

## 4 STEPS TO A —

## SPEAKING CAREER



## **\* BEFORE WE BEGIN \*** I need your complete attention for the next hour



Grab a pen and paper

LET'S GET STARTED!

Shut off notifications & messenger programs

# **\* WHAT YOU WILL LEARN TODAY \***

I promise that in just over the next hour, I'm going to personally walk you through the ENTIRE PROCESS of how you can become a powerful professional speaker and earn a great living doing it. I'll share the very same strategies and tactics I have personally used to build my multi-million dollar business.





And I won't do it unless I give you information that you can **apply in your life right now.** 

## THIS IS ALL UP TO YOU...

### Again only with your permission.





# **\* FREE BONUS FOR EVERYONE \***

And just for sticking around **until the end**, I will give you an additional FREE bonus at the end of this free training right after the Q&A





# ★ WHO I AM ★ & Why Should You Listen To Me

- Multiple NY TIMES Best-Selling Author of over 80 books translated into 42 languages.
- I have consulted for more than 1,000 large companies, and
  10,000 small & medium companies, and addressed more than
  5,000,000 people in 5,000 talks and seminars throughout the US,
  Canada and 80 other countries worldwide.
- I have written and produced more than 300 audio and video
  learning programs, including the worldwide, best-selling Psychology
  of Achievement, which has been translated into more than 38 languages.
- **As a Keynote speaker and seminar leader**, I address more than 250,000 people each year.

# ★ WHAT LEADING EXPERTS ★ Say About Me

If you want to be a great and inspiring speaker, you want to study with the best of the best. Brian Tracy is a superstar from the platform. He is the Man to study as he teaches you step-by-step how to go from nowhere to somewhere great in the speaking business. No one can do it better than Brian.



### **Mark Victor Hansen**

Co-creator, Chicken Soup for the Soul

Personal success and Brian Tracy are synonymous. Nobody I know can teach you more about how to achieve and succeed than Brian. He makes the case clearly and then proves it in his own remarkable life. If he recommends it, do it. He knows what he's talking about.



**Jim Cathcart** Author, The Acorn Principle

# When it comes to speaking, **\* I LEARNED THE HARD WAY \***



Things were not always easy for me to get on stage. And in the early days, I wasn't effective nor was I getting paid very well.

And that's because **I had yet to learn and apply the 4 part system** that I will be covering in training in just a moment.

But now you can take a shortcut! You can learn only the good stuff without years and expenses that I had to endure to learn this powerful method.



### **Professional speaking skills are learnable!**



You also don't need to do this full-time. You can also use it to supplement your income.

Even if you have fears of speaking in public (don't worry so did I once), I am going to cover how my students and I used to feel the same way and **how we overcame our fears** while putting more money in our bank accounts than we ever dreamed possible.

# ★ SIDE NOTE ★



## Why You Should Be **\*** SPEAKING PROFESSIONALLY **\***

- You get to share your message and expertise and **make the world a better place**. 1.
- 2. **PAID PROFESSION IN THE WORLD.**
- 3. And in some cases you can have the event that invited you cover all your expenses.
- Speaking **builds your brand** and your credibility. 4.
- Speaking finds you more leads and more customers. 5.
- 6. fact, it is by far the highest paid per hour profession that I am aware of.

It's the perfect way to supplement your income or make a full-time 6-Figure+ Income. It's the **HIGHEST** 

You get to travel the world and see places you never dreamed of and stay at the best hotels in every city. And why not take your family along? The best part is, many of your expenses are tax deductible.

Speaking is one of the best and easiest ways to sell high-end training programs, coaching, or consulting. In

## Why You Should Be **\* SPEAKING PROFESSIONALLY \***

- 7. business of marketing.
- 8. market and position yourself as a speaker.
- 9. to the public while keeping their focus on the bottom line.

Shift your mindset and focus to the business of speaking—and the business of speaking is the

The amount of money you will earn from speaking is equal to the effect in which you properly

Successful speakers are those who feel very strongly about their message and getting it out

## Why Most People Are Failing at **\* PROFESSIONAL SPEAKING \***

First off, it's okay if you think speaking is hard and if you tried it and it did not go well.



and fail, that they never want to try it again.



