

I. Fasten Your Seat Belt

CONTENTS

1. Seven Highlights

1. A bird's-eye view of major tools you receive to boost your speaking career into orbit faster
2. Genesis of the system

Five actions to take

2. How to Translate These Insights Into Income

1. How to start using *The Speaking Success System* fast
2. Explanation of *System* genesis
3. Ideal outcomes available to serious users
4. Approach and attitude of author
5. Initial explanation of instruments
6. Rules of the game
7. Importance of being organized
8. Relaxation techniques
9. Voice enhancement
10. Paradox of competing truths
11. Validity of principles that ground *The System*

Seven actions to take

3. How to Enjoy the Highest and Best Results When You Use The System

1. *Why* you are to care about those you serve
2. *Who* you are to care about
3. *How* you may show that you care

Three actions to take

4. Why We Do What We Do

1. The Speaker's Injunction
2. The Touch of the Master's Hand

5. Actions, Goals, Reports

1. Action Plan
(Your sure blueprint for your structure of speaking success)
2. Goal Powerizer
(An energy generator to get you in gear and keep you there)

(See also V-6.37/6.38)

3. Weekly report

(This is the \$100,000 a year income booster)

6. Diligence

(Your key role in creating your personal speaking success)

7. There's Nothing to Return—Ever!

8. Your Golden Nuggets

(Priceless Gifts for you—and how to receive them)

II. Business Savvy

CONTENTS

1. Start With the Basics

1. Your initial imperative: have a mission
2. Your first principle: be a business person first
 1. Do not put temptation in the path of your employees
 2. Have regular business hours
3. Position yourself strategically
 1. Identify your niche
(See VIII *Positioning Magic*)
 2. Position your uniqueness within your niche
 3. Understand preemptive positioning
4. Control your expenses
 1. Office Expenses
 2. Travel and lodging
5. Be a bulldog
6. Tune in to the trends
 1. Be the ultimate authority
 2. Put that ring on my finger
7. Avoid these pitfalls
 1. Too many outside activities
 2. Substandard time management
 3. Reinventing the wheel
 4. Not being a specialist
 5. Not target-marketing
 6. Letting anything or anyone drain your energy

Twenty actions to take

2. Package Yourself for Promotion

1. Significance of having an obsessive and positive mission
2. Vital importance of your personal integrity
3. How your *grabber* serves you
4. How your *passion* empowers you
5. What a unique *identity* does for you
6. Key aspects of your marketing plan
7. Critical importance of your graphic packaging materials
8. Marketing instruments—your shortcuts to speaking success
9. How your newsletter builds your credibility
10. Importance of narrowing your field
11. How to improve your writing skills
12. Why repackage you
13. Why write and publish consistently
14. Importance of excellent photographs of you
15. Why produce a great promotional press kit
16. The Joseph Charbonneau ten, ten, and ten

17. Type of products to develop
18. The small investment with big dividends
19. Why learn how to write press releases
20. Attitude is everything
21. Memories are made of this
22. Don't sell the steak, sell the sizzle
23. What to headline in your promotional materials
24. What are your natural markets
25. Why barter is smarter

Twenty-five actions to take

Addendum 1

Ten reasons why you are a good person to hire

Addendum 2

Ten reasons why participants will benefit from attending your program

Addendum 3

Ten reasons why your client/sponsor will benefit from hiring you to present this program

3. Produce a Great Promo Kit

1. Rules of the game
2. What meeting planners want now
3. When to send your package
4. What to include
5. 17 possible elements of your promo/press kit
6. 3 sources for presentation folders
7. 12 elements to include in your brochure
8. Aspects of your cover letter
9. 13 hot tips on securing best possible photos
10. How to compose a winning bio-profile
11. Getting marketing mileage out of your client list
12. How to get and what to do with great comments from delighted audience members
13. Merchandising convention program extracts that announce your program
14. Getting ongoing value from articles you write/articles about you
15. Caveat about demo tapes
16. How to create an impressive Q & A sheet
17. How you benefit from including case histories
18. How your surveys and research studies serve you
19. Alternate ways to prepare program descriptions

Twenty actions to take

4. Work Effectively With Bureaus

(Tested methods to work synergistically with independent professional marketers: 70 priceless insights)

1. 6 significant definitions that clarify what follows
2. When to first contact any Speakers Bureau
3. Handling referrals and spin-offs
4. Bureau share of BOR sales
5. Dealing with unsolicited inquiries for your services
6. Rules of the game
7. 14 keys to understanding your relationship with a Bureau
8. 7 prerequisites for approaching a Bureau
9. 5 secrets of marketing your services to a Bureau
10. 21 possible questions to ask of a Bureau that would like to represent you
11. 5 ways to make it easier for a bureau to book you
12. Guide to your conduct at Bureau bookings

Twelve actions to take

5. Sell You Smarter

1. Satisfy these 9 concerns of the meeting planner
2. Close while the Time Window is open
3. Give meeting planners what they want more of now: 5 values
4. Generate 5 areas of expertise
5. Develop your credibility: 12 techniques
6. How to ask for and get bigger fees
7. 9 ways to fit into meeting planner's budget without altering your fee structure
8. Secure superior referrals
 1. Explanation of value of referrals
 2. Critical importance of delivering superb programs as preface to receiving referrals
 3. Plan one: *The in-front setup*
 - *How to set stage for referrals in your Program Confirmation*
 - *How to get a letter of commendation—and two more letters referring decision makers to you—all from one booking*
 - *Model letter you use to generate excellent commendation letters from meeting planner*
 - *How to reproduce and package your letters of commendation*
 4. Plan Two: *The post-program letter*
(*How to get fine letters of commendation after your program*)
 5. Plan Three: *The satisfied client method*
 - *How to arrange to write your referral letters yourself on behalf of satisfied clients*
 - *How to use such letters to penetrate an industry and get yourself booked and booked and booked*
 6. Plan Four: *Buttonhole meeting planner after your great program*
 7. How to generate powerful testimonial letters from your clients

Ten actions to take

6. Principles of Creating Ongoing Relationships With Meeting Planners

1. Lessons learned during ten years on the front line
 1. How to do the job they hired you for—and more
 2. How to get to know the meeting planner on a human level—and stand out
 3. 11 ways to stay in touch
 4. 10 ways to endear yourself to all clients

Six actions to take

2. How to use the Triple Probe to reach deeper feelings, wants, needs, truth—and bookings
(Once you master this you'll use it in all your verbal transactions)

7. Don't Give Away the Store

(How to negotiate the highest possible fees and stay within meeting planner's budget)

1. Function of your first negotiation
2. Why ask elimination questions in front
3. The 5 questions
4. The key probe
5. 13 powerful trade-offs that create a DOUBLE-WIN
6. Why be prepared to walk away
7. Why ask for more than you expect
8. The fastest way to make money
9. Why engage the law of inertia to secure more bookings—and how to do it
10. Why be the first to concede on a minor issue
11. When to say NO
12. The closing question to ask before offering a concession
13. The trade-off close
14. Delineating benefits of a concession
15. How *not* to split the difference
16. How to handle ridiculous offers
17. A better name for your fee schedule
18. The 3 questions to ask when you're asked for a topic you don't present
19. How to negotiate the sale of audio cassettes that you don't have

