

# **The Step-by-Step System to Building Your Small Business**

**Helping small business owners around the world build  
successful, profitable and rewarding businesses**

## **Module 4 Create Your Marketing System**

### **Lesson 4B Speaking**

**Solutions and  
Direction for tomorrow's possibilities**

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## Introduction

Greetings!

Speaking can take on many forms, such as presentations, workshops, informal talks, brownbag lunches or even teleclasses. Such events can help you grow and sustain your business. You may find it possible to build a successful practice without speaking; but it is so powerfully effective, that I strongly encourage you to consider making it one of your marketing tools!

### In this lesson, you will learn:

- Specific reasons why speaking is so incredibly powerful.
- Who to target for potential speaking opportunities.
- Exactly how to approach these organizations.
- How to follow up to obtain more speaking engagements.
- How to conduct an effective talk.
- How to funnel people into Complimentary Consultations.

The focus here will be on speaking to associations and examples related to that. However, you can use these same methods for securing speaking engagements at companies, presenting talks to networking groups or conducting public seminars. The strategies remain the same!

Good luck, have fun and please email me to share your Speaking Success Stories!

Best regards,

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## Definition

I define speaking as any time you talk to an organization, association, company or any other group of people, typically for a low fee or perhaps none at all. Workshops, brownbag talks, presentations and teleclasses are all forms of speaking engagements and are opportunities to market to your *Who* and *What*.

### When speaking, your purpose is to:

- Share your knowledge.
- Provide value.
- Allow the audience to better understand you and what you offer.
- Invite them to consider hiring you.

Your goal is to deliver an excellent talk so effectively that people will want to register for a Complimentary Consultation with you, which will result in new clients. In addition to using speaking to get Comp Consults, it is a highly effective method of achieving other objectives, such as:

- Securing more speaking engagements.
- Meeting potential strategic alliance partners.
- Uncovering long-term consulting/service contracts.

And more. When you are in the front of the room and deliver a compelling, informative, value-rich talk, you open the door to unlimited possibilities!

## Benefits of Speaking

The main reason speaking is so effective relates to the concepts of “**experience and exposure.**” Instead of meeting one person at a time at a networking event, imagine speaking to a group of 50 people, all of whom are in your target market and want what you have to offer. Such an experience puts you in touch with many more potential clients at one time!

Furthermore, this type of exposure is far more powerful. You are considered an expert when you speak. First, you get to learn, and then you get to teach about what you do as a professional. You get to provide value and allow the audience to experience you as a powerful, knowledgeable, giving, caring person who can help them solve their problems.

Because speaking is such a powerful way to connect with others, spend some time thinking about why and how it helps you. The more you can personally feel and believe in the benefits, the more likely you are to take the action necessary to secure speaking engagements.

### **Increase Your Exposure**

The first reason speaking is so effective is because of the tremendous exposure to a group of people who want and need your service. Realize that exposure is everything. In general, assuming a professional is competent, the professional who meets the most prospects congruent with his/her target market and niche is the professional who will be most successful.

### **The Audience Experience with You**

Speaking is one of the most effective ways for potential clients to gain experience with you. It is important that your audience be congruent with your target market. When you speak, you want to be seen as a knowledgeable expert who can help your audience solve their problems and achieve specific results or benefits. When a well-crafted educational and inspirational talk is partnered with an offer for a Complimentary Consultation, you have a 1-2 combination that is unmatched by any other marketing strategy!

### **High Regard from Your Audience**

What is the #1 fear in the world? You got it. Public speaking! You hold people who speak in high regard, right? Most of us do because we know how hard it is.

So again, by virtue of speaking, you already have credibility and earn a bit of admiration from the audience! This puts you in a much stronger position that supports greater effectiveness than you might experience if you were meeting someone at a networking event, for example.

### **The Expert People Will Hire—You!**

Speakers are generally viewed as experts on the topics about which they speak. While this certainly varies from speaker to speaker, the very fact that you are in the front of the room sets you apart from those who are listening. What a tremendous way to gain instant credibility! You have a captive audience who, before you even begin your talk, is looking to you for insight, guidance, knowledge and direction.

As long as you deliver a good talk and develop a connection with the audience, you can position yourself and your service as the possible “solution” to their “problem.”