The reason is not having the right game plan to approach this as a real business.



know the business or even how to teach it.

And by the way, you're not alone in that. Over the years I have seen too many good people get on stage

And finally, sadly, they either had no training or worse, they were trained by someone that just does not

# Now Close Your Eyes & **\* IMAGINE THIS FOR ME \***



Imagine what your life would be like if you just got off stage and were presented with a 4 or 5 figure check... (Yes I mean \$10,000 or more.)

And what if you were speaking just **one time per month** and getting those checks every time. What would your life be like?



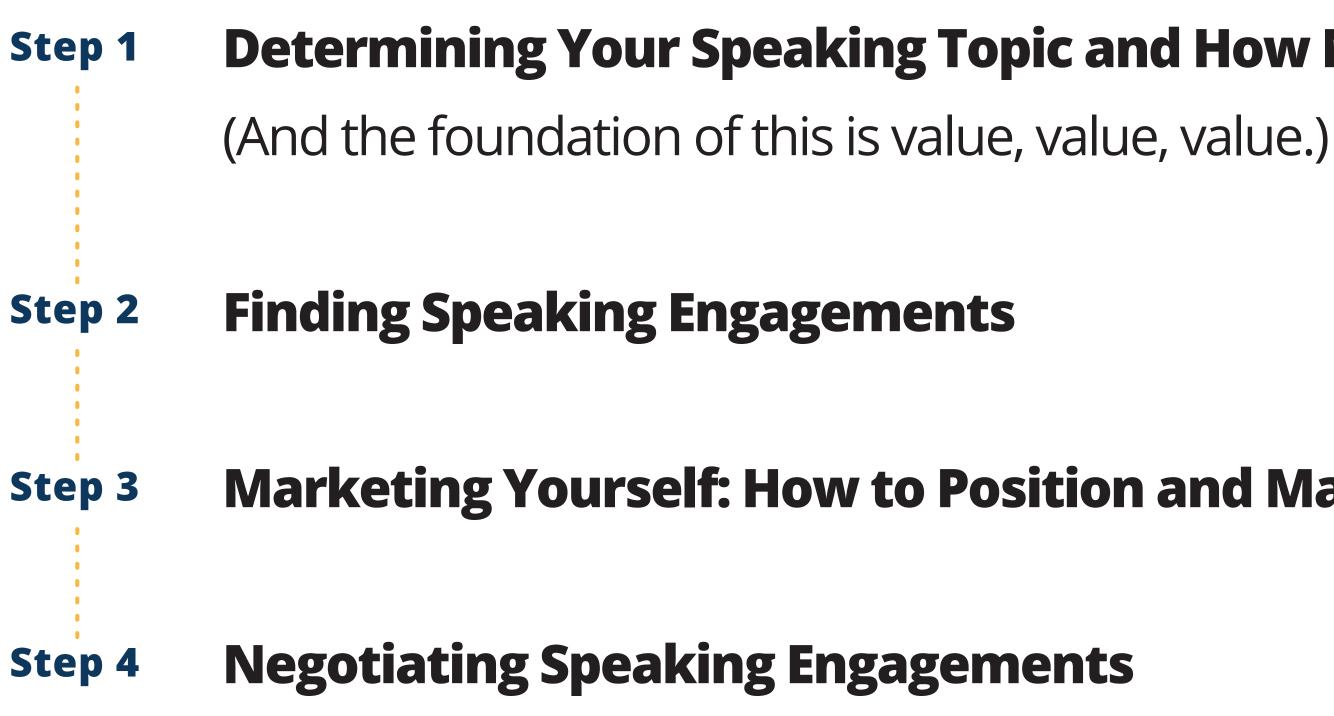
## DO YOU WANT TO KNOW THE 4 SECRETS?

Type YES in the chat.

I want to make sure you guys **are energized** and really ready to make a change in your current state and life.



## Here are the 4 Steps to becoming **\* A 6-FIGURE SPEAKER \***



### **Determining Your Speaking Topic and How Much You Can Charge**

Marketing Yourself: How to Position and Market Yourself as a Speaker



STEP 1: Determining Your Speaking Topic and How Much You Should Charge



## **\* DETERMINE THE RIGHT TOPIC \*** The foundation of this is Value, Value Value!







"What are you **passionate** about?"



