you’ll need to **design, develop**, and then **deliver** your presentation. Now, let’s explore what you need to do in a step by step fashion. In this chapter, what we’ll explore is the **research** process. You must research your **topic, audience** and the **environment**.

These three are related. How are they connected? If you're addressing people in a professional conference, your approach would differ from if you had to approach members of a social club. Thus, it is vital, to know in advance, the kind of audience you'll be facing, so you can craft a message that is appropriate. Your topic must fit the audience. It must be something they'll be interested in, something that would strike a chord in their hearts.

The first step is to have clarity about your theme/topic. It is the most important step, because it provides guidance for the research process. You can focus and narrow the work that you'll do, and you can use the topic/theme, to evaluate whether you're doing a good job. You may be given a specific theme to talk about; in that case, your work is partly done for you. But if you have to formulate your theme, give it some thought, read some background material and just get on with it. It's tempting to waste time, trying to find the "perfect" topic, start with something tentative, as you deepen yourself in the research process, as you reflect deeply on what you're discovering, it would gradually shape itself into something well-defined and distinct.

RESEARCHING YOUR TOPIC

Your topic is a vital component. It must be very captivating. If it is, it can act like a magnet that would draw people to your presentation, but if it is drab, many would be turned off, even though your presentation may turn out to be very interesting. You also need to know specifically the nature of the presentation you've been asked to do. The following are some of the types of presentations you may have to do:

- Keynote address
- Venture capital pitch
- Pitch to prospective investors

- Product launch
- Motivational talk
- Financial presentation
- Research findings presentation
- Sermon

THE ‘HEADLINE’ OF YOUR SPEECH

One could argue that your **title**, being the first impression you’ll make on your prospective audience, is actually the most vital part of your presentation. If they are not intrigued and captivated when they read your title, they may not come for the presentation. So, choose carefully. If you look at the titles of best-selling books and the headlines you see in top-notch newspapers, magazines, emails (from gurus) and websites you’d discover great titles.

You know how you walk into a bookstore or a library, and you find so many books irresistible? It’s as if the books are calling you, saying ‘picks me, pick me’. The authors and editors have taken the time to choose great titles; they know that having an awesome message is not enough, you must advertise the fact. Your core message would be an elaboration of your title. Your title is like an advert for your presentation! It is like a summary, an encapsulation of the value/benefit that your speech offers. Choose well.

WHAT GOES INTO CRAFTING CAPTIVATING TITLES?

The better your title, the better the chance that many people would turn out for your presentation. Essentially, your title is a **promise** you make to your audience. In crafting your title, you need to focus on what would benefit your audience, which is what they are thinking of.

We are all basically self-centred! What dominates our mind most of the time is our own dreams and desires, and what we do a lot, is seek information and resources that would help us attain same.

So, if people are going to leave their homes and offices, and travel to come and hear your speech, perhaps they are even going to pay you, then, it must be something that would add value to their lives and organizations, and you need to capture and telegraph that in your title. So that once they see the title, they would definitely want to hear you.

So, let's get down to work. Look at the books and movies you have, look at the magazines you bought, look at the email subjects you always open. If you want to attract huge audiences, your topic must be **value-centric**. Great topics come in all shapes and sizes, but one commonality is the fact that they are all **promises**. Some are subtle and metaphorical, while others are direct and prosaic. They employ a combination of **suspense**, **curiosity** and **benefits**. When you read magnetic titles, you're hooked. You can't have peace of mind, until you explore the book/movie/speech further.

Just check out the title of the newspapers and tabloids in your neighbourhood today. The headlines have been carefully crafted. As you read, you're drawn in, and you bring out your wallet, before you remember that you're actually on your way to do something else! The titles

promise you that there is something worthwhile in store for you. Look at the title of this chapter, for example, you'd see that it simply and powerfully illustrates what we've been talking about topics/headlines/titles. Read it again and reflect on it. **Preparing for a Speech: Untold Secrets of the World's Greatest Speakers.** It's a great title, or what do you think? It is a combination of suspense and benefits. The words: secrets and greatest speakers, suggest that we're in for a treat!

Let's also look at the titles of some best-selling books in the self- improvement genre:

- *How To Win Friends And Influence People* -- Dale Carnegie
- *The Seven Habits Of Highly Effective People* – Steven Covey
- *Chicken Soup For The Soul* -- Jack Canfield And Mark Victor Hansen
- *The Secret* – Rhonda Byrne
- *The Strangest Secret* –Earl Nightingale
- *Rich Dad Poor Dad* -- Robert Kiyosaki
- *Why We Want You To Be Rich* – Robert Kiyosaki And Donald Trump
- *Money Talks – How To Make A Million As A Speaker* – Alan Weiss
- *How I Lost My Virginity* -- Richard Branson
- *Acres of Diamonds* – Russell Cromwell
- *Think And Grow Rich* – Napoleon Hill
- *Abundance* – Peter Diamandis
- *The 4 Hour Work Week* – Tim Ferris

What do you think of these titles? I think they are refreshing and captivating. They pique our interest. They subtly or directly promise something. Some suggest that we're going to read a story, some offer strategies. Some have a hint of entertainment, while some are educational. But, the common strand running through all is that they promise us something. They satisfy our “**what is in it for me**” quest.

So what can you do to make crafting these sorts of titles easier? Just start paying more attention. One of the most respected copy writers, Gary Bencivenga; in fact, some regard him as the greatest in this age, once wrote: **intention facilitates perception**. How can we apply that in this context? Your intent influences what you perceive. You need to focus your attention on becoming an *A – Level* speaker. Once you do, once you're truly **committed**, you'll start seeing things related to speaking a lot. Those things were there before, and you just glossed over them. But once you make up your mind, once you're intent on becoming one of the greats, your perception would become laser-focused.

Secondly, you can start what is known as a “**swipe file**”. What is that? It is simply a collection of samples of great titles or even of astounding speeches. You can just use a word document or even excel spreadsheet to capture titles and speeches that you think are awesome. Over time, you'll start discovering a structure to them. You'll be uncovering commonalities. You'll unveil patterns. It's akin to becoming an “apprentice”, because you're studying the works of the “masters”. The idea is not to copy these titles, but to analyze them, to find out what makes them tick... and to emulate them.

After a while, your tutelage would be over, and you'll be able to compose great titles effortlessly. If your title is catchy, folks will be excited at the prospect of hearing you. If your title is dull, they may not show up at all!

Thirdly, **practice**, then **practice** and then **practice** some more. It's an inflexible law in life, once you start doing something on a regular basis, after a while, it'd become a habit. You have internalized it, and you'll reach a stage where you can almost do it in your sleep.

What are the **resources** you can use in researching your topic, coming up with awesome titles and the like? You can use books, magazines, journals, newspapers, published speeches, websites and conducting interviews (face- to- face, or through the web) with subject matter experts.

Now, that you've nailed down a couple of 'work –in –process' titles, what next? Look at your topic again, and develop an outline, which serves like a table of contents for your speech. Essentially the **outline** reflects the key points that you'd like to cover. Then, take time to research each key point in an in-depth manner, this level of detail would give you confidence, and it would embolden you to face the audience, because you know you have done your homework.

After this, you'll be able to easily come up with the **first draft** of your speech, which you'll revise and improve on until you have composed something riveting. Last but not the least, ensure that you know the time allocated to your speech, and structure your presentation accordingly.

Most people are busy, and they have short attention spans, so they would feel a tad uneasy if you're spending too much time. Keeping to the time you've been allotted is not only considerate and respectful of your audience; it also shows you're a professional.

RESEARCH PAST SPEECHES AND SPEAKERS

We both know that it is not smart to reinvent the wheel. So, whenever we can leverage the work of others, it makes sense to do so. In addition to researching your topic, you should also research past speeches and speakers. You will learn a lot, which would make your work easier. The resources we mentioned earlier can also be used for research in this phase of your preparation. In addition to those mentioned, you can use YouTube; you'll be able to watch captivating speakers. You can study everything: how they speak, use the platform and their overall delivery.

Two excellent websites you can use are www.ted.com and www.toastmasters.org. There you'll find content that would help you become not only a better, but great speaker. On ted.com, you'll be able to watch some of the most remarkable speakers. Pay close attention to the title of the speeches, the opening, the core message, how the speakers used the stage and how they closed their presentations. You can join toastmasters to develop your skills and interact with excellent speakers. You can also use the following search engines: www.google.com and www.bing.com for your research.

I'd suggest you use **Google alerts** also. What is that, you ask? It's a very simple service, provided free, by Google. You can use it to automatically search Google on pre-set topics, and

send the results to a dedicated email. You can open an email for your speaking engagements; alerts can be set for each theme that you'll be speaking on. So I'd suggest you open a word document, and start taking notes, as you watch these speakers, and as you read the other material. You need to be very selective, if you're not careful, you'd suffer from information overload. So you need criteria for selecting only the best resources. There is so much information; you can focus, for example, on information by respected experts and on reputable websites.

In order to have a very robust research, try to interview (in person) a few excellent speakers. How do you go about it? Try to book an appointment in advance, ideally try and get someone to introduce you, and assure them that you won't take their time. Prepare your questions beforehand, and you'll be able to learn certain tricks of the trade that you may not find in books or on websites. If they won't have time for a face to face meeting, you can conduct an **email** interview or use **Skype**.

RESEARCH THE AUDIENCE AND ENVIRONMENT

Sophisticated marketing strategists often talk about demographics and psychographics; these are two ways of trying to understand their market (audience). They also conduct focus groups, where they select a group/groups from the audience, and then interact with them in order to elicit certain critical information. All men are equal, in the sense of rights they are entitled to, but each human being is unique, and people gravitate towards those they feel are similar, those they feel understand them, and with whom they share similar hopes and dreams.

People are different; groups of people are different and unique, too. In any society, there are many sub-cultures. There are so many classifications that you should be aware of. Each group has their ethos and language. If you really want to connect with them, you need to speak their language. You need to understand what motivates them. You need a deep appreciation of their world-view. If you're asked to give an inspirational talk to a group of teenagers, your presentation would definitely not be the same as if you're asked to present to CEOs, even if you're speaking on the same theme. You need to understand, and adapt to the psychology of the “typical” person in your audience.

The same set of resources we spoke about earlier can also be used for understanding your audience and the environment, but you also need to conduct pre-speech interviews with a segment of your prospective audience. Try to interact with several, so you can develop a feel for the character of the group. Ask questions and listen attentively. So what kind of issues should the interview be about? Find out what their hopes and dreams are. Ask about their most pressing challenges; let them tell you about resources they wished they had. Resources that they think would make their lives happier. Ask them what they would do if they could have a magic wand that could grant them all their wishes, what would they want? It's nice to have your questions pre-written before you meet with them, so that you can conduct smooth interview and optimize the time.

As we conclude this section, you can see that research is not for the faint-hearted. It requires hard-work and it takes time, and the truth is, it never ends. For any serious speaking engagement, you'll have to conduct research afresh, but it is a process to look forward to, because it would

deepen your presentation, it would enrich it and invest it with life. It would also enrich you; your intellectual capabilities would grow. Your audience would know if you're trying to 'game the system' or if you have done thorough preparation. If you've done your bit, you'll come across as a serious professional and thus garner the respect of your audience. If you internalize and practice the habit of preparing adequately before any presentation, in a short time you'd graduate from being a novice to a master.

4

Delivering Your Speech: Moving From A Presenter To A Story Teller

“Story is not only our most prolific art form but rivals all activities – work, play, eating, exercise – for our waking hours. We tell and take in stories as much as we sleep –and even then we dream”.

- Robert McKee

Planning a speech can be exciting, you’re calling on your knowledge and experiences, and you’re trying to distil them into something others can find useful. As the day of delivery draws close, you might be worried if your **platform skills** are adequate. You might be wondering if the **theme** of your presentation would be captivating. After reading this chapter, your worries would disappear. Some experts believe that story-selling is the most important skill in speaking. We’re going to cover a lot of points. Are you ready? Let’s go for an enriching ride.

Platform skills are good, but they are not defining. At the end of the day, what people take away from a talk is what they have gained, the vital distinctions they can make because you have helped them to see the world in a new light.

Many people feel very uncomfortable about the prospect of delivering a speech. The idea of facing many people and talking fills them with dread. This is partly because we are social

creatures and are sensitive about how others perceive us. It is okay to be concerned, but one should not be crippled by fear. Not to worry, in this section, we'd cover the form that your presentation should have, and the actual mechanics of delivering it.

Before we delve into the meat of this chapter, the curator of www.ted.com , Chris Anderson, said something that is worth reflecting on. It is worth memorizing for any top speaker. “**A successful talk is a little miracle – people see the world differently afterward.**”

Speaking in public is an opportunity to enrich many people, that opportunity to pass on your message should overshadow any fear. You should be motivated by your purpose and its potential for good, not by negativity, in any form. As a speaker you have an opportunity to contribute, in a small way, to the advancement of mankind.

If you have prepared very well, the presentation would most likely be a breeze. The key is to ensure that you have done your home work. So let's approach things in a logical manner.

The speaking process can be seen as consisting of **planning**, **preparation** and **performance** or in more specific terms, we could say that being a speaker entails having a firm and practical grasp of three vital stages: **researching** your content, **developing** the content, and finally, **delivering** the content. These phases are like links of a chain – they are connected and dependent on each other. The last phase is the theme of this chapter.

The last phase, delivering the content, is the phase most people dread. When you stand before an audience, what is the best form your presentation should have, and what are the things you need to do on the platform? How do you move from being an average presenter to an engaging story teller?

How do you deliver captivating presentations? How do you craft the presentation so that you can have a memorable delivery, one that would connect you to the audience, and help you communicate vital information to them?