III. Market Strategies

Contents

1. Overview

1. Where to find meeting planners
(15 directories, over 148,000 top executives and meeting planners, plus access by industry, profession, city, state, country, type of meeting, budget, date, venue)
2. Ideas for relating with meeting planners
 1. Rules of the game
 2. Don't reinvent the wheel
 3. Accept the real world as is
 4. Importance of your skills
 5. Your programs vs. meeting planners' problems needing solutions
 6. Meeting planners' pains needing solace
 7. Results meeting planners desire
 8. Serving meeting planners professionally***Seven actions to take***
3. High level preview strategies
(7 aspects of securing the best high-level preview engagements)
Seven actions to take

2. Carve Your Niche in the Association Market

(See also III-3.5/3.6)

1. Introduction
 1. Basic background information
 2. Structure of this market
 3. Initial contact time-window
 4. How decisions are made
 5. How to be considered
 6. When decisions are made
 7. Evaluation/selection process
 8. Getting your foot in the door
 9. Why to work this market
 10. Breakout session strategy
 11. Types of meetings
 12. Horizontal penetration
*(Who to speak with • What to say • Where to find decision-makers • How to offer your expertise)****Seven actions to take***
2. The best strategic, leverageable, high-level preview targets
 1. 11 top forums

2. 6 excellent forums

Four actions to take

3. Marketing keys
 1. Importance of being one-pointed
 2. Significance of understanding your market
 3. When and how buying decisions are made
 4. Introduction to competitive analysis
 5. Why you are to be the speaker without peers
 6. Showcasing criteria
 7. Leveraging your bookings
 8. Rationale for having quality program materials
 9. Fee keys
 10. What meeting planner really buys
 11. Your crucial major aspiration

Nine actions to take

4. Partnership-in-promotion concept
(How to create non-dues income for associations, educate members, and earn speaking fees)
 1. A way to partner with Association meeting planner on the local level—perhaps in many localities
 2. Explanation of explosive success potential when you're great
 3. Useful formula that makes it workable for Association
 4. What to do to help Association promote your program
 5. How to build your credibility
 6. Details for you to complete every time
 7. Understanding that you are the spark plug
 8. The per-head variation
 9. Ideal midweek program hours

Seven actions to take

5. Working with Association Chapters
 1. How to penetrate your Association markets more deeply
 2. How to reach people who are otherwise inaccessible to you
 3. How to get better known within your target industries
 4. How to secure more speaking dates
 5. How to generate extra spin-off business
 6. How to touch more people with your message
 7. How to be more affordable while increasing your earnings

Seven actions to take

3. Penetrate the Right Industries/Markets for You

1. Importance of careful selection of industry/market to penetrate
2. Why research in-depth
3. Reasons to publish
4. How you benefit when you create industry/market-specific audio/video cassette tapes
5. Your basic markets
6. Trade/professional associations
7. Challenges and rewards of serving the corporate market
(See also III-4)

8. Targeting the government market
9. Why skip most non-profits
10. Secrets of serving the management club market
11. The cruise ship market—the working vacation

Eighteen actions to take

4. Get Your Share of the Best Corporate Markets For You

(Savvy approaches and seminal insights)

1. The three entrances to the universe of corporate speeches, seminars, workshops
2. Who to cultivate and contact—and why to avoid HRD people
3. How many industries to focus on
4. Understanding the stewards of educational/training budgets
5. Recognizing real-world agendas, and what senior corporate executives really want
6. How to see senior executive challenges through their eyes
7. How to draw out hurts and pains, needs and wants, challenges, aspirations and desires
8. Engaging the *Back Door Approach* to corporate bookings
9. How to develop the respect and admiration of senior corporate officers
10. How to get to know the players
11. How to research background data about key corporations
12. How to make yourself a recognized industry expert
13. How to get known within a corporation
14. How to prepare yourself for meetings with key executives
15. Your initial objectives at a first meeting
16. Significance of the Needs Analysis Day
17. 5 elements of the Action Plan
18. Advantages of the *Side Door Approach*
19. How and where to find corporate Meeting Planners
20. How to adjust (not reduce) your fees for this market
21. Techniques of selling learning systems to this market
22. Questions to ask corporate meeting planners
23. Negative and positive aspects of the *Front Door Approach*
24. Prerequisites to work this tough market
25. Mega-benefits available by serving this market well
26. How to start developing your track record
27. How to package yourself to approach this market
28. 7 critical questions to ask yourself
29. Preparing yourself to communicate with appropriate target corporations
30. 14 questions to answer before your contact
31. Positioning yourself to approach a target
32. Securing the right appointments for you
33. Why to scheme and plot, connive and conjure, plan and arrange
34. Your very worst option...(Avoid this at all costs)
35. The Elmer Letterman approach
36. How to position yourself so that the right people know about you
37. What to positively, absolutely *never* do
38. The 11 elements of a winning appointment

39. 7 essentials of your Action plan
40. Importance of the pilot program
41. Menu of questions for the consultative interview
42. Generating large profits from your materials package

Thirty-one actions to take

5. Consider the College Seminar Market

(Inside secrets and keys to this rich, steady market)

1. Good Guys and Bad Guys
2. Where to find colleges and universities
3. How to investigate their extension course offerings
4. What to say and do on your first phone contact with a school
5. Components of your Proposal
(How to develop your subject, its titles and description, plus questions and answers to include in your proposal)
6. How to handle your crucial personal interview
7. The moment of truth: how to WOW your class every time
8. Building your back-of-room (BOR) product sales
9. Set the ideal length for your program
10. How to be hired back again and again
(Strategy of working the Evaluation Form)
11. Converting your handouts or program manuals into silent sales instruments
12. Your compensation
13. Responsibilities of each party
14. Joint venturing your extension program with private universities

Fifteen actions to take

6. Do Free Programs that Sell Fee Programs

1. Benefits and burdens of doing programs free
2. Various offers you may receive to pay all, some, or none of your expenses
3. Risks of speaking free
4. Values you may seek in return
5. Corporate preview and conditions to insist upon as prerequisites
6. When to do speaker showcases
7. Why do talks at service clubs and community organizations
8. How to get booked fast
9. Importance of careful preparation
10. Leave-behind strategy
11. Using free local meeting rooms to promote yourself in your community
12. Smarts and sweat
13. Advance publicity
14. Articles and talk shows
15. Letters of recommendation
16. BOR product sales
17. Prestige engagements
18. Value of your photo with celebrities

19. Mingling at the reception
20. Showcasing yourself to your outside prospects
21. Getting a free video of you speaking
22. Fee consultations next day

Twenty actions to take

7. Get Your Feet Wet with Public Seminar Companies

1. Names and addresses/phone numbers of major seminar companies
2. Your compensation
3. What they require to consider you
4. Your days of work
5. Presenting your own seminars
6. Expense reimbursement
7. Benefits and burdens of serving this market

Three actions to take

8. How to Penetrate the Credit Union Market

1. Nature and value of this market for professional speakers
2. Unique qualities of this market
3. Special Jargon used within the Credit Union *movement*
4. How to get to this market within USA
5. How to access this market in 87 other countries
6. Spectrum of services speakers may deliver to this market
7. Appropriate attitudes to have when serving Credit Unions
8. Why to deliver extra value to the Credit union *movement*
9. Access to every Credit Union League in the USA
10. Access to CUNA and related organizations