"What you are an expert authority on?"

"What topics do you have unique knowledge"



# **\* SO BEFORE GIVING YOUR SPEECH \***

### Do research on your audience and find out everything you can about them.

Here are some research elements you need to find out about your audience before you speak:

Age **Gender Ratio** Occupation 

## **Average Income**

## Level of Education



# ★ EXAMPLE ★

If you're giving a 2,000-word speech (about 20 minutes) on the subject of time management, then you need to read, research and know 200,000 words worth of information about time management.





# The formula for **SETTING YOUR FEES** \* for specific speaking engagements

- Your level of expertise on your subject
- The length of your talk
- How many times you will be speaking
- If you are able to sell from the stage at the conclusion of your talk
- The location where you will be speaking
- The size of the audience you'll be speaking to
- $\checkmark$
- The potential to gain new clients from the engagement

### Make sure you are pricing yourself competitively



What are they charging?

### If your level of expertise is similar to theirs, your fees should be similar as well.

value.

times, or risk-reversals.

# \* SIDE NOTE \*

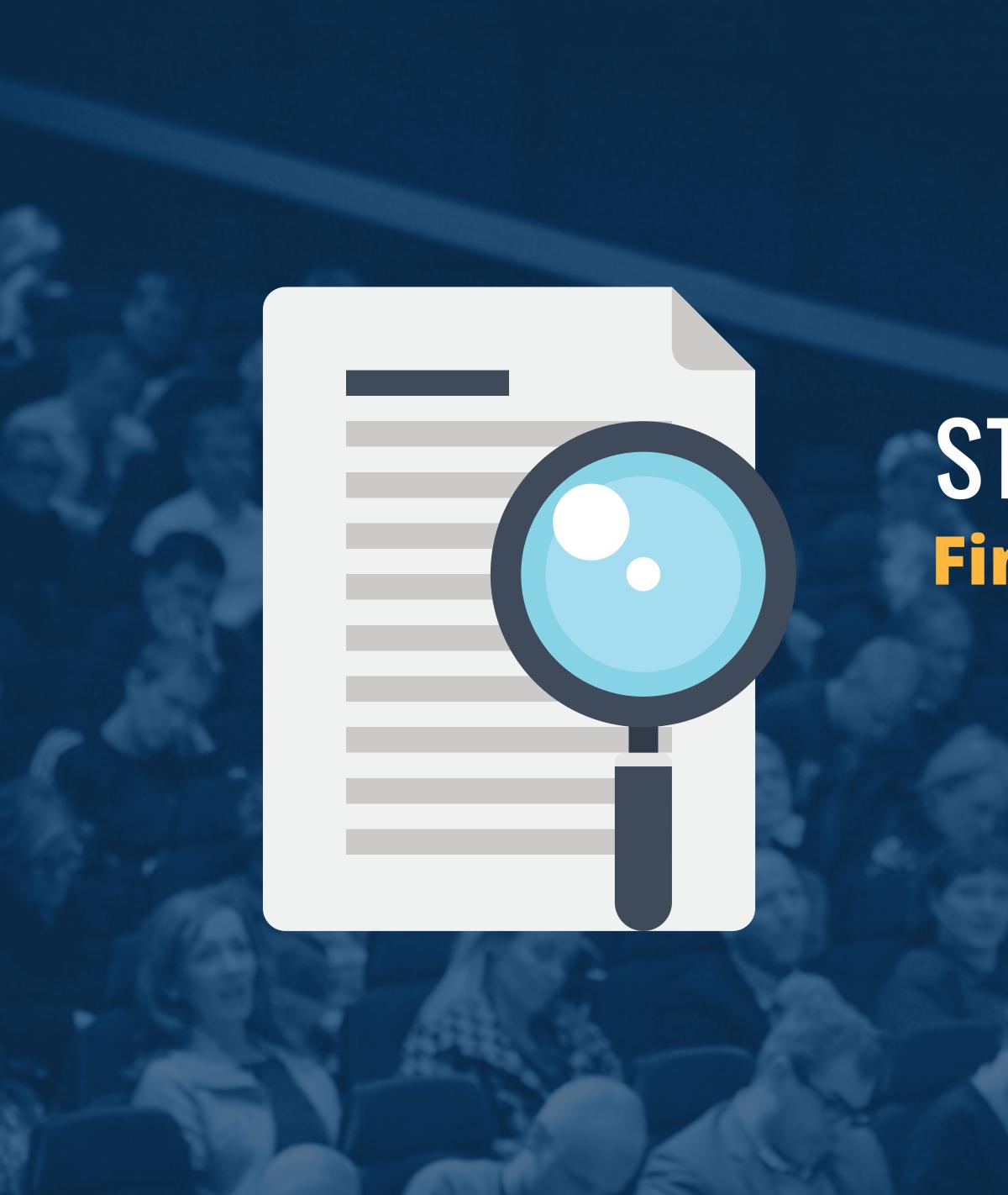
- Who else is speaking on the same subject?
- How much experience do they have?