Have you ever paid attention to someone reading a report or the news, or reading a speech out loud? How interesting is that? If you're going to be a celebrity speaker, if you're going to be a world –class presenter, then you must know that reading aloud a presentation that is heavily skewed towards statistics or facts may not excite your audience.

How many people do you know who look forward to reading tomes, especially those filled with lot of facts? How many people do you know who enjoy and would spend time on encyclopedias, for example?

How many people would spend hours on movies, novels and plays? You and I know that most people would choose movies, novels and plays. We have a natural affection for narrative, for enchanting stories. Most human beings are easily bored, when presented with linear, logical, emotionless presentations. We crave things that are captivating and entertaining, even though we

are rational creatures, and like to have the facts of any situation given to us, the reality is that most people would always prefer stories. Stories are one of the most persuasive vehicles in the world; they touch people's emotions, and are subtle, so they work on people in a subliminal manner.

Stories are archetypal, universal narrative structures that reveal vital truths about existence. They apply in virtually all cases, in religious circles, in academia, in business, almost everywhere. In business, for example, case studies are stories, which often show how a company's offerings have offered benefits to users. The story form (case studies, in this case) is so engaging and useful that **Harvard Business School** uses it as one of the main platforms for teaching the discipline of management. Students are presented with 'real-life' management problems, adorned in a story form, and are encouraged to solve the problems revealed in them. The stories make the lessons being taught come alive, and one can connect with the characters in the case studies.

One of the secrets for having presentations that would move your audience is to frame it as a story, or if that is not possible, to ensure that you have several mini-stories that would illustrate the major points that you are trying to make. In a lot of cases, you may not have a single story, so you'll need to carefully select and share anecdotes, real or creatively imagined.

Even if the story is some key lessons about your experiences, let's say, for example, that you were a partner in a venture capital firm, and have been asked to talk to some young exceptional entrepreneurs on raising capital, the story, cannot just be about you, the lessons must ultimately

serve your audience – it must offer them benefits, so that at the end of the day, they would feel enriched by your presentation.

The most excellent stories have an **arc**, a trajectory that can be easily discerned, the arc implies change, and the change can be positive or negative. The theme of your presentation, the audience, your discipline and your experiences would help you in shaping the ideal story for your audience.

“In any environment when you're delivering a motivational or inspirational speech, you have to gather up your audience and pull them with you.” - John Amaechi, Speaker Judge

Most stories have captivating **characters** and **plots**. The characters are deliberately designed, especially the lead characters. So take note, if you're going to use characters in your story. Ensure that you create characters that the audience can have empathy for – that they can have an emotional connection with, once there is a bond with the characters, people become deeply interested and can concentrate on your presentation.

Humans have a natural desire for **closure** – so they will want to know what will eventually happen to the characters. The characters are the key individuals in the story, while the plot is actually the flow of the story, the major events that happened in it. If you read a book, let's say, Christmas Carol, by Dickens, for example, and someone asked you what the plot is? You'd probably say: oh, it's about a rich man who was so obsessed with his wealth, that he lost his capacity for compassion, and he was forced to change when he was visited by three ghosts! That plot would excite most people. Don't you agree?

Excellent stories are riddled with **conflicts**. If you tell a story where everything is going on fine, where people are living happily all the time, without challenges, without constraints, it would ring false. It would come across as a fairy tale, and if you're presenting to adults, they'll just tune off. The story would come across as an insult, a denigration of their intelligence. A story without conflicts would be boring, and pointless.

Great presentations and by extension great stories are **transformative**, at the end of a good presentation, we see the world in a new light, we have learnt some new things, or old things presented in new, interesting ways, and we have gained critical distinctions. Thus, apart from their entertainment value, stories are powerful **metaphor structures** that can change people. One of the most captivating presenters ever is Jesus Christ, his parables teach incredibly profound truths, and they are in story form.

His stories were shared with mankind about 2000 years ago, yet they are still fresh and are still being taught! The parables are simple and memorable – the lessons stick, the kind of stories you employ should have that kind of nature – minimalist, illustrative and sticky.

It is the nature of your talk that will determine the **mix of story and facts** that you'd employ. Note the word 'mix'. Most excellent presentations are a blend of a reporting style and an engaging story. So, reflect on the type of speech you want to deliver, think of your audience, and you'd be able to decide the best approach.

PowerPoint (by Microsoft) is a very popular presentation software, but a lot of professionals are gradually moving away from it. It can detract your audience; it must never be the focal point of your presentation. It is meant to just jog your memory, and serve as material that you leave with them to remind them of the main things discussed. If you have ever been at a presentation where the speaker makes his slides the focal point, you'd know that it can be boring.

If you can, the best thing to make your delivery fluid is to **memorize** your presentation. That is a lot of work, but that is what some world-class presenters do. You need to be so familiar with your material such that it seems as if you're just having a conversation with a friend. At the beginning, it may be hard for you to memorize your speeches; you can still use PowerPoint or note cards. But it should be the ideal to reach a point where you would have internalized your work so much that you can reel it off effortlessly -- that approach usually engenders respect from the audience – it shows them that you are an authority, a master.

To effectively memorize your work, you need to **rehearse** it several times. Thanks to technology, you can record yourself preparing, so that you can watch yourself later and see how to improve. You can record several versions, until you've mastered it. You can also perform in front of a small audience comprising friends and family, so you can use their feedback before you deliver the actual speech.

Some of the best speakers in this age are Sir Ken Robinson and Benjamin Zander. You can watch their presentation on www.ted.com and learn the key lessons about effective and engaging delivery styles. There are many other A-Level presenters; their videos are archived on that site. Two examples of great speeches were the commencement addresses given by the late Steve Jobs

and J.K. Rowling, at Stanford and Harvard respectively. You can find both on YouTube. The speeches are inspirational, deep and, intensely personal – so the listeners can easily relate. The speakers were not preaching, but were sharing their stories, stories reflecting some universal truths that could enrich their audience.

You'll notice that great speakers are not self-conscious, they are consumed by their message, they are not obsessed with how they are being perceived, and they are not pretending to be someone else. They are **authentic**, they are being themselves.

Experts suggest that a talk should have the following flow, to help the audience anticipate what would be revealed, the essence of the talk and the takeaways. They suggest you tell them what you want to tell them, then tell them, and finally tell them what you have told them. Of course this must be done in a creative manner. One of the subtle techniques used by seasoned speakers to ensure they drive home key points is through **anaphora** – the use of repetition of vital matters.

One other thing that can contribute to a successful presentation is to manage your **presence on the stage**. There are people who are very confident and who move with ease while on the platform, some even come down and interact with the audience. This can give their presentation a very natural feel. But, if you don't have that kind of confidence, it is better to stay on the same spot and calmly focus on your message, moving nervously on the stage is annoying and distracting, and you don't want that, right?

No matter how serious the theme of your presentation, try to find opportunities to lighten things up, to use **humour**. There are very few people who can ignore good jokes or a dash of humour. Just like stories, humour has a very powerful hold on all of us. Humour has a relaxing and disarming effect, even those who seem a bit uninterested would sit up, when they realize that they are going to have a good time, and not be forced to listen to some boring facts. Excellent speakers weave in jokes and funny stories into their presentations, and some of their jokes are also vehicles for passing powerful lessons in subtle ways.

Ensure you **time** your rehearsals; make sure you do not exceed the time allotted. We live in an age where most people are time –challenged, thus, they have short attention spans. Even if you’re giving a great presentation, the last thing you want to do, is spend too much time – and thus give people the impression that you don’t care about their time.

It is appropriate to share some warning on **handouts**. It is normal and often, even expected that you’d share some material, whenever you’re presenting a speech. People look forward to it. It’s like a souvenir, in a sense. Like a tangible gift from your presentation.

If the handout has been professionally prepared, it can reinforce the lessons you tried to pass across in your speech. It can serve as a means for some of your speakers to contact you later (if your contact details are on it, ideally, your contact details should be on every page, as a footnote, in small print.

The handout can also serve as a marketing vehicle. If the quality is high, it may bring new business for you, in the future. Now the warning is that: do not give out your handout during the presentation – it can be highly distracting! Some members of the audience, in fact, most, would stop listening to you, and focus on the handout, instead. Thus, ideally, it should be distributed **after your speech**, before the questions and answers section.

As we conclude, let's explore a simple framework which captures the main stages in crafting and delivering your presentations:

1. Define the expected outcome of your speech
2. What is the time frame and sequence
3. What are the key learning points (**KLPs**)
4. What are the supporting stories, examples and transitions
5. Visual aids and handouts
6. Opening and closing (remember the **call to action**)
7. Rehearsing the speech and timing it

Adapted from MONEY TALKS by Alan Weiss.

The framework above is self-explanatory, right. But let's wrap up this chapter with a quote, which succinctly capture a powerful take –away. “The opening and closing are the most important part of any presentation because they inform the audience members why they are there, gain their commitment to learn, and then provide the outcomes in terms of key departure points and calls to action.” (Alan Weiss).

The implications of the above are many, but let's just stick to one or two points. It means, for example, that you should not start on a boring note, or end on a boring note. The opening and closing are periods when most people are primed to listen, make sure you use both wisely.

If you start on a very interesting note, then, it's relatively easy to segue into the body of your talk, but if you're boring at the start, most people would assume that it's going to be a boring presentation. First impressions are vital; you need to manage them consciously.

As you prepare the presentation, as you think of how to frame the story/stories you'd employ, realize that all you need to do is be calm, to reflect on all your life's experiences, to do a bit of research, and then to find creative and captivating ways of putting them all into one whole.

The end, the closing, is the time to tell them what you have told them. Do you remember the expected outcomes of the talk that we spoke of a while ago? The closing then, is a good time to stress these outcomes. It is a great time to summarize what you've been saying, **especially the most important parts**, and to ensure that folks depart with transformative information that can positively change the trajectory of their lives.

If you employ all the tips that have been explored in this chapter, there is no doubt that you'd be able to come across as an accomplished story-teller. The key is in devoting a huge chunk of your time to designing the form of your presentation, and rehearsing it to a point when it becomes almost second nature.

There is a simple concept, known as from the heart to the heart. It is vital that you must be intensely passionate about your topic/theme – if you are just presenting your topic on a purely intellectual level, it'd show, and that may not be captivating. But if you truly care about your theme, that passion would be infectious. It is a lot of hard-work, to present like a story-teller, but the rewards are immense. As Kenneth Burke said, “stories are equipment for living.”

5

GETTING BOOKED FOR YOUR FIRST SPEECH: MOVING OUT OF THE CLOSET

Preparation

You've been preparing for quite some time, you've selected your niche, and you've researched and written up several captivating speeches. But you've not experienced the thrill of being on the platform!

You're looking forward to being on stage, but you have some butterflies fluttering in your stomach. You're a tad plagued by worries and doubts. You're wondering, what is the next step? What you should do to take your dream from the confines of your room to the world's stage?

The most important thing is to ensure that you have truly prepared well. Exceptional performance is contingent on preparation. If you have studied the other chapters preceding this, and you have applied the insights shared, then, you're more than ready.

The insights are not some theoretical constructs, but, wisdom earned in the trenches, knowledge gained from practice – from preparing and delivering numerous speeches. Before we go into details, it's important to stress something that I have written about before. Your **mindset** is a critical component in your quest to be a celebrity speaker.

You must guard and nourish your mind, like the most precious garden in the world. So in addition to the visible, intellectual preparation that you've made, you must have a positive orientation to make it in the speaking business, in fact, to make it in any sphere of life. Negativity will torment you; it will sap your energy.

The truth is that you will experience challenges; you will have experiences that you do not like. Some things will not go according to the way you plan them. You can keep your spirit up, by ensuring that you feed your mind with uplifting literature, movies, audio programs... and whatever works for you.

Another vital preparation is to actually **attend talks**, yourself. Pay to attend seminars and workshops by *A-Level* presenters. If you start doing this on a regular basis, it would not only boost your knowledge base, but, your confidence level will skyrocket. You will start seeing patterns, you will learn about nuances and distinctions that no book can cover. No book or video can replace actually experiencing how top speakers present.

We live in a connected world, now -- A world where computers and the internet have changed the dynamics of creating and delivering content. Information and communications technology is an area that smart speakers ought to be highly proficient with. **Technology** makes life easier. If you're not very familiar with technology, then, it is an area you need to quickly address.

Don't be worried, some people like to mystify technology, but, it is simple, really. Just take it one step at a time. You don't have to wait until you've mastered everything. You cannot do all the preparation required at a time. You have to learn as you go along, even the top speakers never stop learning, so don't use things that you still have to learn, as an excuse for not taking the plunge, for not getting on the Platform.

BITING THE BULLET

What do you think would have happened to the butterfly, if it were afraid of leaving the cocoon? If it were obsessed with what would happen if it steps out. It won't become the enchanting creature that fills life with beauty. A creature that reflects perfect symmetry! At a point, you have to leave the preparatory stage, and step out. You need to transcend the creation phase, and move on to sharing, to delivering, to connecting -- that is where the fun and fortunes are.

You know that life is really a self-fulfilling prophecy: Your dominant conviction (not mere beliefs) about life is what will actually play out. If you think you will fail as a speaker, the thought will discourage you from doing all that's required to be a successful speaker, because, deep inside, you'd feel like, what is the point?

But if you're confident and courageous, if you're determined to become a winner on the platform, a celebrity speaker, then, you're already setting yourself up for success. Everything starts from the inside, so imagine your first day as a speaker, design the day in your mind, and plan every detail, then, just take the plunge, and you'd be fine.

One of the interesting things about life is that things that we dread at a point may end up becoming what we will become fixated on, it may be something we will start craving at a point. You may be a tad anxious about whether your speeches would be well received, you may even feel a bit reluctant about actually starting. A part of you may feel like: I still need to do more research. I need to edit my speech again. The truth is after a few experiences, you may become so captivated by the platform that you'd now proactively seek out the opportunity to give speeches.