## Build Your Database

Speaking allows you to build your database of prospective clients. Every time you speak, you should aim to get 50%-70% of the audience to subscribe to your electronic newsletter/ezine. Once they are on your newsletter list, you can start building a relationship with them. Over time, your subscribers become clients! (See Lesson 4G on ezines for more details)

## How to Obtain Speaking Engagements

The process described here is for securing opportunities to give free talks. I use delivering a presentation to a professional association as the example. Remember, you need not limit yourself to these groups! This same process works to acquire other types of speaking engagements, such as to businesses and corporations. You can also use these guidelines for your own workshops, seminars and teleclasses.

### Step 1 Identify Potential Audiences

For the best results, focus on finding speaking engagements where you can speak to your *Who* about your *What*. In other words, you want **the audience to match your target market** as closely as possible. And your **topic should be about what it is that you do—your niche**.

For example, if you are a life coach who helps women rebuild their lives after divorce, which is a better audience—a Parents Without Partners group or the local Chamber of Commerce?

Or look at the business coach who specializes in helping self-employed professionals attract more clients. Which is the more powerful group to speak to—a Rotary organization or the National Association of Independent Financial Planners?

Below is an excerpt of a letter received from a client. It identifies the power of identifying your potential audience.

#### **Example:**

Here are my statistics on using speaking to market my coaching business:

I've spoken at about 15 Rotary-like clubs over the last 5 months, with attendance in the 8 to 35 range. From those gigs, I got only a handful of comp consults. I think the combination of a poor enrollment technique and not being clear on my target market were the reasons.

This week, I did a 1-hour presentation to a group of people seeking jobs in middle to upper management. This IS my target market. Out of 13 there, 7 requested comp consults.

## Step 2 Outline Your Talk

Notice I say outline your talk. That is all you want to do for now. If you already have set presentations, GREAT! Good for you! If not, don't worry about it yet. Right now, just focus on creating an outline for your talk, so that you can use the outline as talking points as you work to book your engagements.

The outline of your talk is crafted from a combination of your *What* and *How*. The topic of your talk should be about what you do for people (the results/benefits they receive, and/or problems it solves), and the body of your talk is a component of your *How* (your unique service proposition).

### ***Ready—Aim—Fire Approach***

Now, there are numerous ways to learn how to create and deliver a truly effective, dynamic, powerful talk. I am a fan of the “Ready-Aim-Fire” approach! I recommend that you do not spend hours and hours and hours crafting an eloquent, professional speech. I am a believer in ACTION.

If you try to perfect a talk before you even get an engagement, you may never take the action necessary to get one! Outline your talk in enough detail so that you have the confidence to begin contacting organizations. Once you schedule an engagement, then you can develop your talk more fully!

### ***Foundational Talk***

I recommend you begin with one “foundational talk.” This is your “purest” talk, the one that you most want to give. It is a good fit for your *Who* and *What*. It is clear, simple, yet still delivers impact. Ideally, your foundational talk should be easy to tailor for a particular group. You can always present new topics or add more sections later as you gain confidence, knowledge and experience.

Begin with these 3 key elements:

#### ***1. Title***

An effective title should be concise, interesting and compelling. It needs to describe what you will be speaking about and be relevant to your audience. A very effective way to manage this is to describe the benefit or result they will get or the problem that you will be addressing.

#### ***2. Subtitle***

A subtitle allows you to further clarify and describe your topic. Some of the easiest and most effective subtitles begin with “How To”. Do you see the way your *How* (your



unique service proposition) fits in here? Virtually each step of your *How* could be part of the outline of a talk. See “Lesson 2B: Create Your *How*” for more information.

### 3. Key Points/Body

Make a list of 3-5 results/benefits your audience will receive from listening to your talk. They can be the same or similar to your *What*. No need to reinvent the wheel.

#### **Examples:**

- a. A foundational talk for a business consultant who helps small business owners market and sell more effectively:

#### **Be a Magnet!**

##### *Attract More Clients Without Lowering Your Fees*

In this informative and action-packed talk, you will learn:

- Three secrets to effortlessly attract more clients to your business.
- Why 80% of small businesses fail, and how to insure you succeed.
- How to increase your fees without losing a single client.
- How to handle objections and close the sale more often.