- Be wary of undercutting your pricing and the effect it will have on your
- Position yourself as the better value option with bonuses, longer speech



# was that \* HELPFUL SO FAR? \*





STEP 2: Finding Speaking Engagements



## Use your existing network and audience

# Network International

## Network Groups like EventBrite

## **Using LinkedIn**

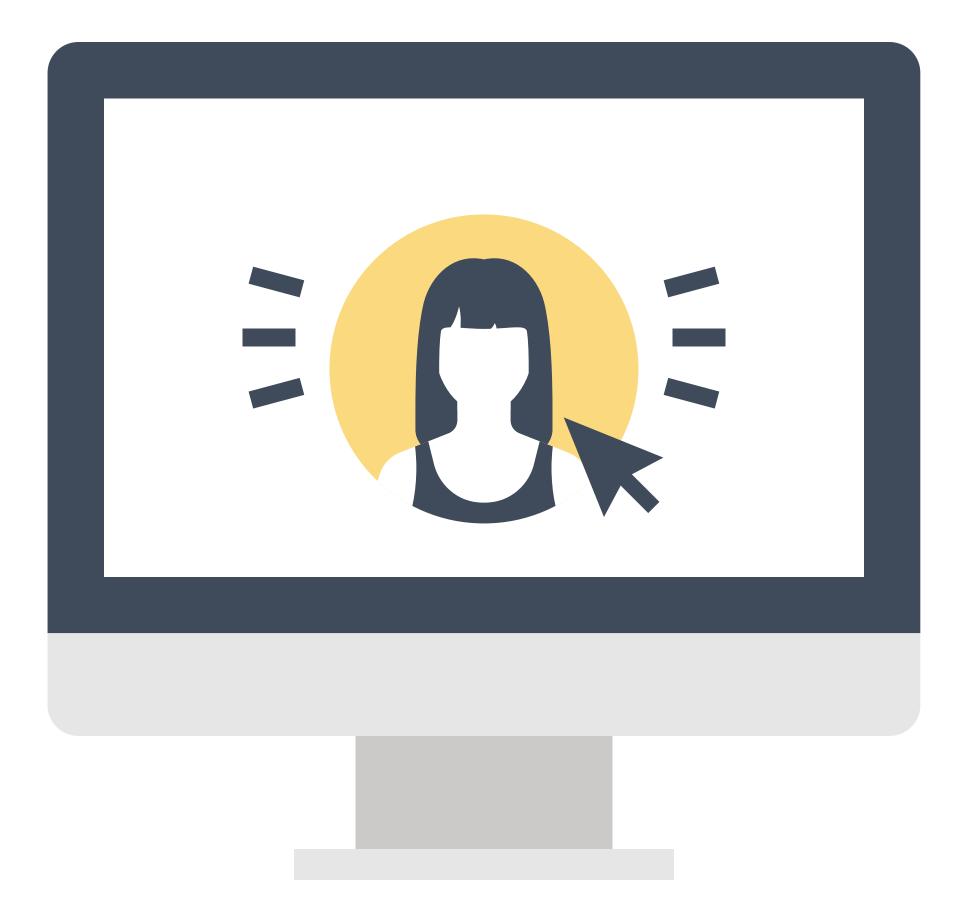
Find Clubs in your area geographical area, like Chamber of Commerce or Business