After you have done exhaustive homework, then, you need to follow NIKE's slogan: *JUST DO IT!* You'd be pleasantly surprised at the result. Then, all you need to do would be to analyze your performance and then make a pact with yourself that you will constantly improve. Are you ready? So, let's go get them. What are the specifics you need to do, as you move out of the closet?

To go for your dream, you need a trait of successful people; it is a trait that most people lack. It is discipline, without it, most dreams will remain dreams. It is the trait that translates dreams into

realities. It can change your quest of being a celebrity speaker into something tangible, something that will later be a vital part of your life.

Discipline requires clarity; an unfocused and confused mind can hardly be disciplined. It is a trait that defines, it is decisive. It involves using your will power to the fullest. When people are wasting their time, giving excuses and complaining, you are at your computer developing great presentations. When they are at needless parties, you're in your room, practicing your presentation.

You're keeping a promise to yourself. You're determined to do what you want, even when you're not feeling like it. Your vision is so strong; you're committed to it, instead of wasting time on frivolities. Discipline is about keeping promises to yourself. It's about doing what you need to do whether you like it or not. If you plan to develop a speech each month, you make sure you do not make excuses.

SPEAKING FOR FREE

Some of the best speakers you see today, actually started by working on a pro bono basis. They worked for free. It is an effective strategy. As a beginner and complete stranger, who has no experience, it is unrealistic, to expect that you will be paid for your first few speeches. Life does not work like that, you need to sow before you will reap, and you need to pay your dues. Folks need to have a taste of what you're capable of, before they will be willing to pay for your presentations.

You can start where you worship, in an association that you belong to, or even your place of work. Ensure that the topic is captivating and craft an excellent speech. You can do a synopsis of the speech, and write a letter to those who can authorize you. You need to give them advance notice, so they won't have an excuse to reject your offer. Try and also make the duration short. If you're just starting out, and you say you'd like to give a speech that would last two hours, your offer maybe rejected.

Start with 30 – 45 minutes speeches, over time you can increase the time. You can have a list, showing the kinds of places where you'd like to be speaking at, for the next year. Then send several letters. If you'd like to speak once a month, that's 12 times in a year, then, send about 120 letter/emails. If only 10% agree, then, within a year, you would have the experience of speaking 12 times, which is impressive. Before the year end, you may even, start receiving offers to speak for a fee, and you would have learnt a lot.

It's important to stress something, do not think that because it is not going to be paid for, then you can present an average, mediocre speech. It is wrong and dangerous. Why? Whenever we do anything, we are actually **advertising** ourselves. We are giving people an opportunity to interact with our personal brands. There is something about negative advert, and trust me, you don't need it.

The people may not know if you're paid or not, their impression will be formed based on the quality of your speech. So, even if it is a free speech, prepare it, and deliver it as if you're being

paid \$50,000 and you'll be shocked at what will happen to you. In a short time, news will spread that there is this electrifying speaker in town, and soon, folks will be asking you: How much is your fee?

Speaking for free is the easiest and one of the most effective ways to break into the speaking industry, so, you want to make the best use of that entry strategy. You can speak alone or you can partner with a renowned speaker, who of course would have checked out your material, both of you can speak together on the same theme, while you handle different aspects. You can engage the speaker as a mentor, to learn the ropes, as it were, before you make that kind of proposition to him. As a matter of fact that is the strategy my good friend Oladele Olunike used. Even though he had always been a gifted speaker, his reach exploded when he linked up with the world renowned speaker, Richmond Dayo Johnson, popularly called RDJ, as a mentee.

NETWORKING

We have spoken about networking before, but it is so critical to your success, that it is worth being emphasized. Your skills, talents and abilities are not enough, ultimately it is the people you know, and the people who know you that would help open the floodgates of wealth. It is when you consciously and proactively leverage your contacts that you'll start seeing the kind of results you are really capable of achieving.

Some people have a misconception of what networking is, and the way to approach it. They focus on what they can gain. They are self-centered in their relationship with people, and are

surprised when their effort at networking does not yield the anticipated results. Networking rests on the realization that life is a web of connections, in truth, nothing is an island, and everything is connected.

Even we, humans, depend on trees, for oxygen. In fact, this example, illustrates what an ideal relationship should be. The relationship between us and the trees is symbiotic, it is not parasitic. The trees give us oxygen, and we give them carbon – dioxide, it is an exchange. To make good use of networking opportunities, this is the kind of picture we should have in mind.

To approach it as an opportunity to share, not with the mentality of just taking and taking, which is the reason why it does not work for most people. People are smart and sensitive, if you're introduced to someone and you start bothering them to help you, or do a favor for you, they may be easily turned off. You'll achieve a lot more, if you're attuned to doing something for others. If other people start seeing you as a resource, as someone they can also benefit from, then, your networking efforts would really pay off.

Once people start seeing you this way, on their own, without you making a request, they will connect you to others; they will open doors for you. You would have proven yourself as a mature and well adjusted person, as someone who is truly an asset. So, what are some of the best places to start networking? In truth, almost everywhere, and remember you have to be approachable, helpful and subtle, don't be 'in your face'. You can network at work, with people in other

departments, for example, or even at the common restaurant, that most workers in the area come to eat.

You can network in your church. You can network in clubs and associations. There is really no limit to where you can network. Just ensure that you're always prepared. Ensure that you always have your complimentary card with you, a card that shows that you are a speaking professional.

Just interact with people naturally, when the question of what do you do comes around, then, you can use that to exchange cards. Even if you're software developer, who is now exploring becoming a celebrity speaker, then, by all means, have dedicated complementary cards designed and printed for the speaking profession. You should also display the fact on all your social media assets, because a lot of networking is also done online now. LinkedIn at www.linkedin.com is a website that you definitely need to be on; it is mainly for connecting professionals.

You should have a list or **database** of all the people you know. Ideally, you should have it on your computer and also stored in the cloud, because it is a vital asset. It should be something basic, maybe with a few fields, such as: First name, Surname, Phone numbers, Email Address, Profession, Physical address, Birthday, and a small note on where you met. You can or should equally have your contacts' information in your smart phone and tablet for quick access should the need arise. As a scout, always be prepared.

A lot of people are very sentimental about their birthday. Ensuring you call, send a text message or an email, when it's their birthday can keep you in their good books, and that may translate into their being ready to help you with their own contacts.

You also need a personal **website** – you can pay a professional to develop one for you, or if you're a bit technologically inclined you can do it yourself. Your website is a selling tool, so it must be well designed. It must project you in the best possible light, so that anyone who is on it is inclined to get in touch with you, to make use of your speaking service. You can use your social media pages to drive traffic to your website. How this is done in practice is a big subject of its own so get experts in the field to help you out.

VOLUNTEERING

There are many organizations where you can volunteer your service. It is easy to get into an organization as a volunteer. Being a volunteer can provide the chance for you to meet the top people in some organizations, and a chance to show you're a valuable resource to them. Most people would readily give you an opportunity to help them, once they know they won't be paying for your service.

Do not think of money. Do not have a short term orientation. You have to be strategic. Once you have your foot in an organization, you can see immense opportunities, once you are known as a reliable, hard-working person. These are opportunities for you to get booked for your first speech. You will probably be asked when volunteering: so, what exactly do you do? That is the

opportunity to let them know that you are also a speaker, most people would be intrigued, and then, that is an opportunity for you. So, start looking for opportunities to serve – they may end up being the best thing you'll do for your quest to be a professional speaker.

GRADUATION

After paying your dues for a while, you would have built a network of valuable contacts, you would have speeches, which many people have listened to, and you would have harvested their feedback. The speeches have been improved, they are now so captivating. The experiences you have gathered have now made you ready to get paid for your service.

The experiences you have gained are invaluable, since it would have impacted your confidence level tremendously. You can now approach event managers and meeting planners, you can give them proposals about the possibility of speaking at their occasions. You can approach anyplace where you know speeches are regularly being given, and ask to speak to the organizers. Apart from your speeches, ensure that you have some basic business documents ready. You will need invoices and receipts, and things like that, so that you can be seen as a professional.

6

MASTERMINDING WITH THE BEST: MOVING FROM A NOVICE TO A CELEBRITY

“Analyze the record of any man who has accumulated a great fortune, and many of those who have accumulated modest fortunes, and you will find that they have either consciously, or unconsciously employed the ‘Master Mind’ principle.”

- Napoleon Hill

WHO ARE THE CELEBRITIES?

We have mentioned some of the celebrities in the speaking world -- the giants of the platform. There are many of them. You'll know the celebrities in your own country. It's hard to miss celebrities. They are on TV, on radio, you can see some on Billboards. They dominate; they are excellent and powerful players.

They are the exemplars for all aspiring celebrity speakers. Their lives reflect what is possible. An interesting thing about them is that they are not content; they are constantly striving to improve. From giving free speeches, most have gone on to make fortunes in fees and the sale of related products, like their CDs, coaching programs and books.

Most now have highly impressive online presence, and are using webinars. They generate multiple income streams. They are the rock stars of the speaking industry. So, who are these people? We are talking about folks like Anthony Robbins, Jack Canfield, Mark Victor Hansen,

T. Harv Eker, Les Brown, Brendon Burchard and many more. They are not celebrities because they are famous or rich. They are celebrities because they are known for being the best at what they do. The fame and riches are by products.

If you've been studying the previous chapters, then, you're gradually changing from a neophyte to a master, you're moving on a train, from being a novice to becoming a celebrity yourself. This chapter will introduce you to a tested concept that can accelerate your journey. Most of these celebrities have mastermind groups, through which they help other speakers.

WHERE TO FIND CELEBRITIES

You can easily find all celebrities online. If you subscribe to their newsletters and YouTube channels, if you visit their websites often, you can almost know about their itinerary. You'd know when a celebrity is likely coming into your town. Most operate on a global level, so, if you'd like to meet them, you can.

But, the easiest place to find and meet celebrities in this age is through **social media**. You can follow them or even become their friends. It is so easy to connect with anyone today, too easy perhaps. **Facebook** is probably the most popular social media platform. You'd be surprised that even some of these celebrities are also connecting with 'mere' mortals on social media. They appreciate, and are leveraging the power of one of the most popular media that man has ever known.

WHAT IS MASTERMINDING?

There is a secret of success, which most people use, but that they hardly reflect on, it is **the law of union**. But top achievers are not only action- oriented, they also create the time to introspect, to explore, and come away with distinctions and insights that can accelerate their progress.

One thing or one person is limited, but when you **unite** the efforts of many smart and wise people, you change the dynamics. When many smart and wise people come together, in a spirit of harmony, with the desire to contribute to the growth of other people, synergistic benefits are released, each person contributes, and they all become enriched, the whole becomes greater than the sum of the parts!

But forget masterminding if you're mediocre. Forget masterminding if you're not committed to being excellent, to being the best you can be. Masterminding is for those who want to give, it is for those who want to grow, it's for those who want to help others. Naturally, what you sow you reap. Thus, belonging to a mastermind group can also accelerate your own growth.

Masterminding is a practical and effective illustration of the law of union. Even the great American statesman and Renaissance man, Benjamin Franklin, belonged to a mastermind group. Before we go further, one of the people, who popularly advocated masterminding, was at a point, close to one of the richest men, in the world. His name was Napoleon Hill, and the rich man he was close to was Andrew Carnegie.

Carnegie started from abject poverty; he did not even finish school, and was a messenger, until his boss noticed him, because of his resourcefulness, and decided to mentor and elevate him to the position of personal assistant. Mr. Hill and Carnegie were 'close'. All that Napoleon Hill wrote about in his classic: THINK AND GROW RICH was the fruit of studying many rich and successful men.

I think we should pay attention, when someone like that says anything, because another simple secret to success, is modeling – to study what successful people are doing and apply the same strategies that they have applied, life is not based on chance or arbitrariness, it is based on laws, on principles. So, if we consistently apply a principle, it is only a matter of time before we reap the fruits. Life is cause and effect. If we focus on the causes, we will experience the effects.

We have hinted at the essence of masterminding, but, in simple terms, what does it mean? Let's ask Mr. Hill. ***"The coordination of knowledge and effort of two or more people, who work toward a definite purpose, in the spirit of harmony."*** A few words, but filled with profound insight. Don't just read it, but reflect on it. You will gain a lot. Before we move on, let's explore what else he has to say about masterminding. ***"No two minds ever come together without thereby creating a third, invisible intangible force, which may be likened to a third mind [the master mind]."***

Remember we learnt that Mr. Carnegie was at a point, one of the richest men in the world. A documentary estimated that his wealth in today's terms will be about \$400 billion! How did he specifically use masterminds?

“Mr. Carnegie’s Master Mind group consisted of a staff of approximately fifty men, with whom he surrounded himself, for the DEFINITE PURPOSE of manufacturing and marketing steel. He attributed his entire fortune to the POWER he accumulated through this ‘Master Mind.’” You can have a mastermind group connected with the success of one individual, like that of Mr. Carnegie, or one devoted to the success of everyone in the group.

A mastermind can be set up for almost any endeavor, not only business, for example, there is a group, which is world- famous, Alcoholics Anonymous. If you think about it, you’d realize that it is a mastermind; all the members are helping each other to cure an addiction!

The members of a group are like your personal board of directors or advisory committee. You can use them as a sounding board for initiatives you’re thinking about, and you can get them deeply involved with looking at the intricacies and ramifications of what you’re proposing or working on.

BENEFITS OF MASTERMINDING

Even though you must have gleaned some of them yourself, let’s note the specific advantages of masterminding, and etch them on our minds. Focusing on the benefits should motivate you to ensure that you start leveraging it, soon. Knowledge only becomes power, when it is applied.