Seven actions to take

9. Do Good and Do Well: Serve the Education Market

1. The adults you serve
2. The entities you serve
3. The children you serve
4. The reasons you're needed
5. The functions of K-12 schools
6. Children as stewards
7. How these stewards are shortchanged in many venues
8. Why you are important
9. You—as role model
10. Guidelines
(What to share • What to be • What to do • How to dress • What to avoid • Qualities to have • Why to answer kids' letters • Caveats • Costume portrayals • Making a difference • Integrity • Holding young audiences • Respecting diverse faiths • Recommended promotional materials • Hot topics)

- *7 qualities of an ideal speaker • 7 qualities of a nightmare speaker)*
- 11. Components of this market
(11 student groups identified • 9 in-service groups named
• 11 other groups delineated • Over 390 USA national associations revealed)
- 12. The education market *calendar*
- 13. Connie Podesta's success stories
(Relationship marketing • Telephone techniques • How to get full fees plus)
- 14. Program ideas
(You can start with these 27 excellent topics)
- 15. General program principles
(Why do your homework first • Your signature talk • "Get me to your kids" • What to do before each program • What to do with special guests • Why get out among 'em • The rewards of authenticity • A/V disasters • How to get spin-off bookings • How to shorten breaks)
- 16. Student program principles
("Keep your face out of 'park'..." • Stories • Self-esteem • Seating teens • Time frames • Auditorium programs • Connecting with your audiences • Prerequisites • Getting started • Dealing with disruptive students • Getting those letters • Gymnasium presentations)
- 17. How to pack more programs into your day
- 18. Marketing your services
(7 actions to get you started • 7 ways to work with educational associations • How to create bookings • 7 ways to build your business faster • How to promote yourself with products)
- 19. Your fee
(Average fees • How to get paid in front • How to be sure you're paid at your program • Getting eager permission to sell products)
- 20. Funding sources
(Ask and you shall receive • Sources within the school system • Local funding sources • Your book covers • Vendors of supplies • Equipment • Dozens of caring entities who want to be good guys • Major corporations • John Crudele methods)
- 21. Securing grants
(Where the money is • How to get at it • Federal money • State money • Special programs • Writing Grant Proposals • Types of Grants • Strategies to get funded)
- 22. Resources
(State educational directories • Educational mailing lists • Booklets • Books • Audio cassettes • Free trial subscription to Education Daily and other periodicals)

Twenty-three actions to take

10. Capture the College Student Market	<i>Page</i>
Introduction	1
Summary	2
1. Create instant credibility in the college student market	2
1. How to gain credibility and experience	2
2. How to get free speeches	3
2. Know the best time of year to market	4
3. College organizations you need to know	4
4. Bureaus marketing directly to colleges	5
5. Invite other schools to hear you	7
6. Produce great promotional material	7
7. Open doors at Orientations	7
8. Get your full fee	8
9. Offer fund-raisers for student groups	8
10. Increase profit through back of room sales	9
11. Rules for relating to college students	9
12. Create a memorable message to leave behind	10
13. Gary Tuerack on: Marketing to Colleges <i>(More Party Time)</i>	11
<i>Actions to take</i>	12

V. Program Creation

CONTENTS

1. **Identify Your niche**
(How to make yourself a world-class expert in your niche within one year)
2. **Write Top-Notch Titles**
(5 Techniques)
3. **Prepare Peerless Program Descriptions**
(How to make people's mouths water with anticipation to see and hear you)
4. **Generate Great Contents**
 1. Intuitive program development
 2. Your essential communication
 3. Prepare to reveal how you got here
 4. How to write learning modules
 5. How to add tangible value to your programs
5. **Be Real**
(Qualities of a great speaker)
6. **Produce Superb Program Graphics**
 1. Introduction and survey of classic graphic elements

6.2 through 6.45

44 model pages, a concise course on
how to produce excellent program graphics

2. The Noble Quote
3. Front cover magic
4. The limited use license
5. Inspiration
6. Program page
7. Add clout this way
8. Introduction, version 1
9. Introduction, version 2
10. Prepare your audience to receive value-plus
11. Freedom to choose
12. Aha! What if...
13. Ten Keys to program content
14. Ten Keys to program content—conclusion
15. Definitions
16. Self-scoring instruments
17. Sentence completions
18. Credibility enhancer
19. Discussion stimulator
20. The case study
21. The case study II
22. The secret life of the checklist
23. The all-but-blank, yet organized, page
24. Add headings
25. Ask questions
26. Present incomplete data
27. Offer a set of rules
28. Include copy and lead-ins
29. The Swiss cheese method
30. The pleasant tease
31. Half and half
32. The split half and half
33. Mail me the seminar, pardner
34. Weekly telephone reports
35. Weekly report
36. Call report
37. Goal Powerizer
38. Goal Powerizer, filled-in model
39. The customized instrument
40. Ideas/actions/results
41. Integrity maintenance record
42. Implementation plan
43. Include a bibliography
44. Reference section I
45. Reference section II

Fifty actions to take

VI. Presentation Pizzazz

CONTENTS

	<i>PAGE</i>
1. What To Do After A Booking Is Firm And Before The Date	1
(Do this and you'll double the value you receive <i>and</i> the value you deliver at each engagement)	
Summary	2
<i>Take These Actions</i>	
1. Contact nearby prospects	3
2. Contact nearby bureaus	3
3. Create media interviews on the day you speak	3
4. Confirm and reinforce connection with decision maker	3
5. Reconfirm room setup and A/V requirements with venue people	3
6. Arrange for where your supply boxes are to be	3
7. Write your own introduction	4
8. Communicate with your introducer	4
9. Learn about your audience	
10. Research what you are expected to do at this program	4
11. Get decision maker to agree to send you copies of announcement of your program	4
12. Prepare depth to deliver outstanding value at this program	4
2. What To Do When You're Booked Into An Industry That's New For You	1
(Do this and you'll make yourself a recognized expert in this industry)	
Summary	2
<i>Take These Actions</i>	
1. Invest a day on site	2
2. Seek insight into their problems	2
3. Translate those problems into opportunities	2
Ask questions such as these:	
1. Probe: "What are the biggest problems you have when you..."	3
2. Probe: "What does your senior management do that prevents you from..."	3
3. Probe: "What depresses you when..."	3
4. Probe: "What needs fixing around your shop..."	3
5. Probe: "What's your biggest gripe..."	3
6. Probe: "What most needs improving..."	3
7. Probe: "What's your desired outcome..."	3

- | | |
|---|---|
| 8. Probe: “ What would that mean to others in your company “ | 3 |
| 9. Probe: “ What would that mean to others in your industry...” | 3 |
| 10. Probe: “ What would that mean to you...” | 3 |
| 11. Probe: “ Are there any external obstacles...” | 3 |

3. What To Do On The Day Before Your Program

(Do this and you increase the value you deliver. You enhance your relationships and improve your business with everyone involved in each program you present.)