**Online Network Groups** like lanyrd.com



**STEP 3: Marketing Yourself** How to position and market yourself as a speaker







# YOU NEED TO HAVE AN ONLINE PRESENCE



# How to position and market yourself **\* AS A SPEAKER \***

- Your website and content
  - **Social media**
  - **Business conferences**
  - **Online webcasts and webinars**
  - **Podcasts**



# DON'T UNDERESTIMATE THE POWER OF **★ SOCIAL MEDIA ★**



## ★ **SOTORECAP STEP 3** ★ For your marketing assets, you must have 1 or more of the following:



A website

A blog

Social media interaction (Facebook, Twitter, YouTube, Instagram)



## **STEP 4 (FINAL STEP):** Negotiating **speaking engagements**







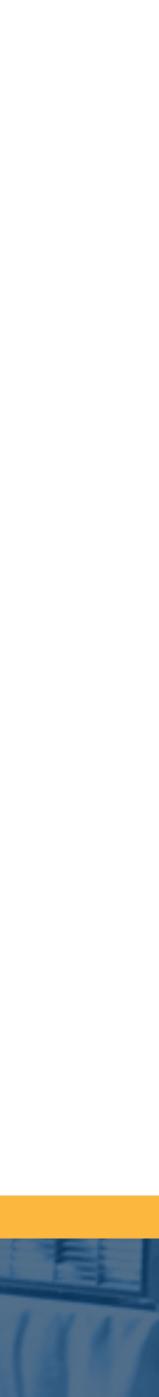


make the deal fair for both parties



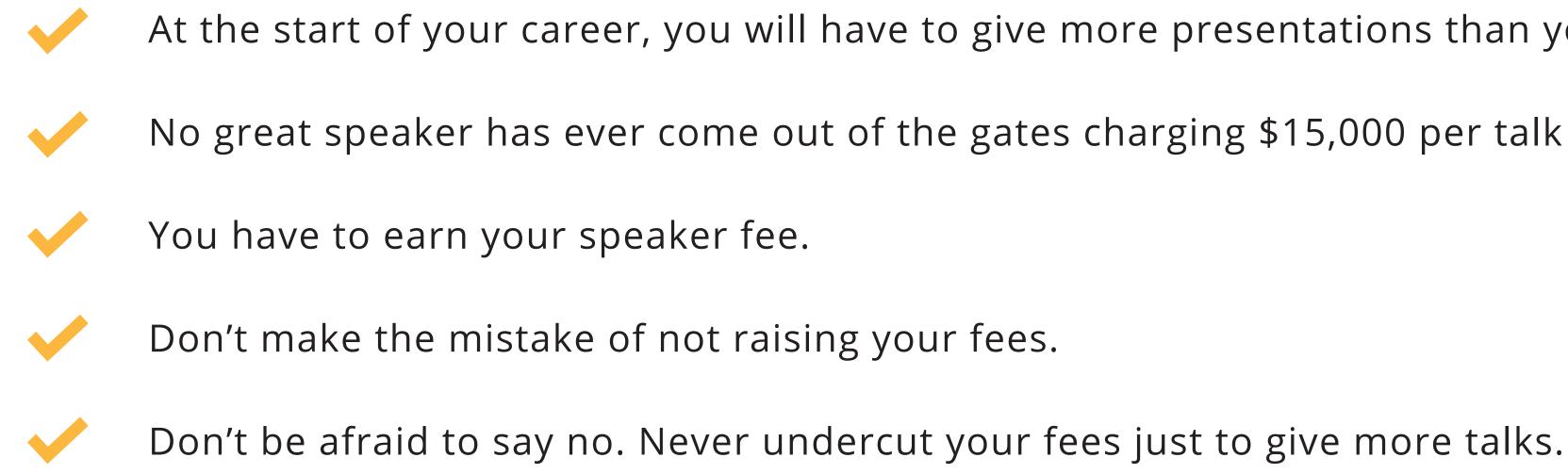
# **<b>\* IT'S TIME TO GET PAID \***

- Your Perception as an Expert will determine
- If your potential client is trying to negotiate for a lesser fee, consider what you can do to



If your goal is to earn a \$100,000 ANNUAL INCOME as a speaker, then you divide that goal by your speaking fee, which equals the number of engagements you need to book in a year to reach your income goal.

