

# How to Go From FREE to FEE as a Speaker



**Become A  
MONEY  
Speaker!**



# Toastmasters: Your Staging Area



"If you get out of Toastmasters  
everything there is to get out of Toastmasters  
You'll *never* get out of Toastmasters!"

— Helen M. Blanchard  
International President 1985-86

## Your Next Steps WITHIN Toastmasters

- ❖ Join advanced clubs to master storytelling, humor<sup>1</sup>, technical communications, etc.
- ❖ Join your District's Speakers Bureau to speak beyond Toastmasters
- ❖ Deliver Success-Communication and Success-Leadership Modules
- ❖ Deliver keynotes, plenary and breakout sessions at District and Regional Conferences, and International Conventions
- ❖ Speak at District Leadership Institutes, Trainings, Demonstration Meetings
- ❖ Speak on your local Cable Access TV channel's Toastmaster program
- ❖ Enter Contests of all kinds:
  - ◆ International<sup>2</sup>
  - ◆ Humorous
  - ◆ Tall Tales
  - ◆ Storytelling
- ❖ Work advanced manuals such as:
  - ◆ The Entertaining Speaker
  - ◆ Specialty Speeches
  - ◆ The Professional Speaker
  - ◆ Storytelling
  - ◆ Humorously Speaking
  - ◆ Special Occasion Speeches
- ❖ Complete the Accredited Speaker Program



<sup>1</sup> To learn more about the 'comedy club' LAUGH LOVERS, mid-Peninsula's PRO-TOASTIES for emerging and aspiring professionals e-mail [Craig@ConsummateToastmaster.com](mailto:Craig@ConsummateToastmaster.com).

<sup>2</sup> Learn from World Champions of Public Speaking on their annual Caribbean cruise:  
[www.tramex.com/wcs](http://www.tramex.com/wcs).

# What Will You Be Known For?

The Perception:  
The jack-of-all-trades  
is a master of none.

## It's Time to Specialize

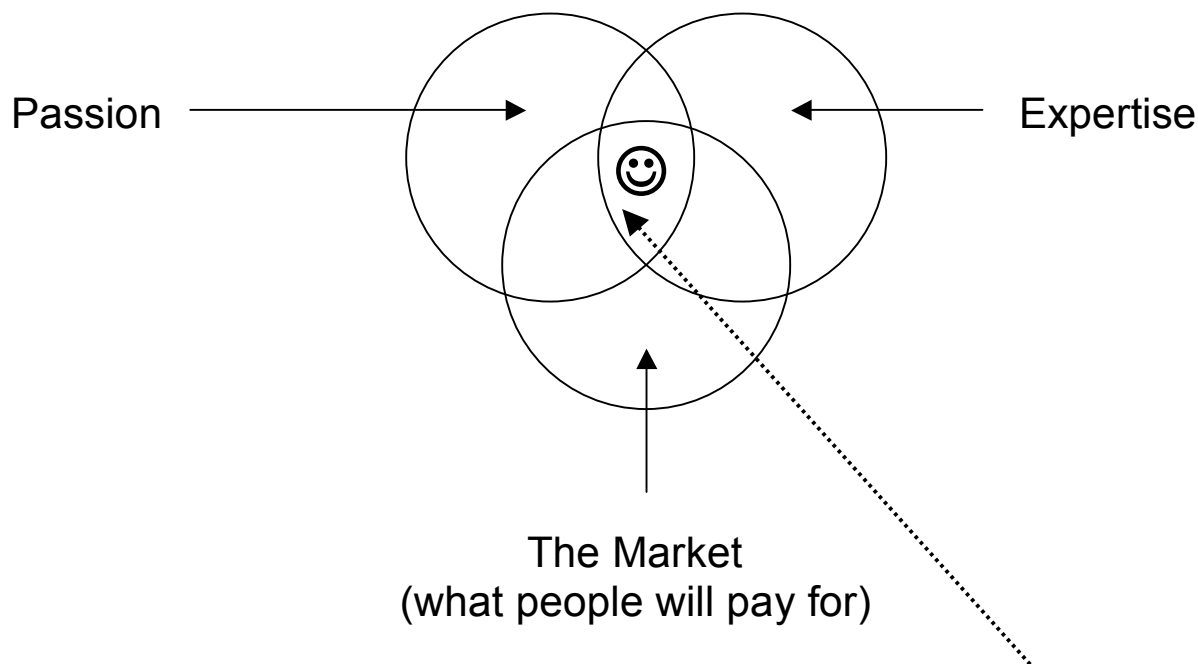
### Toastmasters

Speak on *different* topics each week.