Summary 2

Take These Actions 2

- | | |
|---|---|
| 1. Remember that you are on stage from the moment you arrive at your own home town airport | 2 |
| 2. Arrive at the venue no later than the evening before your program | 2 |
| 3. Be on the lookout for A/V staff | 2 |
| 4. Be there to gain information and not to give it | 2 |
| 5. Be in the energy of the preparations for the event | 3 |
| 6. Be at your best | 3 |
| 7. When you're invited to social events or receptions, do attend if you can | 3 |
| 8. If you're not the kickoff speaker, attend every possible other session on the day before your program | 3 |
| 9. Check out your room set-up | 3 |
| 10. Offer to meet with the meeting planner or decision maker who hired you very early on the day of your presentation | 3 |
| 11. Arrange to be given all leftover promotional materials that include you or your program | 3 |
| 12. If you are to do a concurrent session with a break, make your breaks coincide with their breaks. | 3 |
| 13. Prepare to sleep well the night before you go on | 4 |
| 14. Bedtime preparation | 4 |
| 15. What to do when you awaken | 4 |

4. How To Orchestrate Your Room Environment

(11 actions that set the stage for your presentation)

Summary 2

Take These Actions

- | | |
|--|---|
| 1. Be in the room a full 2 hours before your program is to start | 2 |
| 2. Identify your position of power in the room | 2 |
| 3. Check the light switches | 2 |
| 4. Check temperature | 2 |
| 5. Check and set the sound levels you want | 2 |
| 6. Check audio-visual equipment | 2 |
| 7. Check spatial relationships of all furnishings | 3 |
| 8. Locate your program handouts | 3 |
| 9. Remove your name badge | 3 |
| 10. Have breakfast | 3 |
| 11. Strike up the band | 3 |
| 12. Have a welcome message | 3 |
| 13. Last words | 3 |

5. Cherish And Protect Your Voice	1
Summary	2
Take These Actions	
1. Protect your voice by avoiding these irritants:	2
1. Smoking and smoke	2
2. Milk and milk products	2
3. Antihistamines	2
4. Deepening or raising your voice	3
5. Coffee and most teas	3
6. Air travel	3
7. Straining your voice	3
8. Speaking without water	3
9. Iced drinks	3
10. Clearing your throat	3
11. Breathing very cold air	3
12. Excessive use of throat sprays	3
13. Yelling	3
2. Take these actions to enhance your voice:	3
1. Use a microphone	3
2. Drink hot water	3
3. Practice diaphragmatic breathing	3
4. Get plenty of sleep the night before	3
5. Practice "The Alexander Technique"	3
6. Disappear at lunchtime	4
7. Carry glycerin-based throat lozenges	4
8. Carry Throat Coat tea bags with you	4
9. Be prepared for the day you have a sore throat	4
10. Keep the humidity high in your sleeping room	4
11. Gargle with hot salt water.	4
12. Carry a package of Entertainers Secret	4
13. Stay physically fit	4
3. Your voice is your instrument	4
1. Hum	4
2. Resonate	5
3. Breathe	5
4. Elongate your vocal sounds	6
5. Enunciate your consonants clearly	
1. Your lips—P and B sounds	6
2. Your tongue—T and D sounds	7
3. Your jaws—G and J sounds	7
Take These Actions	8
6. Take These Actions At Your Program	
Summary	2
1. Before you speak:	2
1. Give the Meeting Planner a little gift	2
2. Give your introducer a little gift	2
3. Show your readiness to serve	2

4.	Be your own skill	2
5.	Do not speak as dishes are cleared away	2
6.	Advertise in your hallway	3
7.	Bring your camera everywhere	3
2.	When you speak:	3
1.	Start with a grabber	3
2.	Make your program an event	4
3.	Be what you say you are	4
4.	Appoint a <i>So What</i> Chair	4
5.	Acknowledge the Meeting Planner	4
6.	Involve your audience	4
7.	Create memorable moments	5
8.	Get 'em in the act	5
9.	Include music	6
10.	Make your key points sink in	6
11.	Generate questions	6
12.	Use subtle product sales strategies	6
13.	Use the p-a-u-s-e	7
14.	End on a high note	7
	Take These Actions	8
	7 Actions to take before you speak	8
	14 Actions to take when you speak	8
	More actions to take at your programs	8
	(What to do to create a magnificent experience for your audience every time you go on)	
	57 More useful actions to add value to your program	8
7.	How To Tingle and Glow Before You Go On	1
	(What to do to create a magnificent experience for your audience every time you go on)	
1.	Generate an inner glow	2
2.	Radiate an outer glow	2
3.	Smile with your eyes	2
8.	Be Prepared	1
1.	Emergency Plan	
1.	What to do when fire and disaster occur at the venue	1
2.	How to protect yourself and others	1
9.	Your Blueprint For a Superb Introduction	1
	Summary	2
1.	Principles of Writing Your Introduction	3
1.	Make your audience comfortable	3
2.	Tell <i>why</i> this topic	3
3.	Tell <i>why</i> you	3
4.	Be brief	3
5.	Write in fresh language	3
2.	How to prepare your Introduction for your Introducer	3
1.	Type your introduction	3
2.	Use both upper and lower case	3
3.	Place it on regular, full-size paper	3
4.	Type it double spaced	3

5. Indicate pauses	3
6. Consider including humor	3
7. Whet the audience's appetite	3
3. Model Introduction # 1	4
4. Model Introduction # 2	4
Real-world sample of a Burt Dubin Introduction circa 1987	5

Take These Actions

10. Stagecraft and Showmanship	1
Summary	2
1. Experts share their views	2
1.	Elbert Hubbard speaks ²
2.	A Speakers Bureau speaks 3
3. A Meeting Planner speaks	3
2. Authentic stagecraft and showmanship	4
3. Magnetic vs. Dynamic speaking	4
4. Stagecraft equals presence	4
5. Four principles of stage presence	5
6. Showmanship from the inside out	5
7. Getting your show on the road	6
8. Authentic delivery	6
9. Turning stage fright into stagecraft	7
10. Understanding your audience	8
11. The audience <i>want to know...</i>	8
12. Achieving <i>Instant Rapport</i>	9
13. Seven Steps to a perfect opening	10
1. Step 0—Radiate Love	10
2. Step 1—Nonverbal Opening	10
3. Step 2—Your opening Line	11
4. Step 3—The rest of the story	12
5. Step 4—Transition	12
6. Step 5—Brief agenda	12
7. Step 6—Your Promise	13
8. Step 7—Collecting agreement	14
14. Universalizing the personal	14
15. Opening with a whimper instead of a bang	15
16. Exploding conventional wisdom	15
17. Low Key excitement	16
18. Revealing “Secret Truths”	16
19. Emerging paradigms of professional speaking	17
20. The last word in cultivating stagecraft and showmanship	17

Take These Actions

11. Q & A—Including Participation Generation	1
Introduction	1
Summary	2
1. Basic Principles	2
1. Know your subject	2
2. Invite questions anytime	2
3. Repeat questions on the mike	2
4. Don't rush to answer a question	2
5. Don't let questioner ramble	2
6. Stay in command of your body language	2
7. Respond to everyone	3
8. Let your responses be brief	3
9. Reward questions	3
10. Ask <i>suppose</i> questions	3
11. Create buzz groups	3
12. Restate in simpler terms	3
13. "So What"	3
14. Be kind	3
15. Rephrase	3
16. Dodge	3
17. "I understand how you feel"	3
18. Do this when you don't know	4
19. "That's a good point "	4
20. Give others their chance to share	4
21. Create a feeling of completion	4
2. Dealing with tough questions—and difficult people	4
1. Stay in command	4
2. How do you feel...	4
3. Defer response	4
4. Do not Respond	4
5. Neutralize	4
6. Enter their space	4
7. Separate the culprits	4
8. Butter'em up	5
9. Rephrase hostile questions	5