# **\* IFT'S DO SOME MATH \***







At the start of your career, you will have to give more presentations than you want to.

No great speaker has ever come out of the gates charging \$15,000 per talk as a beginner.



### Let's **RECAP** the 4 Steps to becoming a **6-FIGURE SPEAKER** $\star$ $\star$

Step 1 (And the foundation of this is value, value, value.)

Finding Speaking Engagements Step 2

Step 3

Negotiating Speaking Engagements Step 4

Determining Your Speaking Topic and How Much You Can Charge

- Marketing Yourself: How to Position and Market Yourself as a Speaker





### **DID I EARN THE RIGHT...** to spend 10 minutes talking about how we can work together?

**Type YES in the chat** 

**Type yes in the chat** if you think that was fair for the training we did today!



This is for people who have a great many people as possible.

results you can expect.

hour a day... for 14 - 21 days.



- message and want to share it with as
- There is a small investment but as you can see, when you go through my program, these are the
- I will need you to commit to about an



# HERE IS WHAT IS IN: **★ THE 6-FIGURE SPEAKER ★** VIRTUAL TRAINING COURSE -



### Day 1Speaking is a Learnable Skill

- The key one-word skill to unlocking ALL your future success.
- The number one reason people fail as public speakers.
  - The most essential ingredient you MUST know before you ever speak a word.

# Day 2The 4D's, 3 Elements of Persuasion& 3 Components of Your Message

- The "4 D's" that will give assure you deliver an A+ speech every time!
  - Aristotle's Secret to 3 almost magical components of persuasion.
  - Why the WORDS you speak only count for 7% of the power of your message!





### Day 3 Preparation In Advance & Knowing Your Audience

- The ONE thing ALL great speakers have in common.
- The most essential thing to keep in mind for every speech you give.
  - The surprisingly simple 9-Point Blueprint for ALWAYS delivering a high quality speech.

### Day 4 **Powerful Preparation Methods**

- The "Blank Sheet of Paper" method for nailing your speech every single time.
- The pinpoint PREP Formula for always being clear about every point of your presentation.
- How windshield wipers and circles add up to incredibly effective preparation for your presentation.

### Day 5 How to Get and Negotiate Speaking Engagements

- Where to find the best speaking opportunities.
- The exact formula to book \$100,000 in annual income as a speaker.
  - The secret to earning additional income at the event, on top of your speaking fees.

### Day 6 **Overcoming Fear of Public Speaking**

- The 3-letter word that can instantly increase confidence and decrease fear.
- $\checkmark$  The comforting "7 x 7 x 7" method to quickly achieving calm confidence.
- Five easy "Fear Busters" that will help you banish nerves every time you give a speech.

### Day 7 "Eye Contact and The Flick" and "Head Tilts and Head Nods"

- The skill of direct eye contact and how to practice it.
- The #1 "must-know" technique for skilled communicators and how to practice it.
- A simple but extremely effective trick for improved conversation engagement and active listening.

#### Day 8

### 4 Techniques For Building Confidence & Competence

- The 3 most powerful words for instantly boosting your confidence.
- How to SEE your way to a dynamic and riveting presentation.
- How to "fool" your brain into propelling you to calm, confident clarity.

### Day 9Vocal Techniques for Vocal Mastery

- How to use your voice to establish credibility, authority, and trust (without sounding like a Drill Sergeant in the process!)
- "Slow and steady wins the race."
- When to "overdo it to do it well."

### Day 10 The Power Of The Pause

- Can silence really be golden when it's time to give a speech?
- How to magnetize your listener's attention so they never "wander away" mentally during your talk.
- How to instantly engage your audience more fully by saying something they already know.

#### **The Importance Of Your Close Day 11**

- Beginning with the end in mind.
- Why every talk you give should have a powerful call to action at the end.
  - Why "stillness" is critical at the end of your speech.

