



# From Free...

# To Fee!



## On Becoming A Professional Speaker

**A Step-By-Step Approach to Speaking Success**

**CRAIG HARRISON**

3151 Eton Avenue, Suite 102

Berkeley, CA 94705

(510) 547-0664

[success@craigspeaks.com](mailto:success@craigspeaks.com)

[WWW.CRAIGSPEAKS.COM](http://WWW.CRAIGSPEAKS.COM)

# Toastmasters: Your Staging Area

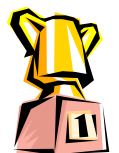


"If you get out of Toastmasters  
everything there is to get out of Toastmasters  
You'll *never* get out of Toastmasters!"

— Helen M. Blanchard  
International President 1985-86

## Your Next Steps WITHIN Toastmasters

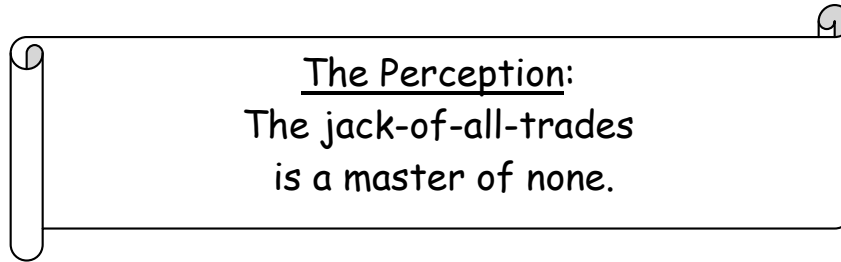
- ❖ Join advanced clubs to master storytelling, humor<sup>1</sup>, technical communications, etc.
- ❖ Join your District's Speakers Bureau to speak beyond Toastmasters
- ❖ Deliver Success-Communication and Success-Leadership Modules
- ❖ Deliver keynotes, plenary and breakout sessions at District and 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 formation of D-57's advanced 'comedy club' LAUGH LOVERS, SPEAKERS BUREAU FORUM and storytelling club DRAMATICALLY SPEAKING e-mail [humor@craigsspeaks.com](mailto:humor@craigsspeaks.com).