### Professionals

Speak about the same topic each week.

## Find Your Topic As A Speaker



**Your Sweet Spot of Success is in the overlap!**

For a more detailed treatment of this subject see  
**BE A MONEY SPEAKER**, which contains **Finding Your Topic As A Speaker**  
[www.expressionsofexcellence.com/prod\\_speakers.html#moneyspeaker](http://www.expressionsofexcellence.com/prod_speakers.html#moneyspeaker)





# Developing Your Expertise

## Drill Deep: Experts Get Hired First!

Toastmaster Speaker	Professional Speaker
<p><b>Generalists</b> They know a little about a lot</p>	<p><b>Subject Matter Experts (SMEs)</b> They develop depth of knowledge and eventually “lead the field”</p>

***What will you be known for?***



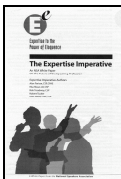
***How will you establish credibility as an expert?  
Awards, Credentials, Publications, Media, etc?***



Create a plan to acquire the expertise you need to set yourself apart from the rest.

***Enroll in classes, volunteer with industry leaders, find a mentor, etc.***

For Craig’s free handout on *Getting Your Articles Published* e-mail [Craig@ExpressionsOfExcellence.com](mailto:Craig@ExpressionsOfExcellence.com) with “Article Writing” in the subject line.



For the National Speakers Association’s perspective on the state of the industry, read their white paper here:

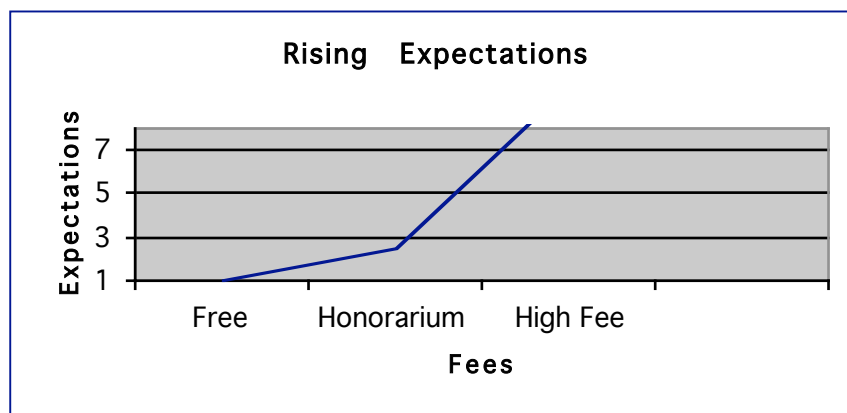
[www.ExpressionsOfExcellence.com/NSA/2010\\_NSA\\_whitepaper.pdf](http://www.ExpressionsOfExcellence.com/NSA/2010_NSA_whitepaper.pdf)

# Becoming An Audience-Centered Speaker

"People don't care how much you know  
until they know how much you care!"  
— *John C. Maxwell*

- ❖ Now it's About THEM, not You!
- ❖ Cater to Your Customers: What can you do for them?
- ❖ Research<sup>3</sup> and Customize<sup>4</sup>!

The more they pay, the more they expect:  
either be funnier, more informative, more motivational, etc.



<sup>3</sup> A sample pre-program questionnaire can be found here:

[www.ExpressionsOfExcellence.com/harrison\\_survey.pdf](http://www.ExpressionsOfExcellence.com/harrison_survey.pdf)

<sup>4</sup> A free special report on Customizing is available from [Craig@ExpressionsOfExcellence.com](mailto:Craig@ExpressionsOfExcellence.com)



## Going From Good To Great

"Are you perfecting your craft,  
or just the mistakes you make?"  
— *Craig Harrison*