#### **Mastering The Art of Public Speaking Day 12**

- When things go wrong.
- How to get a "Standing O" with your presentation.  $\checkmark$ 
  - "How do you get to Carnegie Hall? Practice, practice, practice?"





#### How to Speak on Camera **Day 13**

- Watch what you wear.
  - Know what you're trying to achieve.

#### "Body Language to Use and Avoid" and **Day 14** "Vocal and Verbal Reassurance"

- - The no-fail "Bull's Eye" Method.



Video has become one of the most powerful marketing tools.

How to read your audience's degree of interest through their body language.

Body language that affects people negatively and how to avoid it.

How to become a charming conversationalist on any occasion.

## \* 6-FIGURE SPEAKER \*

- **1.** Speaking is a Learnable Skill
- 2. The 4D's, 3 Elements of Persuasion,& 3 Components of Your Message
- **3.** Preparation in Advance & Knowing Your Audience
- **4.** Powerful Preparation Methods
- **5.** How to Get and Negotiate Speaking Engagements
- 6. Overcoming Fear of Public Speaking
- "Eye Contact and The Flick" and "Head Tilts and Head Nods"

Virtual Training Course

- 8. 4 Techniques for Building Confidence& Competence
- **9.** Vocal Techniques for Vocal Mastery
- **10.** The Power of The Pause
- **11.** The Importance of Your Close
- **12.** Mastering The Art of Public Speaking
- **13.** How to Speak on Camera
- **14.** "Body Language to Use and Avoid" and"Vocal and Verbal Reassurance"

# ← 6-FIGURE SPEAKER VIRTUAL TRAINING ← COURSE BONUSES ★



### 1. Written Module: How to Sell From Stage

If you're granted the opportunity to offer your product from stage, you could make more from that than your entire speaking fee.

### 2. Fully Comprehensive 156-Page Course Workbook

This workbook includes course action guides for each video lesson to help you stay on track.

### 3. Copies of my Personal Speaking Contracts

You'll get real copies of my personal contracts from past speaking engagements I've done for large corporations and organizations such as Lululemon and Edward Jones–you can use these as a guide for creating your own speaking contracts.

### 4. Done-For-You Speaking Contract Downloadable Templates

All you have to do is customize these templates and fill in the blanks for each of your engagements.

### 5. My Full List of Recommended Resources for Finding Speaking Engagements

This includes specific clubs, organizations, directories, bureaus, non-profits, networking groups, websites and other tools that you can use to find engagements.

### 6. Copies of My Pre-Engagement Questionnaires

These are personal documents that I've use with past clients to negotiate fees and land engagements with large corporations and organizations.

#### **Done-For-You Speaking Contract Downloadable Templates** 7.

and send out to clients who want to hire you to speak.

#### My List of "Audience Free Giveaway" Ideas 8.

#### **Copies of My Product Order Forms** 9.

this as a guide to creating your order forms.

This template includes sample speaking questions that you can customize

This is a full list of giveaway ideas you can use to capture audience contact information, provide additional value, and add even more credibility.

These are real copies of order forms I've used to sell my products and services from the stage and collect buyer information for sales processing. You can use

### 10. Done-For-You Order Form Downloadable Templates

You can use and customize these templates for your own products and services when you are selling from the stage.

### 11. Step-By-Step Guide for Creating Your Powerful Talk and Presentation

This guide walks you through the entire process of outlining your message, creating your talk, organizing your presentation, and delivering a powerful close.

### 12. Copy of My Event Packing List

This is a detailed list of everything I bring to my engagements — you can use this list to ensure that you have everything you need and are thoroughly prepared for every engagement.

### 13. My Book "Speak To Win"

This 208-page hardcover book covers additional secrets and strategies for influencing, persuading, and negotiating as a powerful speaker.

### 14. My Audio CD "Speak On Your Feet"

This 1-hour audio program covers techniques for keeping your audience's engagement, incorporating humor and storytelling into your talks, and getting a standing ovation every time.

### 15. Exclusive Access To My 6-Figure Speaker Members-Only Group

This group is open exclusively to members of this program. In it, I'll post discussion questions, tips, and other valuable information. Plus, you can interact with other members to share ideas and get your most pressing questions answered immediately.