- The group holds you accountable, and helps you focus on the key objectives
- It serves as a platform for inspiration

- It is a hotbed for brainstorming and receiving objective feedback
- You are afforded the richness of many different perspectives
- You can leverage the resources and connections of members

HOW DO YOU GET INVOLVED WITH A MASTERMIND?

You can join masterminds, yes; you can join many, for the different areas of your business or personal life, which you'd like to improve. If you ask some of the people you respect, they might be willing to let you know of such groups that they belong to.

You can also use good old Google. Search for specific masterminds; avoid those that are vague and too broad. You can physically attend meetings or have your meetings online. If there is no mastermind dedicated to speaking in your area, you can create one. Yes, you can become a pioneer. If you're not motivated by the prospect, then, you can join one online.

The key benefit is the experience, not physical proximity. Some online forums are like masterminds. So, you may also consider joining some. You can register on a few; spend some time on them, to get to know their character, to determine if they will help you with your quest for becoming a celebrity speaker or not.

Some mastermind groups have an application process, since the memberships are usually restricted and limited. You need to explore the ones that are available for speaking professionals.

Some speaking consultants also have masterminds. So, research those available, interview the leaders, and check out the feedback of members.

It is not just the skills of members that are decisive for the success of a group; it is the **spirit of harmony**. Thus, successful masterminds are populated by mature people, who are smart enough to seek help, and wise enough to be humble. There is no case of ‘pulling rank’ or showing off one’s abilities. The dominant desire is helping all the members in achieving their objectives.

CONFERENCES AND CONVENTIONS

Most associations, organizations and groups have large meetings, at least once a year. These are meetings where all members can attend, from the beginners to the masters. These conferences and conventions are probably the best platforms for high-level networking and for joining masterminds. The meetings are often a mix of business and pleasure.

After a day at seminars and workshops, after, the intellectual exchanges, the debates, the panel discussions, after the presentations by some of the best minds in the industry, there is almost always a social element. There could be games of golf, or visits to the beach, there could be cocktails or even full blown parties, where people are relaxed and can connect with each other in informal settings. For the aspiring speaker, these are invaluable opportunities to meet with the celebrities, to ask them questions, to ask if you can join their mastermind groups or coaching programs. Online interactions are good, but, nothing beats face to face interaction.

DEVELOPING YOUR IDENTITY

It's 9.30pm on a Friday. The phone rings. The voice is familiar. It's Cynthia. She smiles and then request with a tone of finality, I want you to address our finance managers tomorrow. There are 26 of them drawn from different companies within our Group. And remember to send me your invoice so I can get approval for that your jumbo fee. Panic! But I'm calm. Such a request is every solo players dream, but the timing for this request means I have to decline the request because I have a workshop starting the coming Monday and Saturday is the only day we have to prepare all the folders and fine-tune our presentation slides. I say calmly to Cynthia, would you be angry if I said no, and went on to explain why. Cynthia is in her elements. She cannot take a 'no' for an answer. She has her way.

Alan Weiss, one of the biggest solo celebrity trainers in the world, says you have to develop your identity and value so massively and get to a point where you become the de facto go-to-person for the biggest jobs. When jobs of that scale emerge, the organization, he says, does not invite 3 - 5 speakers to quote for the job, they simply say, get us Alan. They don't fret about your bill. You get invited to attend and keynote their most prestigious events. You become their brand ambassador. Reaching that level requires years of honing your skill, your value proposition, and positioning. You become a brand. Not just a brand, but a brand people insist on. There are three levels for every brand – awareness, preference, insistence. Developing your identity means developing your unique spin to everything you do. It means going against the current. It means avoiding anything that smacks of commodity. It means going the Apple way. You get it?

7

THE SECRET FOR REALLY MAKING IT BIG: THE TOP 5 THINGS YOU MUST DO

"Insanity - doing the same thing over and over again and expecting different results."

You're making great progress on your journey to becoming one of the best speakers in your country. You're giving it all you've got, and you're not going to rest on your oars, until you make it to the peak. You know getting to the 'top' is an unending process; you cannot afford to be complacent. If you become content, others will rush past you and take your lunch.

So, what are some of the things you must do? The reality is that you must do a lot of things. For example, you need to have a good grasp of **technology**. We said that before. Technology is a great enabler, and it makes a lot of things easy to do. If you're not technically inclined, you need to be close to people who are, or get them on your team. We live in an age when smart people take it for granted that others must be technically savvy.

A lot of people had problems with mathematics in school. In truth, it is not a difficult subject, but there is an air of mystique around it, such that most people are already psychologically at a disadvantage when they approach it. Technology is somewhat like that, thankfully, things are changing at a rapid and heartwarming rate, such that, now, there is hardly anything you want to learn that you cannot teach yourself online. Even some prestigious universities, like MIT, have their entire course content available online, free. So, we have no more excuses.

For people to continuously engage you, and buy your products, you need to be seen in a positive light. You need to be seen as a trusted brand, and to do that effectively you need to develop your

credibility. Developing credibility requires an array of strategies, but, it is a simple process. The most important part is to articulate your vision, to clearly define your brand.

You need to hinge your speaking business on key values, and ensure that in delivering your presentation and in all your products, these values, which are like promises to your audience are religiously kept. If you are known for excellence, over time, your reputation will spread like wildfire.

In truth, there are many things you can do, to get to the top, but, in this chapter, let's focus on 5 things. They are:

1. Innovation
2. Product development
3. Self - development
4. Build a Team
5. Strategic marketing

INNOVATION

I don't know if you're reading a print or eBook version of this book, but, whatever version you're reading, think of the fact that at a point in human evolution, we wrote on walls! After sometime, scrolls were developed, and then, books, in the form we've known for centuries. But now, with e-readers and computers, experts are predicting that eBooks are the future, and they have the statistics to show.

E-Books are easier, faster and cheaper to put together than conventional books, so there is so much in their favour. They are more affordable, too. This simple example is an illustration of innovation. Imagine talking to people in pre-historic times, when folks wrote on walls, that someday people will be able to read wherever they like. They'd probably look at you as if you've lost your mind!

Those who make it to the top are constantly innovating. They are not just creative. Innovation refers to applied creativity. A lot of people are creative, they can generate ideas on how to do thing better, but most people stop at the idea stage. They hardly move on to the next phase, where they will have to work really hard - where they will leave the world of contemplation and concept development. To reap the benefits of creativity, you must innovate. You need to develop products, not just concepts. An innovative mindset is a critical step in the journey to the top. Before we go further, let me share a quote by one of the best minds, in fact, he is regarded by some as the father of marketing, he was a professor at Harvard, and editor of the Harvard Business Review for years.

“Creativity is thinking up new things. Innovation is doing new things.”

-Ted Levitt

If you want to remain an average player, please forget innovation. If you'd like to remain at the bottom of the speaking world's food chain, please ignore becoming innovative. But if you're committed to becoming one of the best in the field, you must internalize innovation, you must make it an integral part of you, and your speaking business. If you want your competitors to be behind you, then innovation must form part of the foundation of your business.

So, as a speaker, you must constantly review what you are doing, and ask yourself, how can I do this better? You need to put on the eyes of a child. Most children are naturally creative – they are curious, they are always asking questions, and because they do not have the experience that grown-ups have, they have an astonishing sense of possibilities. They are oblivious to the constraints and hurdles that most adults know of, so their thinking is almost always refreshing, because they are seeing the world with fresh eyes.

That is one of the things highly creative people do – they do not take the world as a given, they are convinced that ‘reality is negotiable’. They know that there is really no limit to development, so they are constantly thinking: how can we do things better, how can we optimize things.

In addition to what has been explained above, how can we become more innovative? We must continuously learn, be observant, and constantly processing and re-framing our experiences, thinking about how we can shape them to serve our audiences. You may be at a resort on vacation, and you’re just listening to what people are saying, and storing them. So, **listening** is a soft and vital skill of great innovators and leaders.

You can sit down later, after the vacation, or even each evening, as you write in your journal, you can reflect on how what you heard can be used as enriching stories in your presentations. Or, maybe you have just watched a movie or read a great book. If you have the vision of being an excellent and innovative speaker, you will become more receptive to creative ideas; your vision

will act like a magnet! As we wrap up the facet on innovation, I think it is very fitting to share another quote.

“Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow.”

- William Pollard

PRODUCT DEVELOPMENT

Creativity and innovation are not enough. You need to develop an array of products. The more products you have, the more money you’re likely to make. You will be able to cater to a variety of clients -- be they organizations, or individuals.

To successfully develop products, you need to have a product development plan. You can start with a simple checklist, and then move to a full scale plan. Essentially, you want to use both to capture all that would be needed from the idea stage, to having the product in a tangible format.

You want to be structured and systematic about the process. You want to document everything, including your experiences, so that you can learn from them, and so that when you have a team, they can easily refer to the documents, ensuring that positive lessons are replicated, while avoiding or mitigating challenges.

To make the process of developing products easier, you can invest some money into buying the products (transcripts, eBooks, CDs and DVDs, software and apps, webinars...) of celebrity speakers. Study them and come up with your own variants, emulate, do not copy!

You also need to study your competitors' products, you need to use them, you need to analyze them, see what makes them tick, why they are selling, and also check what you think are their shortcomings. Then, your task is to conceive, design and develop better products. So, competitive analysis is a vital factor in ensuring that you create products that customers will love.

One of the most vital things to do before you start developing products is to conduct in-depth market research – you need to have a deep understanding of your audience. What are their dreams? What are the challenges they face? What are the challenges they are likely to face? What are the regulations that impact them? If you have done your homework, it'd be easy to pinpoint their pain points, and craft products that they will be dying to get their hands on.

Products that are solutions, products that inspire them and that are easy to understand. If you have a good understanding of the audience, you will know what is 'best' for them. You will know the best formats to employ. If you're selling products to countries where internet penetration is low, you'll know that in addition to selling audio and video for them to download online, you need to provide content in text format, because they may not be able to download, because of the cost or the speed.

You can use a variety of methods for conducting your research. You can talk to them. You can also conduct surveys and polls in person, or use web-based methods. You can visit forums, websites and social media sites that they frequent. After a while, you'll start perceiving the most important things they think and talk about. You can also talk to other speakers or consultants who work in those industries or organizations that you want to develop products for – their experience would enrich your products.

You can also automate part of your research by using software. You can use Google Alerts. All you need is to input the keywords that you'd like to have information about and to set the timing for the results, and like clockwork you'll get the results in your email account. You can use different analytics software, if you need some very detailed, granular statistics.

You need to become an expert speaker, but more importantly you need to be an authority in those things that concern your audience. The last thing you want is to be giving a presentation or for someone to buy your product, and feel like, this speaker does not know much about our industry, he's just trying to wing it!

You want them to feel like they are listening to a friend who truly cares about them, but in addition, you want them to feel as if they've just interacted with an A-Player, who is a top – rate consultant. You want them to listen to you, be enthralled and go away seeing their lives and

businesses in a new light! You want them to be so pleased with your presentations and products that they'll invite you back, or buy more of your products, and even recommend you to others.

If you're a bit intimidated by the prospect of creating a product, you can jointly develop a product with someone who has developed several. You can come up with the concept and do the research, while the person handles the technical facets, and other areas that you might find challenging. So, you really have no excuse, you just have to think outside the box. Alternatively, you can outsource almost every facet of product development.

Before you release your products to the general public, you could have a small group of trusted friends and colleagues test them for you. You need people who are blunt and objective, who will tell you the truth. Based on their feedback, you can decide to go ahead and launch them, or take some time to improve them. Whatever you do, you need a large number of products, so that you can make more money, but, more importantly so that you can have passive income.

SELF-DEVELOPMENT

This particular section may seem self – evident and simple, but self – development is the most vital variable in the equation of success. Your success is hinged on you. You are responsible for everything that happens in your life, your development is a function of your capacity and health. So a process of continuous development will have a positive impact on your success as a

speaker. Outstanding speakers are perpetual students, you cannot stop learning. If you do, you'll stop growing.

In his classic, *The 7 Habits of Highly Effective People*, Dr. Stephen Covey, wrote about the vital importance of distinguishing between, production, and production capacity. Most of us are focused on production. You're busy giving talk all over the nation. You are developing myriad products. You are being interviewed on a constant basis, so you're doing well. You are making a ton of money. But do not neglect yourself. You are the golden goose that is laying all the lovely eggs. You need to take care of yourself. You need to develop your capacity so that you can keep producing more and more.

There are some people who stop learning once they graduate. Those kinds of people stagnate. They think they know, not realizing that they are missing out a lot. They do not appreciate the fact that stagnation will set in, and with stagnation comes decay and retrogression. So to be on top of your game, you need to have a holistic conception of what progress means. You cannot work yourself to death. You cannot be one-sided. You need to think of the physical, mental, spiritual and social facets of life. You need to ensure you're covering all those facets.

You need to know your learning preferences – some people like structured learning and formal courses, some people would rather just pick up facts as they go. The important thing is not the approach, but its effectiveness. You ought to know, from past experience, the best mode for developing yourself. Some like doing things themselves on their own, while others like the

discipline that structured course provide. Do you need someone to push you? Do you need someone to hold you accountable? You may consider a coaching program, by one of the top speakers.

Whatever approach fits you best, you need an extensive library, a collection of books, CDs, workbooks, software. It is a vital investment, and the library should be an asset that is being developed on a regular basis. One of the heartwarming things about the age we live in, the era of technological advancements, is the fact that if you have internet access and the drive, you can find a plethora of courses online – some free, some you have to pay for, the beauty is there are so many things you can teach yourself, and you can even interact with coaches online.