Take These Actions

12. The One-Hour-or-Less Program	1
Summary	2
1. The key	3
2. The nature of the short program	4
3. Your first 1 to 3 minutes	4
4. The heart of your program	5
5. Your handouts	6
6. Build from the ground up	6
7. Create audience involvement	6
8. Serve the spirit	6
9. Be a model of the possible	7
10. Compose and memorize powerful closing words	7
<i>Take These Actions</i>	8

13. How To Create & Deliver Seminars and Workshops

Summary 2

1.	Understand the speaking business:	
3		
1.	Your awakening	3
2.	Your canvas	3
3.	Your service	4
4.	Your presence	4
5.	Your wisdom	4
2.	Create your content:	4
1.	Your Authenticity	4
2.	Your Message	5
3.	Your Research	6
4.	Your program values	6
5.	Stories from the morning paper	7
6.	Insights from the Wall Street Journal	7
7.	Intelligence from leading industry publications	7
8.	Enriching your programs	7
9.	Your trademark stories	8
10.	Your visual aids	8
11.	Audience practice	9
12.	Your indirect marketing	9
13.	Conserving your handouts	9
14.	Your use of the...pause	10
15.	Your pre-program rehearsal	10
3.	Frame your program:	10
1.	Explanation	10
4.	Open your program:	10
1.	Your opening options	11
4.1.1	Open with topical humor	
4.1.2	Open with Shocker	
4.1.3	Remember this	
2.	Applause, applause	11
3.	Breaking preoccupation	11
4.	Why today matters	11
5.	Your movements	13
6.	Your defining moments	13
7.	Invoking questions	14
8.	The Delilah approach	14
9.	The paint-by-numbers example	14
10.	Why pretend	14
11.	Buzz groups	14
12.	AHA-what if!	15
13.	Brief and frequent breaks	15
14.	Engaging your energy source	15
15.	Your theme	15
16.	Saluting the champions	16
5.	Close your program:	16
1.	Principles	16
2.	The action plan	16
3.	Access to you	16
4.	Variations on a theme	17

5.	Creating a feeding frenzy	17
6.	The booking booster	18
7.	Your post-close	18
8.	Your program evaluations	18
9.	Your final words	19
10.	Celebration	19
6.	Be transcendent:	19
1.	The virtues of surrender	19
2.	Honoring your values	19
3.	Over-delivering	19
4.	Over-researching	20
5.	Pre-program information request	20
6.	Interviewing more people	20
7.	Custom transparencies	20
8.	Extra handouts	20
9.	Your most important communication	21
	Your Bonus : The genius of Malcolm Knowles	21
	Take These Actions	21

14. Your Keynote Speech 21

	Summary	2
1.	Prepare to go on:	2
1.	Your initial understandings	2
2.	Your start-up actions	3
3.	Physical preparation before you go on	3
4.	Be issue-oriented, not topic-oriented	3
5.	Be a solid professional	4
6.	Your intentions	4
7.	Your voice	4
8.	Your body movements...	4
9.	Your content	4
10.	Your genius	4
11.	Your visuals	4
12.	Your value	4
2.	Create a magnificent keynote speech:	5
1.	Your kick-start	5
2.	Your attitude	5
3.	Your words	5
4.	Your approach	5
5.	Why no audience Q&A	5
6.	Quoting strategy	5
7.	Your props	5
8.	You ask lots of questions	5
9.	Build your speech	6
10.	Get your audience involved fast	6
11.	Include visuals	6
12.	Your stories	6
13.	Rehearse, rehearse, rehearse	6
14.	Your authenticity	7
15.	Develop your own material	7
16.	Remember, you are the message	7
17.	Use "you" language	7
18.	Use the p-a-u-s-e	8
19.	Include humor	8
20.	Quote the words of their heroes	8
21.	Challenge your audience	8
22.	Act out your stories	8

23. Show you care...	8
24. Your shticks	8
25. Include a handout	9
26. Conceive memorable quotes	9
27. Your delivery	9
28. A master speaks	9
29. Stretching out your keynote	9
30. End with a call to action	9
31. Your last words	9
32. Break these rules intuitively	9

Take These Actions

15. Speak with magic

Summary

1. Introduction	1
2. The concept	2
3. Icebreakers	3
4. Humor	3
5. Networking	3
6. Sell yourself	3
7. Magic sells	4
8. Know what effect you choose to create	4
9. What makes a good magic trick	5
10. Select strong material	6
11. Practice	6
12. How to develop patter and timing	7
13. Use transitions	8
14. Use misdirection	9
15. Use a mirror	9
16. Focus on your audience	9
17. Use a video camera	10
18. Overcome stage fright this way	10
19. Be organized	11
20. What to wear	11
21. Generate entertainment value	12
22. Be up	12
23. Four excuses	12
1. I'm not very good with my hands	12
2. I don't have time to practice	13
3. Magic is for kids	13
4. I don't have the right kind of personality to do magic	13
24. A note about the magician's code	14
25. Your next step	14
<i>Take These Actions</i>	15

16. How to be a Persuasive Speaker

Introduction	1
Summary	3
1. Three persuasion fundamentals	4
1. The prime principle of persuasion	4
2. Marketing your services	4
2.1 Develop a friendship	4
2.3 Get introduced by another decision maker	4
2.3 Market subtly to your audiences	4
3. Persuadees	5
3.1 What do I need this for?	5
3.2 What does it do for my business?	5
3.3 What problems do you solve for me?	5
3.4 What do you do to make me a hero?	5
3.5 What's in this for me?	5
2. Six keys to persuasion	6
1. Everyone wants to protect their ego	6
1.1 When a person's perspective is biased	6
1.2 When you face a rational individual	6
2. Everyone wants approval and recognition	6
3. Individuals constantly want to approve of themselves	6
4. Folks generally want to do a good job	6
5. People want security	7
6. People want pleasure	7
1. Tilt your head	7
2. Smile	7
3. Ask for what you want	7
3. Four persuasion strategies	8
1. Engage the power of visualization	8
<i>The 3 most ideal times to do your visualizing are:</i>	8
1. As you're dropping off to sleep at night.	8
2. When you awaken in the middle of the night.	8
3. Immediately upon awakening in the morning.	8
2. Be packaged persuasively	8
3. Find common ground	9
3.1 <i>The affinities and similarities of a group</i>	9
3.2 Challenges to share with a group	9
3.3 Shared professions and hobbies	9
4. Are you a recognized expert?	9
4. Persuasive sight and sounds	10
1. Your gestures	10
2. Your eye contact	10
3. Your rate of speech	11
4. Your pitch	11
5. Your volume	11
6. Your articulation	11
7. Your presence	12
5. Persuasion tools	12
1. Use audience names with care	12
2. Nod your head	12
3. Know your stuff	12
4. Contain your enthusiasm	13
5. Stay credible	13
6. Offer hope	13
7. Use trial balloons	13
8. Use "as you know"	13
9. Turn negatives into positives	14