- b. A foundational talk for a psychotherapist who specializes in helping parents with demanding jobs find and enjoy more quality time with their families and themselves:

#### **Find Time for What’s Important!**

##### *How to Balance the Demands of Your Job and Your Life*

In this thought provoking session, you will learn:

- That achieving work/life balance is actually possible.
- The 3 simple things to do right now to *gain* a minimum of 2 extra hours each week.
- 10 communication approaches that enable you to use the time you *do* have to make your relationships with your spouse and children more fulfilling and rewarding.
- How to resolve inner conflicts and become your own best ally in life.
- And much more!

### Step 3 Research Possible Organizations

One of the best resources is available at the most-often-forgotten-source of information, your public library!

The *Encyclopedia of Associations* is an amazing three-volume set of books that lists over 25,000 international associations! Yes! That's right! While it may initially appear overwhelming in size and scope, these books are surprisingly easy to navigate.

You can choose from seven major categories, such as business, education, civic associations. Each category has subcategories to make research even easier. For example, subcategories for the business heading include financial planning, accounting, law, small business, consulting among others.

In addition, they are divided by region, state and city, so you can focus on local organizations or determine if a national association has local chapters.

Use the *Encyclopedia of Associations* to research associations you can contact about speaking opportunities. Write down the contact information, especially the web address, then go home and visit the websites. Many of the associations will have local chapters within a 30-60 square-mile radius of your home, depending on where you live. If they do not have a local chapter, contact their national headquarters and offer to do a teleclass!

#### **More Research!**

The associations directory is not the only resource out there, but it is a great place to start! Once you begin, it will spur your creativity to do other research. You will be amazed at what you find by typing in key words on an Internet search or contacting colleges, universities, business and trade schools, for example!

#### **Keys to Success**

Success in this area takes "good ol'-fashioned elbow grease." You roll up your sleeves, research the organizations that are appropriate for you, visit their websites and contact them. What often separates the winners from the losers, in my opinion, is that the winners are willing to do the work! You will learn how to do this next.

### Step 4 Make Contact

There are a number of ways to make initial contact with your offer to speak. I have found that the **Call-Mail-Call** approach works best.

#### **Call**

It is good to begin with an introductory phone call, if nothing more than to ensure the contact information is correct. Some people are afraid to start with a phone call. If this is you, it's time to work through and let go of that fear!

These organizations and associations want and need speakers...You! You are not selling anything. You are providing a service and giving value to their members. Have the attitude that you are doing them a favor, not the other way around!

Here is a sample script of what to say when making your calls:

***Sample Script:***

Hello. My name is ( ), and I am a speaker and a ( ). I would like to send you some material and offer to speak to your group. Can you tell me where to send it and if you prefer postal mail or email?

The person you have called might simply give you their name and address. If you want to stop here, fine. But the more dedicated, disciplined and confident you are, the more success you will have! I recommend you try to engage the person in further conversation. For example, ask one or more of the following questions:

Do you have a minute to answer a few questions for me?

Do you bring in speakers to your group?

Might you be looking for someone who speaks on \_\_\_\_\_?

Can you tell me a little bit about your group?

I have a very powerful talk on \_\_\_\_\_ that I think your members will LOVE! I am willing to deliver the talk to your group for (free/low fee) as an opportunity to give value to the group and present my services. I promise to be very professional. How do I learn more about speaking to your group?

***Mail/Email***

After you have called to confirm the mailing address, send an inquiry letter about speaking to the group. I recommend you TEST both email and regular mail.

The major benefit of email is that it can be easily forwarded. Your inquiry may need to be forwarded numerous times before it reaches the appropriate decision-maker, and email makes this much easier. Another benefit to the electronic letter is that links provide quick access to visit your website and/or contact you via email.

The benefit of mailing a letter is that you can include additional information about you and your product/service for the recipient to read or at least scan. Ideas of things to include are your bio, articles you have written, a brochure presenting highlights of your services, written testimonials, a cassette or CD recording of one of your talks, etc.

Your inquiry letter is an opportunity to introduce yourself, develop interest in your presentation(s) and create a professional impression in the mind of the reader. The following are critical success factors for your letter:

### ***Potent, Yet Brief***

Send a powerful and concise initial letter. The goal of your letter is to open the door. It is similar to a résumé where the goal is to get an interview. In this case, the objective of your letter is to get their interest and lay the foundation for your conversation.