As long as you're studying on a regular basis, it will impact your content and the amount of money you can make. Self –development is about making a continuous investment in yourself – constantly thinking about ways to get better in everything. There are so many books that can help you develop yourself fast. I have a list below, but, you can use Google to search for a more comprehensive list of self- help books. But I am convinced that if you buy, study, and carefully select the ideas you know are true and you apply them, then, within a short time, you'll take your speaking business to new unimaginable heights. Some of the books are available as free downloads. You can read reviews about each one online before you buy.

The following are great examples, which I recommend:

1. The 7 Habits of Highly Effective People
2. First Things First

3. Awaken The Giant Within
4. Acres of Diamonds
5. The Magic of Thinking Big
6. Think and Grow Rich
7. Unlimited Power
8. Money Talks
9. Speak and Grow Rich
10. Instant Income
11. The Science of Getting Rich
12. The Secret
13. Advanced Marketing Strategies
14. Secret of the Millionaire Mind
15. Internet Business Manifesto
16. How to Win Friends and Influence People
17. The Power of Positive Thinking
18. 80/20 Principle
19. Dig Your Well Before You're Thirsty
20. Smart Networking

One is not suggesting that you should take all that are in these books as Gospel truth, or that they are all applicable to your realities. As a mature person, you should be discriminatory, you should weigh and examine, and there would probably be things you do not agree with in some of the books, but the simple truth is that, self – development books offer myriad benefits, and are recommended by most top achievers. A few months back, Success Magazine came up with the

list of 25 books every successful person should have in his or her library - See Appendix 2. Paradise Books Service (A division of Paradise Bookshops) recently came out with a list of the top 150 greatest books of all time – See Appendix 3.

BUILD A TEAM

As you grow, you will reach a point where you'd realize that you can no longer do it alone. You need other people's help to actualize your vision. In truth, if you look at any successful business, it is usually made up of several people. Your growth will be limited if you decide to continue as a lone ranger.

But you must carefully select your team. You must take your time to search for people who are not only talented and skilled, but those who are honest and dedicated -- those with the right mindset and culture that is success driven. With a team in place, everything can be accelerated, each member can have clearly defined areas that they are expected to handle, while your job is to supervise and do most of the presentations.

Most of the top speakers have teams behind them. You see the array of products that they have, you see how tightly packed and demanding their speaking engagements are, and you'd know that their teams are one of their best kept secrets.

You might be wondering, but how can I afford a staff? You don't need a huge staff. What you need are reliable people who can work with you on a project by project basis, and who get paid that way, too. So, you're not burdened with the overhead of paying staff monthly.

The smart thing to do is to analyze all the work that needs to be done, to clearly specify what is required for each one, to document it, and then outsource it. You can also hire a virtual assistant, who will see to it that all these things are being done well, and are within the agreed timelines. The virtual assistant(s) may be the only permanent staff that you'll need.

In a previous chapter, we looked at some of the websites where you can easily get quality freelancers, at affordable rates. On the sites you will see the reviews and feedback from others who have used the services of these freelancers, there is usually an escrow arrangement, and there are no risks to using these freelancers. If you don't want to get involved in the nitty-gritty, you can use the services of outsourcing consultants, one of the best is www.replacemyself.com.

If your finances are pretty good and you want to go 'gung ho' with your speaking business you can build a permanent team of freelancers, excellent people you have screened and pre-selected, you can have an arrangement with them, they can be on 'call', so that whenever you have a project, you don't have to start worrying about selecting people afresh.

If you start outsourcing, your business could take flight, because you can now do so much, you are not limited to what you alone can achieve. You can get others to do what you're not skilled

at, or what you don't have time for. You can even get others to do what you are good at, while you concentrate on high – level activities like networking and marketing.

STRATEGIC MARKETING & NETWORKING

People are the most important assets; they are the most vital resource anyone can have. If you have the right people, you can achieve most of what you long for. Who do you know? Who knows you? Who are known by the people that you know? Marketing and networking can accelerate the growth of your speaking business, at a rate that will leave you astonished. You absolutely need to network with the best speakers, and the leaders in the industry you'd like to do business with. You need to network with your target markets and audience. You need to be engaged with marketing on a consistent basis. Since we have talked about networking extensively in other chapters, especially chapter 5, we dedicate this section to strategic marketing.

What is marketing? Marketing is educating your target audience, and positioning yourself as the best resource that will help them achieve their objectives. A lot of people confuse marketing and sales, but, they are not the same! Sales refer to directly persuading people to buy and to the delivery of the product or service. Marketing is more strategic and subtle, and incredibly powerful. Peter Drucker wrote: The aim of marketing is to make selling superfluous. It is a profound distinction that is worthy of reflection.

The simple truth is that even if you're the most talented speaker in the world, and you don't know the right people, then your growth will be seriously stunted. You will limit yourself. You may enjoy coming up with concepts, developing many speeches each month, and working in your study from morning to night. The truth is that if you're not relating with the right people, you will have a difficult time becoming a success.

Success is not merely about hard-work, or being intellectually savvy, it has a social component. You need others to achieve it. You need the right people. You need access to the movers and shakers – the leaders – the top guns. There are people who can give a call to some friend or colleague and your fortunes will be transformed.

You need to carefully, patiently and most importantly, strategically, cultivate the friendship of such people, and if you cannot reach them directly, you need to cultivate the friendship of those who can. Through such people you can become an 'overnight' success. It is not something you should rush into, you need to plan it.

For example, if there are people and/or organizations that you'd like to work within three years from now, do not wait till then, start learning about them today. Start building the foundation now. You also need the right mindset – focus on what you can do for other people. There is a natural law of reciprocity – when you do something for mature and well-adjusted people, they naturally feel like reciprocating, because they have a sense of equilibrium. As they say, when you move, heavens move.

These leaders take it as a given that you're an A-Player, that you're all about excellence. The last thing they wish to hear is for you to be introduced by them, only for them to learn later that you were mediocre. You can imagine what will happen afterwards.

Let's look at a practical example, imagine that you're not just interested in the corporate route. You want to work with international development agencies. What will you do? Don't just send a proposal! Ask all the people that you know if they know any top-shot, in such organizations.

Do extensive research about the organization and the problems they help alleviate. Become an expert in the area, then, write up a Report (sometimes called White Paper) that can help the leaders of such organizations do their work better; ask for an introduction, and when you meet the person, give them the Report, let them know you appreciate and respect the work they are doing and that you're privileged to be of help. Try and become friends, call or email once in a while. When it is time to send a proposal, do you think you're likely to be engaged?

The above is a guideline, not a rule. The underlying idea is to focus on what you can do for others, when it is time for you to ask them for a favour, they are more likely to help. You don't want to be seen as the person who is always bothering others, asking them to do things for you. You want people to be genuinely happy to see you, you want to be not only perceived but seen as a resource, as a solution-provider.

You should use all avenues you have for constantly marketing and networking, the more you do, the higher the odds of success. Be strategic, not desperate. Develop a comprehensive business plan for your speaking business. A plan that has been thoughtfully put together and that is a work based on in-depth research. So, that on any given day/week, you know what you should be doing to take your business to the next level.

You can network and implement your marketing online or offline. Both activities have no end, if you stop, you will have a business that is just okay or even mediocre. Marketing should be constantly on your mind. If you observe the TOP GUNS like Brian Tracy, Jack Canfield, Jay Abraham, to mention but three, you'd see that they are almost constantly marketing.

Almost all the top guns offer a lot of free publications online. Those publications are great examples of marketing. They are not selling anything, they are giving you a taste of their offerings, they are helping you with their knowledge, and they are gradually buying a part of your mind space. They are not dabblers, they are not opportunists, they are not hungry: they are strategic players! What do you think will happen to your business when you start emulating them? Think of Dan Sullivan. He has been at it since 1974, and today markets his Strategic Coaching Program (The 10X Coach For Entrepreneurs) in a unique combination with Joe Polish under the 10X Talk Weekly Broadcast. Joe Polish as you may know is the founder of Piranha Marketing and the man behind Genius Network whose membership boasts some of the biggest names out there, including Richard Branson. Annual membership fee is \$20,000 only, and you get to visit Neckar Island.

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BUILDING AND GROWING YOUR SPEAKING BUSINESS TO GLOBAL STATUS: WHAT YOU MUST KNOW

You're currently giving excellent speeches in your locale; you're becoming something of a famous speaker, a celebrity. You travel from state to state sharing your profoundly transformative messages. You now know from experience, that one of the most important things for you to do on a consistent basis is **to generate first – class content**. It is fundamental. It is the foundation of your business, because when you really look at it, when you try to answer the question: which business are you in? You'd discover that you are in the **information marketing business**.

Think about it, as a speaker, you're essentially selling information, ensuring that the information is the best and is of value to your listeners. In this chapter, our concern is how to move to a more demanding and highly lucrative level --- How to develop a global speaking business. Are you not excited? On a level you know only the best speakers can achieve global status. Are you prepared to put in all that is required to be one of the best? The rewards are immense.

You're now a national figure! The other day, your friend told you, that she saw you on television. A few days ago, a reporter from one of the best newspapers in your city, called to say he'd like to interview you. Your name is becoming a powerful, magnetic and respected brand in the country. You look back; it was only a few years ago, that you decided to be a speaker. Some of the mountains you envisaged turned out to be molehills, and some of the molehills turned out to be mountains. But through it all you've been persistent. It's been an incredible journey. You've learnt so much, and you're growing as a professional and a person of influence.

But, you're an A-Player, so you're never satisfied – you're like Oliver Twist – you want more, you want to play on the global stage. You want to impact myriads. Becoming a **global brand** comes with many impressive benefits: fans, fame, fortune. And needless to say, a fat bank account, and a highly enviable network. So, how can you be a global speaker? Before we go into the 'how', what do we really mean when we say becoming a global speaker?

When we say go global? What do we really mean? It means having a global reach. It means being an international player. You're not just restricted to a small pond. You're free to swim in

the ocean. You can join those at the top of the food chain – you can reach a point where you're not just surviving, but you're actually thriving, you're being the best you can be. You have the Oprah mystique.

On a practical level, it means **you can deliver your presentations to people in different parts of the globe**. If this means physically travelling to such places, then it must be done. But in the age of digital and mobile platforms, going global must be heavily skewed toward leveraging appropriate technology. What Alan Weiss and Chad Barr refer to as a Million Dollar Web Presence. We will explore how in some detail later.

How can you do that? What are the mindset, skills and techniques that can accelerate your dream of becoming world-famous? What kind of strategies do you need? What kinds of resources do you need?

We will go into details and offer references, thus, this chapter is not going to be some conceptual, abstract essay, but it will be filled with specific actionable things that you can easily implement. As we go along, let me quickly give you two ideas.

One of the easiest and the best ways to leverage technology is by having professionally recorded videos of your presentations. You can upload same to **YouTube**, and if they are of great quality, they will gradually go viral; you gradually become world- famous. You can also think of a subject/theme/ title that is riveting and of global relevance.

You can take permission from www.ted.com (an organization, which promotes some of the best presentations in the world), you can organize the event and upload it to www.ted.com. A speaker whose work is already archived there can use that as a springboard to the big league.

What kind of structure, mind-set and skills-set would enable you join the top dogs? Before we get started, I'd like you to pay attention to two keywords in the title of this chapter: **SPEAKING BUSINESS**. So, the speaking facet is not enough, you need to add the business dimension; you need to be entrepreneurial, to get to the big league.

It's a business, not a hobby. So virtually everything we'd explore in this section relates to effective business **building strategies**. We will cover a lot of ground. I want to believe that you have a specialty – that your brand is clearly defined. You can do well, as a generalist, but most global speakers are specialists.

Think of speakers like Jack Canfield (an expert on success) or Anthony Robbins (the guru of peak performance), think of T Harv Eker (the millionaire maker), you can see that most have a niche; they are masters of some particular domains.

After reading this chapter, you'd come away with confidence and actionable strategies? What are these strategies?

They include:

1. Mindset programming

2. Branding
3. Team of full time or part-time staff
4. Business systems
5. Cash flow management
6. Business plan development
7. Leveraging technology
8. Publishing (e books and traditional books)
9. Networking
10. Joint Ventures (JVs)
11. Mentoring
12. Events
13. Translators and translating software
14. Product Launches

Let's start from the most important facet: your mind - set.

INSIDE THE MIND OF GLOBAL ACHIEVERS

You hold this book in your hand, or maybe you're reading the mobile or digital version, but do really think of the simple, yet profound fact, that this book, was at a point, just an idea in the author's mind!

Yes, it was a simple idea...gradually with focus and tenacity it grew into something tangible. It's the same principle that great achievers employ. Your mind-set is critical to becoming a global speaker. A global speaker is someone who thinks big, someone who wants to make an extraordinary impact. I want to believe that you already know much of what I am saying on the power of mindset, but it is so powerful that it is worth repeating.

The recognition that ideation is the root; the foundation of achievement, is a universal principle of success. It is tempting and easy to dismiss this part, but, in the opinion of many experts, **it is the most vital**. Success starts from the inside. Some experts believe that even if you are a hard-worker, even if you're highly skilled...if you don't have the right mind-set, then you won't achieve much. But if you're inspired, if you're truly motivated, even life itself will come to your aid. So, give your mind a free rein, let it play around like a child on vacation, with no cares, no sense of limits. Let it give form to your wishes and longings. Feel free to think of what kind of global speaker you'd like to be.

Study great achievers, buy and read the biographies of great men, watch movies about great leaders and achievers, listen to uplifting music. On a tangible and subtle level you'd be programming your mind for success. If other men can achieve greatness, why won't you?

In the first chapter, you read about men like Brian Tracy, Anthony Robbins, and Jack Canfield, Alan Weiss... They all had humble beginnings, but through the power of their volition, they built global speaking businesses. They often travel the world, to different countries, speaking to

thousands. They have also written several books which spread their messages and serve as another complementary and highly lucrative income stream.

So, you need to constantly nourish your mind with inspiring messages, and you should never stop believing that being a global speaker is doable. Books, podcasts, CDs, seminars and other media for accessing enriching information should be your companions.