	<i>Five persuasion techniques:</i>	14
1.	Avoid long, involved, delineation	14
2.	Talk to people on their terms	14
3.	Use good, simple, primitive words	14
4.	Paint glowing word pictures	14
5.	Build desire like this:	14
	5.1 Dangle the carrot	14
	5.2 Back your claim	14
	5.3 Sweeten it	14
6.	Two gentle persuaders	15
	1. It's the eye that buys	15
	2. The "yes" telegraph	15
	<i>Handling questions you get as you speak</i>	16
1.	Request questions be deferred until a certain time	16
2.	Ask that question be given to you in <i>writing</i>	16
3.	Assure your audience that every question will be answered	16
4.	Questions of <i>definition</i> or <i>clarification</i>	16
5.	You get a question you don't want to answer	16
	5.1 Start with a preface	16
	5.2 Now ask two of these questions	16
	5.3 Now, listen carefully	16
7.	Engage phase alignment	17
	1. Pace (get in step)	17
	2. Rhythm entrainment	17
	3. Mirror	17
	4. Lead	17
	5. Get your persuadess agreeing with you faster	17
	6. Use tie-downs after you make a point	18
	7. The "cherry on the top" of persuasion principles	18
	<i>Persuasive Methods of a Master</i>	19
1.	Your words are your verbal fingerprints	19
2.	Use image-laden words	19
3.	The magic, the joy of preparation	19
4.	Action, not abstraction	19
5.	Charisma	19
6.	Open the floodgates	19
	<i>Take These Actions</i>	

VII. Mission Possible

CONTENTS

1. Introduction	1
Summary	2
2. Primary Wisdom	3
1. The real world	3
2. The odds	3
3. Let's change those odds now!	3
4. Alchemy is the answer	4
5. The first step: Get off your but...but...but...	4
6. Let's send obstacles packing now	5
7. The crucial questions	5
8. Prepare to identify the most appropriate mission for you	6
9. How to recognize your ideal mission	6
3. Experience Mission	7
(Format • Definition • Examples)	
4. Unifying Characteristics of a Mission	8
1. A sense of transcendence	8
2. Surrender	8
3. Focus	8
4. Devotion	8
5. Macro vs. Micro Mission	10
(Your risks vs. your possibilities)	
6. Your Mission Statement	11
(Your benefits • Your rewards)	
7. Conceiving Your Mission	12
(Exercise One)	
(Dreams • Talents • Strengths • Being • Doing • Having)	
8. Your Values	13
(Exercise Two)	
(Bedrock Principles • Bones and heart • True essence)	

9. Your Qualities and Characteristics	14
(Exercise Three)	
(Your nature • Your honor • Your courage)	
10. Your Resources	16
(Exercise Four)	
(Inner fire • Attitudes • Connections)	
11. Your Actions	18
(Exercise Five)	
(Reaching in • Reaching out • Synthesizing)	
12. Your Vision	20
(Exercise Six)	
(Your ideals • Your glow • Your quest)	
13. Your Purpose	22
(Exercise Seven)	
(What you're really about)	
14. Your Philosophy	23
(Exercise Eight)	
(Your way of looking at and relating with your world)	
15. Your Dream	24
(Exercise Nine)	
(Liberating it from the mists of your mind)	
16. Prepare to Compose Your Mission	25
(Exercise Ten)	
1. Make it a present tense commitment	26
2. Surrender to your purpose	26
3. Get EXCITED!	26
4. Make it magnificent	26
5. Be obsessive-compulsive	27
6. Put your all on the line	27
7. Pay the fiddler	27
17. Review and Revise Your Notes	28
(This is the foundation of your future as a speaker)	
18. Prepare Your First Draft of Your Mission Statement	29
(Exercise Eleven)	
1. The order of the elements	30
2. Next sentence or two	30

VIII. Positioning Magic

CONTENTS

Summary	2
1. Introduction	2
1. <i>Niche</i> , defined	2
2. <i>Position</i> , defined	3
3. Examples of positioning mastery	3
4. Why you're smart to find your ideal niche and stake your claim to your <i>world-class position</i>	3
5. Think about it. It's <i>your</i> future...	4
6. Three reasons to make yourself a recognized expert	4
2. Your <u>Topic</u> Position	5
1. Take these actions to select your topic niche	5
1. Identify what makes <i>you</i> so special	5
2. Prepare to conceive and exploit your personal <i>topic</i> niche	6
3. Think about how you prefer to engage your unique assets	6
4. Listen to your intuition	7
2. Develop your personal, one-of-a-kind, <i>topic</i> niche	7
1. Consider your options	7
2. Look at your palette of possibilities	7
3. Let your subconscious mind guide you	7
4. Pay close attention	8
5. Light <i>your</i> fire	9
6. Be ready for <i>AHA</i> moments	9
7. Broadcast your insights	9
8. Shun generic programs	9
9. Make your titles <i>juicy</i>	10
10. Spread the word	10
3. Let your <i>glow</i> illuminate your world	10
4. Let your book out	10
5. Earn your reputation as an expert	10
6. Position yourself astutely... <i>first</i>	11
1. Stake your claim.	11
2. Work your claim.	11
3. Patent your claim.	11
7. <i>Did you choose your ideal niche?</i>	11

3. Your <u>Market</u> Position	12
1. Six basic strategies	12
2. Your <i>Unique Selling Proposition</i>	12
1. It's not enough to <i>claim</i> to be different and special	12
2. Never promote <i>you</i>	12
3. <i>Guarantee</i> the outcomes you promise	13
4. Develop a <i>look</i> that is yours	13
3. Potential industries to penetrate	13
4. Solutions and outcomes	13
5. How to survive while you're on the way to becoming the recognized world expert	14
(<i>Ten street-smart tips that let you breathe</i>)	
6. The cherry on the top	15
(<i>Do you have your niche or does your niche have you?</i>)	
• L'envoi	16
1. Master your market	16
2. Deliver <i>more</i> value	16
3. Be an <i>original</i>	17
Actions to take	18

IX. Present a Professional Printed Image

PAGE

CONTENTS

Summary	2
Introduction	2
How to Dress your Business for Success	2
1. How to look good in print	2
1.1 <i>Have a professionally designed logo.</i>	3
1.2 <i>Use two ink colors.</i>	3
1.3 <i>Select a paper stock.</i>	3
1.4 <i>Create a memorable business card.</i>	3
1.5 <i>Use your photo on everything.</i>	3
1.6 <i>Pay attention to your envelopes.</i>	
1.7 <i>Complement your stationery.</i>	4
1. <i>Postcards with logo.</i>	4
2. <i>Personaliz notes.</i>	4
3. <i>Printed stickers.</i>	4
2. Tips for designing your one-sheet.	4
1. <i>Place essential headers on front side.</i>	4
2. <i>Include bold header.</i>	4
3. <i>Listing titles.</i>	4
4. <i>Credibility section.</i>	4
5. <i>Listing of benefits</i>	4
6. <i>Current photo.</i>	4
7. <i>Bold phone number.</i>	4
8. <i>List of speaking engagements.</i>	4
9. <i>Two color printing</i>	4