# **× IODAY ONLY YOU GET ×**

- The 6-Figure Speaker Virtual Training Course—\$997 Value
- Bonus Written Module (How To Sell From Stage)—**\$297 Value**
- All of My Bonus Workbooks, Templates, Contracts, Audience Giveaways etc... (Literally Too Much To List Here)—\$3,000 Value

### **Total Value: \$4,294**

Yours today for only....



# **× TODAY ONLY YOU GET ×**

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Yours today for only....



### **Total Value: \$4,294**



### **\* BUT I'LL MAKE IT EVEN BETTER \*** ... for you

Become a case study of mine and save another 50%

### -\$500 OFF TODAY

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This Webinar Only!

(Click on the Button Above the Chat to Enroll Today!)

### \$497

### **Next 30 People Only!**



I love speaking to the public, or addressing large groups of people. **One thing I struggle with is** engaging with the crowd to keep them captivated; I sometimes find myself rambling on, and not asking them for feedback or input often enough. I love an interactive crowd. Is it repeated practice, or is there more to it? Do you cover how to do my talk step-by-step?

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### How do I define **my edge?**

By edge I mean the value I can bring to people.

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I would like to be a professional speaker, but the problem is I cannot face the public. Whenever I try, everything **disappears** from my mind. Do you cover this in the training?

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### \$497

### **Next 30 People Only!**



I would love to be a professional speaker, but sometimes I struggle to **find the right words.** Do you have anything in the course that helps with that?

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I can talk to anyone, but if you call on me spontaneously to speak in front of a group, my **mind goes blank** and I start to ramble on and on. How do I get past this?

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# Can I be a **part-time** professional speaker?

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# ★ INITED AVAILABILTY ★

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### \$497

### **Next 30 People Only!**



I notice a lot of people **selling from stage** and I saw you have a bonus to teach that. Do you actually recommend selling from stage or is that just an advanced skill?

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### Next 30 People Only!

This Webinar Only!

Can I apply your teachings to also **"virtually"** speak or sell from stage like you're doing on your webinar today?

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### Next 30 People Only!

This Webinar Only!

I have invested in programs before, and at \$997 I was worried about price, but at \$497 I am about to jump on it – **how do I know this is right for me** before I jump in?

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### -\$500 OFF TODAY

Yours today for only....



### Next 30 People Only!

This Webinar Only!

# **\* LIMITED AVAILABILITY \***

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### -\$500 OFF TODAY

Yours today for only....



This Webinar Only!

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### \$497

### **Next 30 People Only!**



Do I have to pay you a percentage of my income earned from speaking after I invest in your course? I have seen others ask for this and I don't think it is fair.

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### -\$500 OFF TODAY

Yours today for only....



### Next 30 People Only!

This Webinar Only!

Are there any 3rd party costs I will have to pay other than investing in your course today?

### **\* TODAY ONLY \***

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Yours today for only....



### Next 30 People Only!

This Webinar Only!

I am about ready to buy right now if I am in the top 30. But I also sometimes like to know I can **work closer with my mentors for a fee later.** It has done well for me. If I ever want to work with you in person is that option available later?

### **\* TODAY ONLY \***

Become a case study of mine and save another 50%

### -\$500 OFF TODAY

Yours today for only....



### Next 30 People Only!

This Webinar Only!

### **\* 100% SATISFACTION GUARANTEE! \***



Take your time to enjoy your course and put the proven strategies to work for you in your life and business.

If for any reason or no reason at all you are not completely satisfied with your product, just let us know before within 30 days of purchasing the course, return the book and CD to us, and we will issue you a full 100% product refund less shipping.

If you're not happy then neither are we. My friendly staff will cheerfully return your money and we'll still be friends

The virtual course is no longer refundable after 30 days of purchase.

Become a case study of mine and save another 50%

### -\$500 OFF TODAY

Yours today for only....



This Webinar Only!

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# \* LAST CHANCE \*

### \$497

### **Next 30 People Only!**



# \* THANKS FOR ATTENDING \* TODAY'S WEBINAR!