### ***Share Your Experience***

The person who books speakers (such as the program director of an association or the HR director of a company) needs to feel confident about your abilities. Their reputation is on the line. They want to bring in speakers they believe will deliver a powerful, effective, relevant talk. Do not be bashful about sharing your experience.

### ***Communicate Your Topic***

Describe the different topics you can speak about (I recommend 1-3 topics), and communicate that you will customize your talk to the needs of the group. The decision maker must “see and feel” how your presentation will benefit their group. See the sample inquiry letter that follows for ideas.

### ***Sample Speaking Inquiry Letter:***

Dear (Recipient Name):

My name is ( ), and I am a professional business consultant and speaker. I would love the opportunity to speak to The National Association of Women Business Owners.

My specialty is helping small business owners increase their revenue and profitability. To date, I have helped hundreds of clients grow their businesses, and 60% of my clients over the last four years have been women!

I speak on a variety of proven sales and marketing strategies that can help your members significantly increase the success and profitability of their businesses. I absolutely promise you, (Recipient Name), that your group will leave my presentation:

- Inspired to take action.
- Empowered from learning 3 proven techniques for growing their businesses.
- With more belief and confidence in themselves to improve their businesses!

Below is an overview of my most popular presentation. I feel it would be of great interest to NAWBO members. Of course, my talk can be specifically tailored to meet the needs of you and your group.

**Attract Clients Effortlessly!**

This informative and inspiring talk will present:

- Three secrets of effortlessly attracting more clients to your business.
- Why 80% of small businesses fail and how to avoid the common pitfalls.
- How to increase your fees without losing a single client.
- How to handle objections and close sales more often.

I have spoken to audiences of 20-30 and am equally comfortable in front of groups of 300 or more. Please visit my website, ([www.yourwebsite.com](http://www.yourwebsite.com)), to read the many testimonials I have received for my talks.

Next week, I will follow up with a phone call to discuss the possibility of presenting to your group. Thank you for your time. I look forward to speaking with you.

Sincerely,  
(Your Name)  
(Title/Company)  
(Phone number)  
(Email address)  
(Website)

**Call**

Success in this area requires you have a system. You need to follow up and be persistent. It is critical that you make calls after sending your inquiry letter! In fact, if you are not willing to phone, then don't waste your time sending an inquiry letter!

Using the phone is the best way to follow up. I do not recommend that you send another letter or an email. It is important to mix your "touches" because people respond differently to different forms of communication.

In addition, you cannot possibly set up a speaking engagement without having a conversation. So, once your initial inquiry is made via letter, it is time smile and dial!

## Securing Complimentary Consultations After Your Talk

OK, so let's say you will be giving a talk. Imagine that you are going to speak to The National Association of (your *Who*). Your topic is "How to (your *What*)."

The purpose of your talk is to gain exposure, provide value, generate interest and introduce an easy way for prospects to explore your business offering. It is NOT to get clients.

If you have not yet completed "Lesson 3A: Mastering the Complimentary Consultation," I encourage you to do so. For now, remember that the primary goal of your speaking is to secure Comp Consults!

### Critical Success Factors

As you can imagine, many factors determine your success in securing Comp Consults as a result of your talk. Listed below are the 4 most important factors.

The level at which you perfect these will determine your success. It can make a difference, for example, in 5% of the audience registering for a Comp Consults vs. 20-40% or more!

#### 1. Audience

When the audience is congruent with your target market, more people will be interested in having a Comp Consult with you. It is that simple.

#### 2. Delivery

How you deliver your talk, called "platform skills" in the speaking world, is critical in determining whether or not you obtain Complimentary Consultations.

While there are literally hundreds of resources on improving your speaking skills, I have learned the following 5 factors are the most critical for your audience to want to engage in a Complimentary Consultation:

1. You must build trust and make a personal connection with the audience.
2. The audience must learn, or relearn, something.
3. The audience must understand how you help your clients.
4. You and your service must be perceived to fill a gap or a need.
5. The audience must feel inspired to act.

### **3. Offer**

If you have achieved these 5 objectives in your talk, your audience will be receptive to an invitation to sign up for a Comp Consult. When done correctly, you can expect approximately 20% of the room to take you up on your offer.