3. Keep your promo kit simple.	5
1. <i>Use 9"x 12" folders.</i>	5
2. <i>Insert sheets.</i>	5
3. <i>Background page.</i>	5
4. <i>Speech descriptions of blurb.</i>	5
5. <i>Rave reviews.</i>	5
6. <i>Page of references.</i>	5
7. <i>Book descriptions.</i>	5
8. <i>Written articles.</i>	5
9. <i>Copy of your one-sheet.</i>	5
10. <i>Current fee schedule.</i>	5
11. <i>Your photo.</i>	5
12. <i>Audio or video tape.</i>	5
4. Take the next step.	6
<i>Take These Actions</i>	
Printing checklist for speakers.	7
1. <i>Have a graphic designer do...</i>	7
2. <i>Have local printers create additional supplies.</i>	7
3. <i>Work with writer and designer on your "one-sheet."</i>	7
4. <i>Create follow-up information kit.</i>	7

Your Master Keys

To Speaking Success

CONTENTS

Introduction	vii
I. First Phone Contact With Meeting Planner	1
Summary	2
1. Introduction	2
<i>(Understanding the track you run on • How to make the best use of your contact time)</i>	
2. A brief history of its genesis	2
<i>(Secrets of best hours to call)</i>	
3. The Instrument	3
<i>(35 Lines: value, purpose and benefits of each line)</i>	
Four actions to take	8
• <i>Sample Instrument, enlarged, in two colors</i>	
II. Guidelines: Follow-up Contacts With Meeting Planner	1
Summary	2
1. Review of first phone contact	2
<i>(Why to stay low key now)</i>	
2. Preparation for follow-up contacts	2
<i>(How to create a list of 7 key benefits you deliver • How to use that list to cause decision-makers to want you)</i>	
3. Trial closes	4
<i>(Powerful strategies that lead directly to the “yes” now)</i>	
4. Your fee	4
<i>(How to get it—and how to make referrals part of your fee)</i>	
5. Handling rejection	5
<i>(How to transform rejection into booking with 2 magic words)</i>	
6. Generating value every time	5
<i>(The 7 questions you ask yourself after every presentation)</i>	
Six actions to take	6
<i>Feature/Benefit/Ultimate Good Sample Chart</i>	6
<i>Feature/Benefit/Ultimate Good Chart</i>	7
<i>(A matrix that makes decision-makers salivate to get you on their program)</i>	

III. Speaking Engagement Checklist	1
Summary	2
1. The Instrument	2
<i>(85 line-by-line explanations of Checklist elements: value, purpose and benefits of each line)</i>	
Seven actions to take	6
• <i>Sample Instrument, enlarged, in two colors</i>	
<i>(How to use this instrument to ease your program preparation and smooth your path to better performances)</i>	
IV. Pre-Program Information Request	1
Summary	2
<i>(How to set the stage for a superb event)</i>	
• <i>The Instrument/Explanations</i>	2
<i>(Questions and strategies that evoke the real truth of what's going on)</i>	
Seven actions to take	8
V. Room Set-up/Audio-Visual Requirements	1
Summary	2
1. Creating your setting	2
<i>(Why you're wise to set your stage artfully)</i>	
2. Real World 101	2
<i>(Techniques to get the ambiance you want in your room)</i>	
3. Costly calls	3
<i>(Painful pratfalls you'll now avoid)</i>	
• <i>Classroom Set-up</i>	4
<i>(How to make this work best for you)</i>	
• <i>U-Shape Set-up</i>	6
<i>(Unique benefits of this configuration)</i>	
• <i>Theater Style Set-up</i>	8
<i>(How to deliver ultimate value and avoid many mishaps)</i>	
Seven actions to take	10
Addendum	
Give Your Audience the " <i>Best Seats in the House</i> "	11
Summary	12
1. Billions of seated hours, one hour of pain at a time	12
2. What straight-row seating costs your presentation	13
2.1 Audience Dynamics	
2.2 More Depends on the Presenter with Straight-Row Sets	
3. Ouch!	13
4. The best seats in the house are not there	14
5. Meanwhile, back at the presentation: You're the expert	14
6. Product sales suffer as well	14
7. Market-driven facilities: Ask and they will sell it	14
8. Use the guest benefit angle	15

9.	Meeting facility: An oxymoron?	15
10.	'We're setting for the last presentation'	15
11.	Overturning an erroneous myth: Straight rows do not max the room	16
12.	Oops!	16
13.	Audience-centered seating principles	17
	13.1 Immediate Full-Back Set	
	13.2 Wide-Ranging Presentations Require an Elliptical Set	
	13.3 Fixed-Place Presentations Do Well with a Semicircular Set	
14.	Never, ever, ever, ever give up!	18

VI. Program Evaluation

	Summary	2
1.	Your surprise business builder	2
	<i>How to use this instrument to</i>	
	• <i>Build your business</i>	
	• <i>Grow your competence</i>	
	• <i>Get more bookings</i>	
	• <i>Access audience members later</i>	
	• <i>Get great blurbs for your next brochure</i>	
	• <i>Discover best periodicals eager to print your articles</i>	
2.	Details of this instrument	2
	<i>(Benefits and values for you made clear)</i>	
	• <i>The Instrument/Explanations</i>	4
	Seven actions to take	6

VII. Program Confirmation

	Summary	2
1.	Introduction	2
	<i>(Why have a clear understanding of who is to do what and when)</i>	
2.	The Instrument section by section	2
	1. Paragraph one	2
	<i>(Who, what, when and where)</i>	
	2. Paragraph two	2
	<i>(How to get all you need to assure a great program)</i>	
	3. Paragraph three	3
	<i>(Get clear on who supplies program materials)</i>	
	4. Paragraph four	3
	<i>(Clarification of what you are to get paid and when)</i>	
	5. Paragraph five	6
	<i>(Agreement regarding audio, video recording of your program)</i>	
	6. Paragraph six	6
	<i>(When you are to be paid in full)</i>	
	7. Paragraph seven	6
	<i>(How cancellation is to be handled)</i>	
	8. Paragraph eight	6
	<i>(This is where you generate many fine referrals)</i>	
	9. Paragraph nine	6
	<i>(The double guarantee that protects your client all the way)</i>	
	Ten actions to take	6

VIII. Optional Flat-Rate Travel Expense Instrument	1
Summary	2
1. Delight your decision-makers <i>(How to make hiring you risk-free)</i>	2
2. Take these travel smart actions <i>(How to save major money on your travel costs)</i>	2
• <i>Burt Dubin Reduced Flat-Rate Door-to-Door Travel, Incidentals, Meals (TIM) costs</i> <i>(This will keep you slim and more attractive)</i>	3
Five actions to take	4
IX. Fee Schedule	1
Summary	2
<i>(How to know what to charge)</i>	
1. Introduction <i>(My journey from free to fee)</i>	2
2. Creating your fee schedule	2
• <i>Burt Dubin Custom Program Fees Sample</i>	3
1. Here's how your peers increased their fees	4
2. Principles of setting your fees	4
• <i>Your full-day rate</i>	
• <i>Your morning rate</i>	
• <i>Your afternoon rate</i>	
• <i>Your 1-hour rate</i>	
• <i>Your Keynote rate</i>	
• <i>Your evening rate</i>	
Seven actions to take	6

**This is the first tab of
Volume 1 of the Burt Dubin
Speaking Success System
*Notebooks***



**You discover here
an understanding of
the passion, the tenacity
and the resolute dedication
that are the genesis of this work**

Burt Dubin

Introduction to The System

Summary:

1. How to identify qualified decision-makers fast.
2. Five keys to creating rapport.
3. Introduction to a powerful Script-Guide that leads you to win-win bookings.
4. Introduction to the power of gentle probes that reveal deeper feelings and lead to full-fee bookings.
5. A way to deliver higher-level services and induce enhanced satisfaction.
6. Words and phrases that make you exceptionally attractive to Meeting Planners of the best meetings for you.
7. Real-world street wisdom.