BRAND POWER

Do you know that the *Coca Cola* brand is more valuable than all its tangible assets? Branding is a subtle, but incredibly vital part of any business. It is essentially about the image and reputation of a person or business?

What comes to your mind when you hear or read about TuFace? What comes to your mind when you hear or read about Jim Reeves or Ludwig Van Beethoven? They are all musicians of note, of international status. They call forth different images in our minds. It could be positive or negative; it could be light or dark. Whatever it is, it is vital, and must be nurtured and cultivated.

Two of the three musicians have passed on, but their works are still here, attracting and being paid for by people who connect to their brand, for what they stood for? What do you stand for? What do people think of when they hear your name or the name of your business? You need to carefully plan how you want your brand to be perceived.

You need world-class designs for everything related to your business – your complimentary cards, your logo, your website, letterhead...Every time people come in contact with anything from your business, they are forming impressions, you need to manage their perceptions of you and your business.

In a sense, all businesses have brands, whether they are conscious of it or not. People are constantly forming impressions, what smart businesses do is proactively decide how they want to be perceived, they design the brand, in all its ramification, and constantly reinforce it, by ensuring that they meet and exceed the expectations of clients. If you pay more attention to brands, you'd see that those with the best brands are usually leaders in their domains. It is not an accident.

DREAM TEAM

As your business grows, as you aspire to playing on an international level, you'd discover that you need **leverage**, you need to harness the skills and competencies of others – you cannot do it all alone. You cannot. You have only 24 hours in a day, and even though you're energetic, brilliant and hard-working, the truth is that if you want to build something big, you will need to have a team.

You need to be careful about this though, it does not mean that you must have a full-time staff. But if you plan your activities and schedule them properly you can always have part-time staff

who will work with you, and that you pay on a project by project basis, so that you don't have to incur undue overheads, such as monthly staff salaries.

You need a 'staff plan'. You need to map out all the activities that you currently engage in, and those you'd need to engage in as you move on to the global stage. You need to go into details, so that you can end up with a list that captures everything. You can now break the list down into major categories, then you can decide what to do yourself, and what to delegate.

You also need to decide if you need a full time staff, or a part time staff that you just use on a project by project basis. You can leverage your network to have access to a pool of people who can work for you, or if you prefer having a virtual team. No matter the nature of the work you'd like to have done for you, be it writing, research, design, voice-over, you can get top-notch talent from any of these websites(and new ones are always popping up):

- www.odesk.com
- www.elance.com
- www.freelancer.com
- www.guru.com
- www.warriorforum.com
- www.fiverr.com

BUSINESS SYSTEMS

The next section is about business planning, that section would help you in addressing this part on business systems adequately. Why do you need business systems, let's look at it this way, as a

speaker, what do you really do? You give presentations. You give speeches. You'd agree that that alone is not enough to have a successful and sustainable business. In addition to this defining activity of public speaking, there are other functions that are very important. Functions such as marketing, accounting, taxation and regulatory matter come to mind.

When you have adequately planned your business, let's say how you'd like it to be in the next three to five years, then, you will easily be able to decide the kinds of business systems necessary. Preparing and delivering your presentations take time, but you must also be careful to ensure that you're constantly networking and marketing, so that you can bring in more clients into your marketing funnel and radar.

The business systems should be gradually documented, so that you won't have to spend too much time thinking about what to do in the future. Those working with you too will have a clear picture of how your business functions; it won't have the limiting hue of most 'one man' ventures.

CASH FLOW MANAGEMENT

There are two major factors that lead to the collapse of most businesses – cash flow and management skills. Making money is vital to the sustainability of any business, but managing the cash flow is a key aspect of great businesses. Most individuals and businesses get this wrong. It has led to the demise of many promising businesses.

Many business people assume that the fact that they can generate money also means that they can manage cash-flow. It does not necessarily follow. If you can combine both, then, you're fortunate.

Ideally, you should have an experienced accountant as part of your team. If you can afford the accountant full time, fine, if not, then, do on a part-time basis. A skilled accountant can help you plan your cash flow and advice on how to raise financing and how to invest surplus funds. You'll have to treat the business as a separate entity from you. You'll need to have a fixed remuneration, and not just spend all the funds, as if they are all meant for your personal expenses.

DO YOU HAVE A BUSINESS PLAN?

You must have heard the cliché before but it's all so true. Those who fail to plan, plan to fail. Are you planning? Entrepreneurial people are action oriented, they have so much they want to accomplish, and they'd rather just get on with it.

But would you start building a house without a plan? Would you go on vacation without planning for it? Your business is one of the most vital pillars in your life, don't you agree that it is a good thing to set aside the time to articulate your aspirations for it?

A - Level Players do not just wing it. They do not base their lives on chance. They do not leap before looking. They have clarity about what they want to achieve and they have a plan for attaining it. They know the importance of structure. They appreciate the fact that a person's life is essentially their making. It's true that there are many forces that impinge on our plans and lives; it is true that we cannot predict the future. A plan brings a degree of specificity that makes execution easier. A-Level Players know that there are certain facets of life that cannot be planned or controlled, so they focus their energies on what they can plan and control. Many facets of business can be controlled. Successful businesses are not accidents; they are planned and built according to the visions of the founders and managers as they grow.

A plan makes it more likely that you will be able to get to your destination. So we better embrace the planning process and make it an integral part of our lives. Remember the keywords: speaking **business**. If you're trying to raise financing for a business or if you associate with savvy business people, you would have heard them talking about a business plan.

A lot of people develop plans when they are seeking financing, seeing as there is hardly any sophisticated financier that would part with financing without seeing a business plan. But, the main purpose of a plan is not for financing, but to act as a blueprint that would help you achieve your business objectives.

There are standard business plan outlines and templates, most are based on best practices, but your business plan must be developed for your business. Thus, you are not to just copy or thoughtlessly follow a template. You need to develop a plan that fits your business.

What is it, and what are its advantages to you? What can you do, to develop one for your business? A business plan would help you in building and growing your speaking business to a global status.

Did you start your speaking business with a business plan? No? Well, not to worry. It's better late than never. A business plan enables you to have a structured way of approaching your business, it is not meant to be applied rigidly, ideally, you should revise it, maybe twice a year. You decide.

But it will help you answer the following questions:

- What are the major **objectives** for my speaking business?
- What are the **strategies** to be employed in order to achieve the objectives?
- What are the **strengths** and **weaknesses** of my business?
- What are the **opportunities** and **threats** relating to my business?
- What **resources** do we need?
- Who are **the most successful** in the industry and why?
- What kind of **people** do we need to work with you? (this is the most important factor which determines success)

I'm sure you're beginning to see that it is a valuable process – the business planning process. Let's look at an outline of a standard business plan, which would further reinforce our belief in the value of the process. You'd see how it covers virtually all the most vital parts of running a business.

BUSINESS PLAN OUTLINE

1.0 Executive Summary

1.1 Objectives

1.2 Mission

1.3 Keys to Success

2.0 Company Summary

2.1 Company Ownership

2.2 Company History (for ongoing companies) or Start-up Plan (for new companies)

2.3 Company Locations and Facilities

3.0 Products and Services

3.1 Product and Service Description

3.2 Competitive Comparison

3.3 Sales Literature

3.4 Sourcing and Fulfillment

3.5 Technology

3.6 Future Products and Services

4.0 Market Analysis Summary

4.1 Market Segmentation

4.2 Target Market Segment Strategy

4.2.1 Market Needs

4.2.2 Market Trends

4.2.3 Market Growth

4.3 Industry Analysis

4.3.1 Industry Participants

4.3.2 Distribution Patterns

4.3.3 Competition and Buying Patterns

4.3.4 Main Competitors

5.0 Strategy and Implementation Summary

5.1 Strategy Pyramids

5.2 Value Proposition

5.3 Competitive Edge

5.4 Marketing Strategy

5.4.1 Positioning Statements

5.4.2 Pricing Strategy

5.4.3 Promotion Strategy

5.4.4 Distribution Patterns

5.4.5 Marketing Programs

5.5 Sales Strategy

5.5.1 Sales Forecast

5.5.2 Sales Programs

5.6 Strategic Alliances

5.7 Milestones

6.0 Management Summary

6.1 Organizational Structure

6.2 Management Team

6.3 Management Team Gaps

6.4 Personnel Plan

7.0 Financial Plan

7.1 Important Assumptions

7.2 Key Financial Indicators

7.3 Break-even Analysis

7.4 Projected Profit and Loss

7.5 Projected Cash Flow

7.6 Projected Balance Sheet

7.7 Business Ratios

7.8 Long-term Plan

8.0 Appendix

Source of Outline: www.bplans.com

You don't have to write it in the order above. Write as you like, and then put it in the structure of the format above. The executive summary is usually written last, as its name implies, it is a summary meant for time-challenged executives, so it must capture the most important parts of the business plan.

It must be written in a very captivating way, especially if you're trying to use the business plan for raising financing. You may be tempted to think that you don't need a business plan since you're not thinking of raising finance. The truth is that the planning process is so helpful and is recommended by most successful entrepreneurs. The document helps you attain clarity, and once you have attained **clarity**, execution becomes relatively easy.

You can see from the structure above that a business plan would help greatly. The outline, on its own can even serve as a detailed checklist. Some of the section above may not apply to a speaking business, but most do.

Make it detailed, without it being excessive. The purpose of the plan would help you determine the volume. If you're giving it to bankers, investors or venture capitalists, then make it very detailed. If it's just a personal document, it may not be as detailed.

Remember what we said, that an outline is just a guide. You have to tweak it so that it fits your business. You can be innovative with the structure of your business plan, unless if you're seeking finance from banks and investors, then, I suggest that you stick to the standard format.

Putting a business plan entails conducting research, on the industry, on the competitive landscape, the regulatory framework, if any, and other vital factors you must know if you want a highly successful business. It is hard work, but it is worthwhile. And as we have said, you don't need to do it yourself.

Last, but not the least, is the **VISION** and **MISSION statement**. You need to define and clarify the reason why you're in the speaking business, and the impact you want to have. If you have a very strong reason why, you will have the motivation to do all that you should to make it a success.

The vision and the mission are like the invisible foundation, the spiritual element of your business. Even when you're going through challenges, when you recall the impact that you'd like to make, you're fired up again, your dream is rekindled.

LEVERAGING TECHNOLOGY AND OUTSOURCING

In the past, connecting with others in different parts of the world was a herculean task. One had to rely mainly on letters and telephones, and both were not very effective. International calls were expensive. If you wrote a letter you had to wait for weeks before you could get a response. But, today, **most people are literally a few clicks away!** You can use technology in creating content, in connecting with top guns, and for content delivery.

You can use Keyword Research software to check the themes/topics that you'd be speaking about, to check associated or similar keywords and the number of people, who are interested in such topics, even the country where they are resident.

This is a scientific approach to addressing the most important facet of the business: **content generation**. If you know even before creating the content, that it is something that is likely to be popular, something that is likely to go viral, then, you're more than motivated to put in your best. The research phase is key, thus it needs to be stressed.

Your growth might be limited if you just decide to talk about what you like. You need to constantly conduct research, such that you know about the most vital issues in your area(s) of specialization. If you get this facet right, then content creation is relatively easy. We have spoken about the research phase in a previous chapter.

Remember that we're exploring the business side of the speaking business, thus, you need to use leverage – for example, by **outsourcing** a large chunk of your work. You can outsource:

- Research
- Content creation
- Preparation of your power points and videos
- Uploading e-books and videos
- Preparation of webinars
- Events management

The truth is almost everything can be outsourced in this age. You can achieve more, your efforts are multiplied, and you can hire an assistant (in person or virtual) to help you oversee this projects so that you don't get caught in micro-managing.

One of the ways through which technologically savvy speakers are making money through technology is by having automated webinars. There are dedicated software for creating and hosting webinars.

You can have free ones and paid ones. Coupled with payment processors, you can have a system that requires low or no maintenance. You can create a lot of webinars, so that multiple streams can come in. The beauty of automated webinars is the fact that after a while you can start generating passive income.

The following are some of the technological systems that you can use to improve your business: Skype, Autoresponders, Forums and **Dragon Naturally speaking**. The last item, Dragon Naturally speaking, is a speech recognition software. You can use it to speed up the speech writing phase. As you speak, the software will type your words. You can focus on your idea, you just speak at your pace, and then sit down later to edit what has been captured.

We live in the age of **apps (applications)**, an era where there are apps for **almost** everything. So if you're faced with a task that you think ought to be easier, you only need to use Google, to search, you'd be shocked or pleasantly surprised to discover that someone or a smart company may already have created apps for the task.

Google Docs, for example, provides you with apps for word processing, spreadsheet, and presentations, and the beauty of it, is that the apps are web based! You can store your most vital files there, knowing that you can access them anywhere there is internet access.

PUBLISHING

There is a direct correlation between fame and fortune. The more people know you, the more the possibility that you will earn more money. When people know you, they are more confident of your abilities, and they are more likely to pay you for your products and services. Think Seth Godin, one of the most prolific bloggers.

Your audience is already familiar with you, even if they have not seen or physically interacted with you. That is one of the reasons, why most of the gurus online give away a lot of high-quality, but free publications. They are using these publications to buy a slice of our minds.

These publications give us a taste of their offerings, and we're thus emboldened to try out and pay for their more expensive packages. Once we taste the free or inexpensive publications, and they speak to some issues in our lives, we are more inclined to check out anything these gurus offer in the future.

Publishing books on themes related to your speaking is **an incredibly powerful positioning strategy**. Even if people cannot afford to attend your presentations, they may be able to buy your book, or download an mp3 recoding of some of your speeches and thus have a little taste of your expertise, after which they may be more inclined to pay for your speeches.