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

# What Will You Be Known For?



## It's time to Specialize

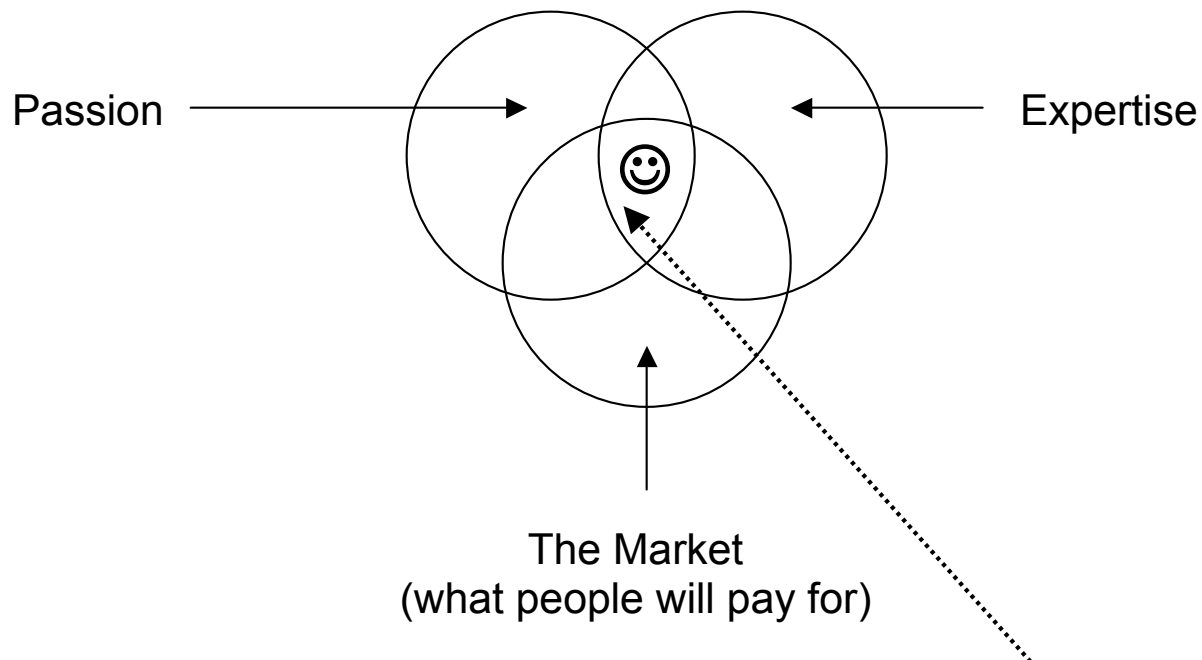
### Toastmasters

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  
**Finding Your Topic As A Speaker**

[www.craigspeaks.com/prod\\_speakers.html](http://www.craigspeaks.com/prod_speakers.html)





# Developing Your Expertise

## Drill Deep: Experts Get Hired First!

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

***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 [nsa@craigspeaks.com](mailto:nsa@craigspeaks.com) with “Article Writing” in the subject line.



***For the National Speakers Association’s perspective  
on the expertise imperative,  
click on***

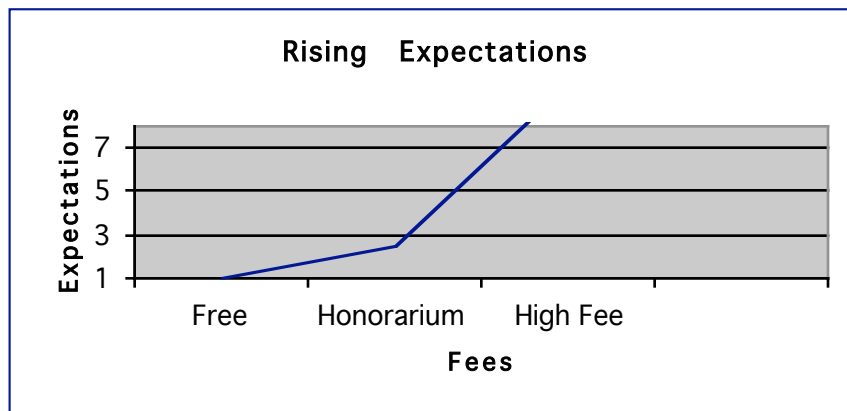
***[http://www.nsaspeaker.org/pdfs/Expertise\\_Wht\\_paper.pdf](http://www.nsaspeaker.org/pdfs/Expertise_Wht_paper.pdf)***

# 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.



For a more detailed treatment of this subject see  
**WHAT ABOUT THEM:  
How To Be Audience-Centered As A Speaker**  
[www.craigspeaks.com/prod\\_speakers.html](http://www.craigspeaks.com/prod_speakers.html)

<sup>3</sup> A sample pre-program questionnaire can be found here:  
[www.craigspeaks.com/harrison\\_survey.pdf](http://www.craigspeaks.com/harrison_survey.pdf)

<sup>4</sup> A special report on Customizing is available at [www.craigspeaks.com/prod\\_speakers.html](http://www.craigspeaks.com/prod_speakers.html)



## 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	▶ Improvizational 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

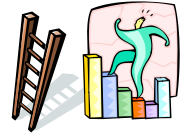


<sup>5</sup> A sample post-program evaluation form can be seen here:  
[www.craigspeaks.com/Harrison\\_Eval.pdf](http://www.craigspeaks.com/Harrison_Eval.pdf)