- ❖ Feedback is GOOD (unless it's from your microphone): Be open to it!
- ❖ Use Evaluation<sup>5</sup> forms to gather pertinent feedback: Review for themes and patterns
- ❖ Use Coaching for continuous improvement
- ❖ Use Videotaping to improve:
  - ▶ Watch it with and without sound
  - ▶ Watch it at regular speed and faster
  - ▶ Watch your audience to see where they are and aren't captivated
  - ▶ Watch it with others, including veteran speakers, for insights
- ❖ Don't perfect what you're great at; improve at your weak points:

▶ Research	▶ Grammar
▶ Questions and answers	▶ Humor
▶ Instruction sets	▶ Improvisational skills
▶ Openings and closings	▶ Negotiation
▶ Etiquette	▶ Listening skills
- ❖ Become a student of Speaking and other Speakers too; styles abound.
- ❖ Become a student of Audiences, Room Dynamics and Microphones



<sup>5</sup> A sample post-program evaluation form can be seen here:  
[www.ExpressionsOfExcellence.com/Harrison\\_Eval.pdf](http://www.ExpressionsOfExcellence.com/Harrison_Eval.pdf)

# Speaking Beyond Toastmasters

❖ Work The Animal Circuit: Take your 22-minute speech on the road

▶ Lions

▶ Rotary

▶ Elks

▶ Soroptimists

▶ Moose

▶ Kiwanis



❖ Climb the ladder: Local, Regional, National, International

❖ Associate with Associations. Thousands of them exist. Find ones that are a good fit for your message and cultivate those relationships.

❖ Speak for Chambers of Commerce, Convention & Visitors' Bureaus and to Small Business Administration audiences if there's a good fit.

❖ Collect videotape of yourself for your "Demo Video"

❖ Speak at Speakers Showcases



❖ Connect with Meeting Planners — people who hire speakers, through organizations such as Meeting Professionals International (MPI) [www.mpiweb.org](http://www.mpiweb.org) and American Society of Association Executives (ASAE) [www.asaenet.org](http://www.asaenet.org)

❖ Attract the interest of Speakers Bureaus through demonstrating your Unique Selling Proposition (USP) — what you do/say/create that nobody else can, or at least not as well as you.

❖ Pro Bono speeches, if a good opportunity exists to obtain paid work from them, will offer exposure, experience and a way to try new approaches and new material. Of course, pro bono work has its own rewards too.



## Your Next Steps



### ASSOCIATIONS

Join NSA and a local chapter (or your equivalent where you live) to benefit from year-round programming for professional speakers.

- ❖ National Speakers Association (NSA) [www.nsaspeaker.org](http://www.nsaspeaker.org) 480-968-2552
- NSA Northern California (NSA/NC) [www.nsanc.org](http://www.nsanc.org) 650-871-4220

### BOOKS

*Money Talks: How to Make A Million As A Speaker*, Allen Weiss, 1998, McGraw Hill, NY

*Speak and Grow Rich*, Dottie and Lilly Walters, 1997. Prentice Hall, Paramus, NJ

*Selling the Invisible: A Field Guide to Modern Marketing*, Harry Beckwith, 1997, Warner Books, NY

A free weekly e-zine just for speakers & trainers, sign up: [www.SpeakerNetNews.com](http://www.SpeakerNetNews.com)

Subscribe to Craig's free monthly e-zine: [subscribe@ExpressionsOfExcellence.com](mailto:subscribe@ExpressionsOfExcellence.com).

### MATERIALS YOU WILL NEED

**One Sheet:** a glossy, often two-sided sheet of paper with your photo, contact information, and description of your programs, qualifications and testimonials.

**Demo Video and Audio:** People care less about how you look on paper; how do you look and sound with a live audience? Show best footage up front. It's how meeting planners & speakers bureaus pick speakers. Get on YouTube. PUT IT ONLINE!

**Letters of Appreciation:** Collect these from each program you do. Include them in your presentation folder.

**Presentation Folder:** will include your one-sheet, articles, letters of appreciation, related items.

**Web site, Blog, Social Media presence:** The fastest way to let interested parties find out who you are, what you offer, and how they can hire you to help them. Many offer live action footage of themselves. Facebook, LinkedIn, Twitter, YouTube, etc.

**Business Card:** Still the easiest item to pass out in person, include in a letter, etc.

**Back of Room Product:** Your body of knowledge can be packaged in various ways: audiotapes and CDs, booklets, books, anthologies, reports, etc. Remember, people want to take you home with them.

## *It's Time!*