If you look at the top global speakers, you'll see that virtually all are also 'writers'. Anthony Robbins, Jack Canfield, Mark Victor Hansen, T Harv Eker, Brian Tracy, Brendon Burchard and others. They charge huge fees from speaking. But when they were just starting out, they were not making much from their books, but the books were marketing them and their abilities, and after a while, they started making huge money from both writing and speaking and both activities became highly complementary.

The idea of writing a book may seem daunting, but it does not have to be a tome. You can start with relatively small books, and graduate to bigger books. In truth, you may not even start with

books, you can start with articles in respected journals and magazines, and you can start with a blog. If the truth may be told, what you get from your book depends on the content (value) and the size of the book.

Most web savvy people in this age have blogs, and some eventually convert some of the content of their blogs into books. You can write twice or thrice on your blog each week. If you're diligent, after a while, you'd accumulate a lot of content that you can use to position yourself as an authority in your field. Seth Godin who already had books like Purple Cow and Permission Marketing has capitalized on the internet and blogging to become the de-facto global authority on marketing.

We live in an information age, an era where those who know how to package and sell information in interesting ways can reap untold fortunes. Having books, newsletters, blogs ... in your name will greatly and positively impact your speaking business. You can write them yourself or outsource. The public do not care if they were authored by you – what is vital is the quality, they must be A-Level material, they must be world- class!

NETWORKING

We have talked about networking many times in this book. Life is a web, it is about connections. This idea of the world being a web is a universal one – the science of ecology validates it. The saying: **no man is an island**, reflects the profound truth that we need each other in attaining our dreams.

There is no one who has ever achieved anything great, who did it alone. We need other people to be able to achieve our aspirations. It does not matter how brilliant or materially endowed we are, we need other people.

The truth is, some individuals are so connected with the movers and shakers that they have the ability to change other people's fate by a single introduction or even a phone call. Imagine if you've been trying to secure a speaking contract in a blue-chip company for years. You've sent several proposals. You've spoken to the manager in charge of training, and he has promised that he'll see what he can do, but nothing so far. Imagine if you were to meet the CEO of the company, at one of the Rotary Club meetings, where you've been invited to speak free of charge.

After your speech, many congratulated you, including the CEO. It turns out that the CEO is one of the key officers of the club, and he invited you to speak again, and again at the club. How do you think that relationship would ultimately impact your proposal at his company?

Great connections can happen almost anywhere, thus, you must be well-dressed at all times, and have your complimentary cards with you. But most likely, you will make great connections at certain places, which you have to deliberately cultivate.

Places of worship, high-level clubs (like Toastmasters, NSA, Lions, Rotary), seminars, workshops, top business schools, humanitarian societies are some of the excellent places where you can meet and network with those who have the connection and power to have a positive impact on your life.

It is vital to stress once again the kind of mindset that is ideal for networking. Do not see networking merely as a means to advancing yourself, that approach is immature and limiting. Life is give and take. You, too, ought to be pro-actively connecting others to people who can help them, and in return, you'd be surprised at how many people would be giving you connections that could change your fortunes. For more on networking, get the books *Who's Got Your Back*, and *Never Eat Alone*.

What we put into life comes back to us, multiplied. So think of networking as an opportunity to enrich others, as a means of sharing your own contacts with those who are worthy, and within a short time, your business would be positively transformed.

Social media sites are also incredible platforms for connecting. The most popular sites for professionals is www.linkedin.com others include www.facebook.com www.twitter.com and there are many others. You can use them to share your expertise, to ask questions from top professionals and others whose opinion you respect, and connect with the best in your field.

You want to be very careful with online platforms, because the content there can easily go **viral**. Granted, you can delete content you don't like, but it is quite possible that a lot of people would have read it, and if it is something very negative, the damage would have been done.

If you carefully cultivate and nurture your brand, you can even get speaking contracts off of your social media pages --- one of the most powerful things about social media is the interactive nature. You can post part of your publications on your site. You can upload recordings of your speeches. You can even use your page to conduct polls and surveys – to ask your audience questions, to gauge others about their perception of your work.

Through these sites, you can easily seek out and connect with the top global speakers. Start with friendship; you cannot just go straight to making requests that would probably put off most people. A lot of connections are made online, on social media platforms, so they are definitely a resource for the discerning speaker.

JOINT VENTURES AND MENTORING

There are established speakers who are open to collaborations with upcoming speakers. So if you can do the legwork, if you can do most of the work, there are famous global speakers whose brand equity you can leverage. Joint ventures are really about **synergy**, about partnerships that bring more for both parties. What both can achieve is usually more than they can achieve alone.

Some may not be ready for a full joint venture arrangement, but, they will be willing to endorse you. A joint venture arrangement in this case, is when you and a top speaker agree to collaborate

on a speech. Imagine if you and Brian Tracy were to deliver a presentation, how would that impact your brand and fortune?

Some top speakers have mentoring programs that can help in accelerating upcoming speakers. A mentor has the competencies, the network and the mind-set to accelerate your programs. Through these mentoring programs they will teach you all that you need to reach the top. They will even introduce you to their closely guarded secrets and network. Once you have gone through their training, then you have the skills and mindset to duplicate their success, and put your own unique twist on what you've been privileged to learn.

You may think that some of the mentoring programs are a bit pricey, but if you have done your due diligence, they are really good investments. You can become a global speaker by doing it on your own, by exerting yourself without consulting anyone, without using the experiences that have been gathered by others. But do you really think that is a wise choice? You will cut your learning curve by jumping unto a coaching program and becoming a member of the "inner circle."

TRANSLATIONS INTO MAJOR LANGUAGES

You have heard it said before, business is a numbers' game – the more people who can buy your products, the more the possibility that you'll make a lot of money. Remember, the intention is to have a **global reach**. One of the best things about the internet is that if it is properly used, you can be reaching people in different corners of the world.

You will recall that we explored the fact that a lot of speakers, now leverage webinars. Webinars are huge because they are relatively inexpensive to create and host and they can be automated. The same with mp3 recordings of your speeches, you can have a dedicated website for selling your webinars and mp3s or you can use www.amazon.com. A smart way to skyrocket your income is to engage translators and voice-over artists who can help you translate your webinars into the major languages so that people from different parts of the world can buy. Assuming you have just 10 products and you are able to repurpose them into different media and formats (CDs, MP3, MP4, E-books, Epub, Mobi, PDF) and in different languages (Mandarin, French, Spanish, Portuguese, Arabic, Hindi). This is what scaling is all about and the basis for explosive wealth.

9

STOP TO LEARN: RESOURCES TO MOVE YOU FROM A VIRTUAL UNKNOWN TO THE TOP RANKS

Life at the Top of the Food chain

Some people are a bit intimidated, when they think of the top speakers in the world. They wonder if they can ever reach such lofty heights. Most of these top speakers are world- famous, multi-millionaires. They are extremely confident and lucid. They are smart and have an enviable network of clients. They command incredible fees, and generate colossal income annually!

But all of them were virtual unknowns at a point, they did not get to their position overnight, and they are not geniuses. They are regular people who had clarity about what they wanted, studied their craft and were tenacious. They are mortals like us. They were driven by their dreams of using their abilities and passions, as a vehicle, for positively impacting the world. Their fortunes are the bye-products of their impact and thought leadership.

When we think of successful people, and their attainments, at times, we focus on the effects (the fruits), we do not think of the causes (seeds), but without the seeds, there will be no fruits. Life is cause and effect, if we study and apply what we know. If we are not easily swayed by challenges, then, it is only a question of time, before we get to the top. They gradually worked their way up to the top, and if you read their stories, you'd discover that some were very ordinary people –who were determined and focused. Try, for example, to read about Brian Tracy and Anthony Robbins, and you'd be pleasantly surprised at their backgrounds, and where they are today.

If they can, you can. We will explore resources that can help, and suggest what to do with the resources. You can become a celebrity speaker without leveraging some or all of the resources you'll learn about, here. But that is not a smart thing to do, why would you want to make your path unnecessarily difficult? In fact, connecting with others, and using the vast resources of established professional bodies is a wise example of leverage. As individuals, we are limited, but by uniting with others; we can tap into synergistic benefits, our limitations are drastically reduced or even eliminated, and we become unstoppable!

The truth is that, it is becoming increasingly easier to be a celebrity speaker. We live in an information age, an era, where most people have a palpable desire for knowledge in various facets of life. It is a period where with a smart-phone, tablet or laptop, you can easily connect with people in different parts of the globe. Smart speakers provide this knowledge and make fortunes, to boot.

They are filling a need, and it follows, in accordance with the natural laws that they will meet with success. Deep inside you, you also know that you can get there. Whatever a man has achieved, there is nothing stopping another man from achieving the same. We are the architects of our fates.

A LUCRATIVE INDUSTRY

One of the most important considerations for evaluating any business is to look at the industry, actually, to study the industry. You'd discover facts, statistics, and personalities that will show you the prospect in the industry. For example, you'd know that above average speaker in the US makes about \$10,000 per speech and that there are top-speakers who make twice or even thrice that amount.

It is a very lucrative industry, where, in addition to the speakers' fee, smart speakers also earn **passive income** from the products they have created. In fact, one speaker, Chris Widener, whose average fee per speech is \$20,000, reported, how, he once made \$140,000 from the sale of his products at a single speaking engagement! Darren Hardy's standard fee is the neighbourhood of \$25,000 per speech. There are also speakers who make tons of money from automated webinars -- they leverage technology, to reach thousands of people and make fortunes. So, you can already see that from one business, you can have multiple-income streams.

A GLOBAL VILLAGE

In truth, the world has become a global village, through the wonders of information and communications technology, it is relatively easy to quickly get to the top-ranks. Now that we are clear about our objective and the possibility of its attainment, which resources are available that can make the process a lot easier?

You know how vital networking is; the resources we're exploring in this chapter are suitable for the aspiring speaker and the established speaker, so no matter where you currently are, you'd find invaluable resources that will fast-track you to the top.

RESOURCES TO SPEAKING RICHES

The following are some of the best organizations for speakers:

- Toastmasters International
- Accredited Speaker Program (from Toastmasters International)
- National Speakers Association (NSA)
- Certified Speaking Professional (from NSA)
- Global Speakers Federation (formerly International Federation For Professional Speakers)

Let's briefly look at what some of the resources above represent. The content is taken directly from the websites of a few of the respective bodies. They are arenas for learning, sharing and growing.

CSP—Certified Speaking Professional

The Certified Speaking Professional (CSP) designation, conferred by the National Speakers Association and the International Federation for Professional Speakers, is the speaking profession's international measure of professional platform skill.

The CSP designation is earned through demonstrating competence in a combination of standards:

- Professional platform skills
- Professional business management
- Professional education
- Professional association

Speakers must be members of NSA or another IFFPS (now Global Speakers Federation) organization for at least three years and complete a rigorous application process to earn the CSP designation. You can access more information at <http://www.cspspeakers.org>

The National Speakers Association

The National Speakers Association (NSA) is the premier organization for professional speakers. Since 1973, NSA has provided the most comprehensive resources and education designed to advance the skills, integrity and value of its members and the speaking profession. Our thousands of members include experts who reach audiences as speakers, thought leaders, authors, consultants, coaches, trainers, educators, humorists, motivators & more. Every expert who uses the spoken word to present content to an audience for a fee belongs to NSA.

At the risk of stating the obvious, the foundation, is to ensure that you have an excellent mind-set, that you're committed to being the best you can be. When you start leveraging the resources mentioned above, it will only be a matter of time before you begin to shine and experience accelerated growth.

Two of the most vital tasks that you'd need to do on an ongoing basis is to develop awesome **content** and to engage in smart **marketing**. A great deal of strategic marketing is networking, thus, belonging to these organizations and ensuring that you're actively participating and relating with the top-dogs can quickly turn you into one of them. You want to craft impactful content, content that are unique, useful, and entertaining. You can access more information at www.nsaspeaker.org.

The Global Speakers Federation

The Global Speakers Federation (formerly International Federation For Professional Speakers) is a global framework for independent speaking organizations to collectively serve the interests of their individual members while advancing the professional speaking community worldwide. Growth and enhancement of the speaking profession is best served by continually enhancing the talent, ethics, and business acumen of individual practitioners. The Federation is a mechanism of affiliation through which independent associations for professional speakers around the world can serve these interests by providing members with greater access to professional education materials and access to one another's educational programs.

The GSF currently comprises of 10 independent speaker associations representing 13 nations and individuals from over 20 countries. You can access more information at www.globalspeakers.net

THE RIGHT WAY TO NETWORK

There is something important to know about networking: most people approach networking with a wrong mindset, they focus solely on what they want, it is better to approach the process with the idea of what you can do for others, you want to be known as the guy who helps others, the knowledgeable person, the problem-solver, the solution provider, not, the person who is constantly pestering others, asking them for favors! If you focus on helping others, when an opportunity arises, they will remember you. You will always come up in their minds.

TOASTMASTERS INTERNATIONAL

Toastmasters International is a world leader in communication and leadership development. On their website (www.toastmasters.org), TI says our membership is 313,000 strong. These members improve their speaking and leadership skills by attending one of the 14,650 clubs in 126 countries that make up our global network of meeting locations.

Membership in Toastmasters is one of the greatest investments you can make in yourself. At \$36 every six months (club dues may vary), it is also one of the most cost-effective skill-building tools available anywhere. In Nigeria, there are currently 28 clubs and growing. There are clubs in

Lagos, Abuja, Port Harcourt, Kaduna, Ibadan, Uyo (and more a springing up). (See more at www.toastmasters.org).

How Does It Work?

A Toastmasters meeting is a learn-by-doing workshop in which participants hone their speaking and leadership skills in a no-pressure atmosphere. There is no instructor in a Toastmasters meeting. Instead, members evaluate one another's presentations. This feedback process is a key part of the program's success.