# 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.

### 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) 480-968-2552  
[www.nsaspeaker.org](http://www.nsaspeaker.org)
- ❖ Canadian Association of Professional Speakers (416) 847-3355  
[info@canadianspeakers.org](mailto:info@canadianspeakers.org)
- ❖ NSA of Australia 61 03 95634174  
[nsaa@ozemail.com.au](mailto:nsaa@ozemail.com.au)
- ❖ NSA of New Zealand (64) 9 521 2126  
[robyn@getttingagriptime.com](mailto:robyn@getttingagriptime.com)
- ❖ Professional Speakers Association of Europe 44(0) 870 330 0504  
[djpryke@instituteofpaper.com](mailto:djpryke@instituteofpaper.com)

### 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

### E-ZINES

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

Craig's two free monthly e-zines: SPECIFICALLY SPEAKING and EXPRESSIONS OF EXCELLENCE.  
e-mail to [subscribe@craigspeaks.com](mailto:subscribe@craigspeaks.com).





# Your Next Steps

## 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 or Audio:** People care less about how you look on paper, they want to see how you look and sound with a live audience. Show your best footage up front. This is how meeting planners and speakers bureaus pick speakers.

**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:** 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.

**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!

### What will you **START** doing?



1. \_\_\_\_\_
2. \_\_\_\_\_

### What will you **KEEP** doing?

1. \_\_\_\_\_
2. \_\_\_\_\_

### What will you **STOP** doing?



1. \_\_\_\_\_
2. \_\_\_\_\_

E-Mail Craig your goals and anticipated completion time for a special gift.  
success@craigspeaks.com

## About Craig Harrison



Craig Harrison has been profiled in *The Wall Street Journal*, interviewed by 60 MINUTES and BBC radio, quoted by *Business Week*, SELLING POWER and BOTTOM LINE/PERSONAL, and you've read his columns and articles in the *San Francisco Chronicle*, *San Francisco Examiner*, *Executive Excellence*, *Support World*, *Transaction World*, *California Job Journal*, *Customer Service Newsletter*, *Customer*

*Communicator*, and *The Toastmaster Magazine*. He's even inspired a week of panels of the comic strip SALLY FORTH.

Craig is on the faculty of UC SANTA CRUZ EXTENSION, and his clients include UNITED AIRLINES, SBC PACIFIC BELL and HITACHI AMERICA. Now you've heard him speak.

Craig combines humor, wisdom and practical sense to help you communicate with confidence and clarity. Let him help you experience the sweet taste of success.

### BACKGROUND

As a manager, consultant, publisher and curriculum developer in Silicon Valley Craig developed his digital dexterity, helping the technical world train and communicate more effectively. His work with a database company, publishing houses and a consulting firm also helped Craig develop his strong customer service orientation.

As a director of communications with the non-profit PROS FOR KIDS, Craig coached with Olympians and Hall of Fame athletes, helping young people enhance their self esteem, become confident communicators and recognize the importance of healthy living.

As a youth basketball coach Craig has led teams domestically and internationally for non-profits SPORTS FOR UNDERSTANDING and MACCABI Youth Sports, and Oakland's HEAD-ROYCE and COLLEGE PREPARATORY High schools.

Craig is the 2004-05 president of the NATIONAL SPEAKERS ASSOCIATION for Northern California, is a past District Governor and Distinguished Toastmaster with TOASTMASTERS INTERNATIONAL and served on chapter boards of the INTERNATIONAL CUSTOMER SERVICE ASSOCIATION and AMERICAN SOCIETY FOR TRAINING AND DEVELOPMENT. He is also on the board of the STORYTELLING ASSOCIATION OF ALTA CALIFORNIA.

- Keynotes
- Breakouts
- Workshops
- Retreats
- Training Courses

#### Dynamic presentations covering a variety of performance topics:

Communication	Leadership	Customer Service
Humor in the Workplace	Team building	Excellence



"The skilled and confident communicator opens doors,  
builds new relationships, serves others effectively  
and enhances one's own leadership."

—Craig Harrison

**CRAIG HARRISON**

[www.ExpressionsOfExcellence.com](http://www.ExpressionsOfExcellence.com)  
[success@craigspeaks.com](mailto:success@craigspeaks.com)

(510) 547-0664  
3151 Eton Avenue, Berkeley, CA 94705