The best time to make the offer is after the body of your speech and before your closing. The reasons are that the audience has heard enough to make an informed decision and you can end your talk with a powerful conclusion instead of with an offer.

It is important to convey confidence and professionalism when offering Comp Consults. They are not doing you a favor. **YOU ARE DOING THEM ONE!** You must get this in your mind and really believe it in order to attract the right people. You want to sound confident, articulate and passionate. Your time is valuable! You are extending them a unique opportunity.

Keep in mind how people view speakers, and offer your Comp Consults accordingly.

The following is sample language you may use for offering a Comp Consult. Note: You do not need to use this exact script! The specific words are not as important as your professional posture and confidence when making your offer.

#### ***Sample Comp Consult Offer Script:***

I have a unique opportunity for some of you in the audience today. As you know, I am also a business consultant, and I work 1-1 with business owners like you to dramatically increase their revenue. As a special offer, I am extending to you an invitation to schedule a complimentary consultation to discuss how coaching may help you grow your business.

It is free, and you are under no obligation to hire me. In fact, I am very selective about whom I work with. But I will be happy to meet with anyone who is serious and committed to significantly improving the profitability of their business. At the back of the room is a clipboard with the time slots I have available. Just fill out a slot, and I promise you—we will have a great consultation together.

Then, begin the conclusion of your talk. Isn't that powerful?

### **4. Comp Consult Registration System**

As noted above, the simplest way to get people to register for a Comp Consult is to have a sign-up sheet on a clipboard. All you need is their name, phone number and email. If it is a really large audience, having them put in a bowl their card or an index card from their information packets may be more effective.

## Assignment 1 Plan Your Speaking Strategy

The benefits of using speaking to grow your business are many. Use the following page to plan out your next steps, and then get to work!

**My objectives for using speaking to grow my business are:**

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**Potential audiences I can speak to are:**

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**Ideas I have for my foundational talk are:**

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**My next steps are:**

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**Concerns or challenges I have about speaking are:**

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**My strategies to overcome any concerns or challenges are:**

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## Assignment 2 Implementation Schedule and Checklist

Use this chart to create a timeline for working on speaking. In the TARGET DATE column, indicate when you want to do each task. Use the ACTUAL DATE column to indicate when you actually complete it, and then “check it off!”

Ask your coach to give feedback on your inquiry letter and to hold you accountable!

TASK	TARGET DATE	ACTUAL DATE	✓
Identify potential audiences			
Outline possible speaking topics			
Develop foundational talk			
Research speaking opportunities			
Call to confirm address			
Write inquiry letter			
Send inquiry letter			
Make follow-up phone calls			
Fully develop foundational talk			
Practice foundational talk			
Prepare materials (sign-up sheet)			
Deliver a great talk!			

## Summary

Would you agree that you now have a very, very strong foundation to use for speaking in order to grow your business? Becoming a polished, professional speaker takes time and commitment. If you are really determined to be an accomplished speaker and to use speaking to grow your business, I recommend you become a professional public speaker with the National Speaker's Association. Not only will you get lots of clients, you will also have an opportunity to get paid for your speaking engagements!

If you do not aspire to this level, that is okay! Use the guidelines I have provided to obtain free speaking engagements as a way to market your business. It's effective and fun!

## Speaking Resources

### Books

Garfinkel, David, and Carnegie, Dale. *The New Art of Public Speaking*. Morgan James Publishing LLC, 2006.

Glickstein, Lee. *Be Heard Now*. Broadway, 1999.

Kahrs, Till K. *Enhancing Your Presentation Skills*. Writers Club Press, 2000.

Koppett, Kat, and Thiagarajan, Sivasailam "Thiagi". *Training to Imagine*. Stylus Publishing, 2001.

Persons, Hal. *The How-To of Great Speaking: Stage Techniques to Tame Those Butterflies*. Bard Press, 1992.

Walters, Dottie; Walters, Lily; and Walters, Lilly. *Speak and Grow Rich*. Prentice Hall Press, 1997.

### Organizations

Toastmasters International <http://www.toastmasters.org/default.aspx>

National Speaker's Association [www.nsaspeaker.org](http://www.nsaspeaker.org)