Meeting participants also give impromptu speeches on assigned topics, conduct meetings and develop skills related to timekeeping, grammar and parliamentary procedure.

Members learn communication skills by working in the Competent Communication manual, a series of 10 self-paced speaking assignments designed to instil a basic foundation in public speaking.

The next steps

The content above is from the websites of the respective organizations. The best thing to do is to block off a weekend, and explore all these top speaking organizations, through their content rich websites.

The resources mentioned above are not exhaustive, in fact, as a smart speaker, you should be creative and proactive. You should be constantly scanning your environment to identify other resources that could accelerate your progress. For example, apart from organizations dedicated to speakers, there are powerful clubs and associations where the movers and shakers in the society are members. It is smart investment to join these organizations, too, or what do you think? Like the chamber of commerce, Rotary Club, or your local Golf Club. Ensure you join with the desire to serve, not with the wish to merely receive. That is immature and short sighted. If you join these associations and you're known as a positive contributor, imagine what that would do for your reputation and bank account.

What are some of the key things you should do, before you can make good use of these resources? Ideally, you should ensure that you have a clearly defined niche, or focus, that would make it easier for you to market your offerings. Having a **specialty** is key. In fact, if you look closely, most of the top guns you are known for specific areas.

If you're a generalist, it might be a bit difficult to easily get to the top. The audience, the market, has specific needs, and would be more easily drawn to those who have the competencies and the

experience in such areas. It goes without saying that you should have top-notch content and an engaging manner of presenting.

If you have great content, if you are cultured, if you are perpetually learning and if you're actively contributing to the development of other people, it will be only a question of time before you find yourself, an unknown only a few years ago, on top of the world stage as a celebrity speaker!

Appendix 1

150 Books Selected By Paradise Books Service As A Must for Every Speaker's Library

	Leadership/Management/Business/ Strategy/Sales & Marketing/ Customer Service
1.	Management: Tasks, Responsibilities, Practices, by Peter F. Drucker
2.	Leadership is an Art, by Max DePree
3.	A Class with Drucker, by William A. Cohen
4.	The One Minute Manager, by Ken Blanchard
5.	The Practice of Management, by Peter F. Drucker

6.	The Effective Executive, by Peter F. Drucker
7.	The Effective Executive in Action, by Peter F. Drucker
8.	The Daily Drucker, by Peter Drucker
9.	Business: The Ultimate Resource, by Basic Books
10.	Liberation Management, by Tom Peters
11.	Built to Last by, Jim Collins
12.	Good to Great, by Jim Collins
13.	The Fifth Discipline, by Peter Senge
14.	The Profit Zone, by David J. Morrison
15.	The Six Sigma Leader, by Peter S. Pande
16.	Competing For The Future, by C. K. Prahalad
17.	Competitive Strategy, by Michael E. Porter
18.	Executive Resource Management, by Robert W. Barner
19.	The Tipping Point, by Malcolm Gladwell
20.	Out of The Crises, by W. Edward Deming
21.	Know-How, by Ram Charan
22.	The Innovators' Dilemma, by Clayton M. Christensen
23.	What Made Jack Welch Jack Welch, by Stephen H. Baum
24.	The Living Company, by Arie de Geus
25.	Good Strategy/Bad Strategy, by Richard Rumelt
26.	Movers & Shakers , Bloomsbury
27.	Management 21C, by Subir Chowdhury
28.	The World is Flat, by Thomas L. Friedman
29.	WINNING, by Jack Welch
30.	Organizing Genius, by Warren Bennis
31.	On Becoming a Leader, by Warren Bennis
32.	Swim With The Sharks Without Being Eaten Alive, by Harvey B. Mackay
33.	Strategic Leadership, Georgia Sorenson Ed.
34.	The E-Myth Revisited, by Michael E. Gerber
35.	The Giant of Sales, by Tom Sant
36.	The AMA Guide to Management Development, by Daniel R. Tobin
37.	Building A Winning Sales Force, by Andris A. Zoltners

38.	In Search of Excellence, by Tom Peters
39.	Bridges to the Customer's Heart, by Paul Uduk
40.	Emotional Intelligence, by Daniel Goleman
41.	Jack Welch and the 4E's of Leadership, by Jeffrey A. Krames
42.	NUTS!, by Kevin Freiberg
43.	The Fred Factor, by Mark Sanborn
44.	What Colour is Your Parachute, by Richard N. Boles
45.	Edison in the Boardroom, by Julie L. Davis
46.	Leading Change, by John P. Kotter
47.	World Class, by Rosabeth Moss Kantar
48.	The Ten Faces of Innovation, by Tom Kelly
49.	First Break All the Rules, by Marcus Buckingham
50.	The One Thing, by Marcus Buckingham
	Inspiration/Motivation/Self Help/Public Speaking/ Autobiography/Biography
51.	Chicken Soup for the Soul, by Jack Canfield & Mark Victor Hansen
52.	The 7 Habits of Highly Effective People, by Stephen Covey
53.	Words That Shook The World, by Richard Greene
54.	Awaken the Giant Within, by Anthony Robbins
55.	Unlimited Power, by Anthony Robbins
56.	The Success Principles, by Jack Canfield
57.	Inside Apple, by Adam Lashinsky
58.	What Makes the Great Great, by Dennis P. Kimbrow
59.	Dreams From My Father, by Barack Obama
60.	Trump: Think Big And Kick Ass, by Donald P. Trump
61.	University of Success, by Og Mandino
62.	Your Best Life Now, by Joel Osteen
63.	As The Future Catches You, by Juan Enriquez
64.	The Presentation Secrets of Steve Jobs, by Carmine Gallo
65.	Gifted Hands, by Ben Carson
66.	Rich Dad/Poor Dad, by Robert Kiyosaki
67.	Think Big, by Ben Carson
68.	Made to Stick, by Chip Heath

69.	The Secret, by Rhonda Byrne
70.	The Power of Intention, by Dr. Wayne W. Dyer
71.	10 Secrets for Success and Inner Peace, by Dr. Wayne W. Dyer
72.	The Audacity of Hope, by Barack Obama
73.	Excuses Begone, by Dr. Wayne W. Dyer
74.	Manifest Your Destiny, by Dr. Wayne W. Dyer
75.	Wisdom of the Ages, by Dr. Wayne W. Dyer
76.	Dig Your Well Before You're Thirsty, by Harvey B. Mackay
77.	The Man Time Forgot, by Isaiah Wilner
78.	Your Erroneous Zones, by Dr. Wayne W. Dyer
79.	An Invented Life, by Warren Bennis
80.	Succeeding Against the Odds, by John H. Johnson
81.	The Crusader: Donald Reagan & The Fall of Communism, by Paul Kengor
82.	My American Journey, by Colin Powell
83.	The Power of Vision: Insights on Tony Elumelu, by Tony Elumelu et. Al.
84.	Partnership-The Making of Goldman Sachs, by Charles D. Ellis
85.	Mind is the Master, by James Allen (The Complete Works, Including As A Man Thinketh)
86.	Kennedy, by Ted Sorensen
87.	From Third World to First, by Lee Kwan Yew
88.	Steve Jobs, by Walter Isaacson
89.	Influencer, by David Maxfield
90.	The 48 Laws of Power, by Robert Greene
91.	EXTRAORDINARY, Ordinary People, by Condoleezza Rice
92.	The Google Story, by David A. Vise
93.	The Global Me, by G. Pascal Zachary
94.	Bill Clinton, by Nigel Hamilton
95.	How to Make The Rest of Your Life The Best of Your Life, by Art Linkletter
96.	The Monk Who Sold His Ferrari, by Robin Sharma
97.	Make It Count: How to Generate a Legacy That Gives Meaning to Your Life, by John Kotre
98.	How to Rule The World From Your Couch, by Laura Day
99.	The Answer, by John Assaraf
100.	The Snowball: Warren Buffet and The Business of Life, by Alice Schroeder

	Classics/Wealth/Investing/Religion
101.	How to Win Friends and Influence People, by Dale Carnegie
102.	Think and Grow Rich, by Napoleon Hill
103.	Outwitting the Devil, by Napoleon Hill
104.	The Richest Man in Babylon, by George S. Clason
105.	The Art of the Deal, by Donald Trump
106.	The Millionaire Next Door, by Thomas J. Stanley
107.	The Road Less Travelled, by M. Scott Peck
108.	Creating a World Without Poverty, by Muhammad Yunus
109.	The Only Three Questions That Count, by Ken Fisher
110.	Start Small, Finish Big, by Fred DeLuca
111.	Crime and Punishment, by Fyodor Dostoevsky
112.	Instant Income, by Janet Switzer
113.	Internet Riches, by Scott Fox
114.	How I Made My First \$1Million On the Internet, by Ewen Chia
115.	You're Broke Because You Want to Be, by Larry Winget
116.	All The Money in the World, by Peter W. Bernstein
117.	The Complete Works of Shakespeare, by David Bevington
118.	The New Science of Getting Rich, by Wallace D. Wattles
119.	Common Stocks and Uncommon Profits, by Philip A. Fisher
120.	The Warren Buffet Way, by Robert G. Hagstrom
121.	One Up on Wall Street, by Peter Lynch
122.	The Black Swan, by Nassim Nicholas Taleb
123.	Anna Karenina, by Leo Tolstoy
124.	Gone With The Wind, by Barbara Taylor Bradford
125.	Go Tell it to the Mountain, by James Baldwin
126.	The Sound and The Fury, by William Faulkner
127.	Les Miserables, by Victor Hugo
128.	Brave New World, by Aldous Huxley
129.	The Great Gatsby, by F. Scott Fitzgerald
130.	Ulysses, by James Joyce
131.	Catch 22, by Joseph Heller

132.	1984, by George Orwell
133.	Things Fall Apart, by Chinua Achebe
134.	Roots, by Alex Haley
135.	Return to Glory-The Powerful Stirring of the Black Race, by Joel Freeman
136.	The Bhagavad Gita, by W. J. Johnson
137.	Sayings of the Buddha, by Rupert Gethin
138.	On Christian Teaching, by St. Augustine
139.	Half-Time, by Bob Buford
140.	The Complete Works of Charles Dickens, by Charles Dickens
141.	Barbara Taylor Bradford, Three Complete Novels: Hold the Dream / To Be the Best / Act of Will, by Barbara Taylor Bradford
142.	The Complete Works of Alexander Eugene Onegin, by Alexander Pushkin
143.	Bernard Shaw Complete Plays with Preface, by George Bernard Shaw
144.	Complete Works of Mark Twain, by Mark Twain
145.	Complete Works of Anton Chekov, by Anton Chekov
146.	Complete Works of Aleksandr Solzhenitsyn, by Books LLC
147.	Complete Works of Maxim Gorky, by Maxim Gorky
148.	Complete Works of Boris Pasternak, by E. B. Pasternak and E. V. Pasternak
149.	Collected Works of Alexei Tolstoy in 6 Volumes, by Alexei Tolstoy
150.	Complete Works of Marina Tsvefaeva, by Marina Tsvefaeva

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Appendix 2

How to write a book or create a product in 5 simple steps even if you hate writing

Step One: Decide the theme

Step Two: Decide the Title (and Sub-title if necessary)

Step Three: Decide the number of chapters

Step Four: Decide the heading for each chapter and the chapter content (five max)

Step Five: Start writing

Get more at www.pauluduk.com/bookwritingclinic/

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Appendix 3

Get booked to speak tomorrow even if you hate speaking

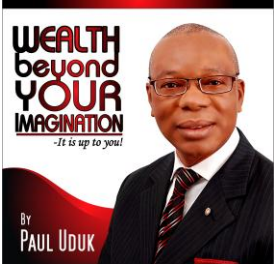
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Also By Paul Uduk

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	<p>The Gods of Quality Strike Back The Rise and Near <i>Fall</i> of an Iconic Bank, How it Flunked the Ultimate Test and Paid a Humiliating Price: The Unauthorised Story and Other Lessons on Excellence</p> <p>ISBN: 9781426972249 Paperback</p> <p>Beware, The Gods of Quality are no respecter of persons or institutions and will strike back without mercy at any institution that desecrates the</p>

	<p>hallowed chambers of Quality with impunity once their patience runs dry.</p> <p>In this entertaining thriller of a book, supported with facts, figures and statistics, the man who brought us the highly acclaimed Bridges to the Customer's Heart digs deep into recent history and reveals why one of the world's most iconic banks, founded in 1917, a scion of the prestigious Barclays Bank of England became a victim of the Gods' wrath. In <i>The Gods of Quality Strike Back</i>, you will feel the excitement of the author's efforts, the agony of being stopped in his tracks as he sought to alert the management of the Big Three of his research findings, and finally the drama of The Gods devastating strike. In the end, you come away ready to take your game, be it personal, institutional or business to the next level knowing the Gods are watching.</p>
	<p>Wealth Beyond Your Imagination – It's Up to You!</p> <p>ASIN: B00UB3KBJG Audio and EBook</p> <p>Mother Theresa didn't have much material possessions, yet she is revered the world over as a Saint of the Roman Catholic Church. So there is more to success. Success is a continuum that extends from a series of individual achievements to significance and finally to legacy. In this thought provoking audio book, author Paul Uduk shows you the basic steps you can take to achieve lasting success in the journey of life.</p>

	<p>Spring Flowers The Nineteen Moments of Spring that Ignite Your Passion and Fire Your Dreams</p> <p>ASIN: B017FB7YYG</p> <p>Spring Flowers will awe, inspire and provoke you to action, whether you are a Toastmaster seeking a jab of adrenaline to spring to action, or a non-member looking for that <i>one thing</i> that can help you see life in all its spring glory. Renewal, rebirth and blossom are what Spring Flowers is all about.</p>
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