(All these topics are discussed in detail in The System.)

1. You get a fast, easy way to identify the best decision makers -- those with the budget and the authority to buy speaking/educational services. This is covered in the second and third questions you ask on your first phone call.
2. You receive 5 keys. These keys help you establish rapport fast. They're within the first 7 questions you ask. Responses to these questions yield empathy and understanding between you and the decision maker. They reveal the exact information you need to speak the decision maker's language, to be on that person's wavelength. You must use that person's preferred jargon, frames of reference.

(Do you remember the classic Archie Bunker line to his wife, Edith, in "All In The Family": "I'm talkin' in English an' you're listnin' in Dingbat!")

3. You find an easy-to-follow Script-Guide. It gets you off the phone fast if your skills, your topic range don't match the decision maker's needs/wants. It's based on the laws of human nature. Your words cause the decision maker to feel more relaxed, comfortable, to feel that s/he is speaking with a caring professional. Your words also induce a sense that you know the game, that you really want to serve, not sell. You seek only win-win bookings.

4. You cause the decision maker to tell you which benefits s/he wants. You access probes, even triple probes. You go beneath the surface of the first response. You penetrate to a level of deeper feelings and needs. To be booked at your full fee, you must get to these basic, core feelings. With The System, you do.

5. You gain a technique to adapt what you do to be of greatest service to that client, that decision maker, that audience. You do this with a series of 3 to 5 questions you ask as needed. You learn to tap deeper, usually unstated hopes for this convocation.

6. You learn certain magical words and phrases. When you've gotten your contact to tell you his/her real desired outcomes, when you know you can adapt what you do, when you feel you're the right speaker with the right message for this meeting, there's something you may say that makes you irresistibly attractive to your contact person. It's here.

7. You discover down-to-earth plain talk. It's rooted in one person's real world speaking experience. Mine. For years I lived life as a dull blur of airports and aircraft, limos and lobbies, restaurants and reruns, sleeping rooms and seminar rooms. It was an experience of having to be "up" all the time, of remembering a hundred and one details each of which had to be right every day. Of entertaining and informing, doing all that needed to be done to satisfy the concurrent needs of client, decision maker, audience, facility management -- and the speaking/educational intention.

Introduction to The System (continued)

7. (concluded)

Of knowing when it's Showtime; making it all work in spite of short sleep, fragile flight connections, poor food (or missed meals), air conditioning that broke down, microphone cables that were intermittent, meeting rooms that when finally found in the most remote hallway of the hotel -- picture this -- were set up wrong, sometimes very, very wrong; coordinators or registrars who didn't show up, who did show up with ten thumbs, who arrived late, very late -- and this was their first, their very first time doing anything like this; untrained catering personnel who did not speak or understand one word of English; uncaring banquet managers; Learning Guides or Program Manuals that were absolutely, positively confirmed as having arrived at the office of the Sales Director of the property and then evaporated into never-never land; coffee that was cold, weak, late or missing; soggy baked goods; napkins-linens-pencils-pads, all ordered and confirmed, that were nowhere to be found. Of knowing how to earn and receive fine evaluations, doing this 4 and 5 days a week, a different city every day, week after week, and making it all work no matter what!

The priceless pearls in the oyster of this experience are embedded in The Speaking Success System. By using this information wisely, you slash years off your learning curve. You save yourself countless mistakes. You advance yourself professionally so much faster.

And that's not all. You collect a compact package of powerful technology to help you create your Positioning, your Packaging, your Promotion and your Presentation. I distilled this wisdom out of my years in the crucible.

These are the 4 P's of speaking success

The Speaking Success System incorporates, then goes beyond, the wonderful insights shared by our great NSA speakers. It could not be without the experience and lessons they shared.

It also includes what I learned in my 22-year career in sales and marketing. That's when I first practiced Positioning, Packaging and Promotion. (I was, incidentally, a top producer, outselling everyone in sight, for 3 major corporations.)

I have a sense that the Speaking Success System I devised during 8 years of struggle, tinkering, errors, wounds, bruises, scars and hurt ego could be figured out by anyone willing to hang in there no matter what. Others must have done so. Yet no one known to me has fully shared it until here, until now.

Why? Because the cost was too steep, the pain was too deep, the fearful price that was paid in tears and sweat was too high.

Like many other speakers, I love our business, our profession, our calling, our opportunity for self-expression very much. And I choose to share my light, my findings, with you now.

I want the height of my understanding to become the base on which you build and go on to new heights yourself.

Burt Dubin

How To Translate These Insights Into Income

Summary:

1. How to start using The Speaking Success System fast.
2. Explanation of System genesis.
3. Ideal outcomes available to serious users.
4. Approach and attitude of author.
5. Initial explanation of instruments.
6. Rules of the game.
7. Importance of being organized.
8. Relaxation techniques.
9. Voice enhancement.
10. Paradox of competing truths.
11. Validity of principles that ground The System.

- 1. Start with a once-over-lightly read-through.** Continue by allowing yourself to understand that nothing in these pages is true. Nothing. It is all perceived truth.

It is the perceived truth of those who struggled up out of the mire. Struggled up to the clear light and better air available only to masters of their craft.

These giants have freely shared with their fellows the painful lessons they learned. In The Speaking Success System you discover the methods and moves with which they created and now maintain their positions in the meeting market. *(And, in the process, earned my deepest respect, admiration and gratitude.)*

As your synthesizer and anthologist I have stolen only from the best minds in our business. As author, I bring to this work the results of my (Pre-NSA) 22 years of field experience and research into the process of attracting and serving buyers.

I learned a lot about positioning, packaging and promotion that I've never seen published anywhere before now, here, in The System. During my pre-NSA 22 years I developed some principles, convictions and methods that proved to be incredibly effective. These principles, convictions and methods are the heart of the System.

- 2. Now, read the whole thing through again.** Slowly. You'll not agree with some of it. It may not fit you. It may not be to your taste. That's OK. Consider The System to be a smorgasbord of proven wisdom. Choose what you like. Pass by the rest. *(Pass it by at your risk. What works, works.)*

Pretend it's all true. Act as if it all works. Even if you don't know how or why. Profit from the experience of those who have gone before you.

Benjamin Franklin said: "Experience teaches a dear (expensive) school, but fools will learn at no other." Let O.P.E. (other people's experience) serve you now.

- 3. Think of these words as a paint-by-numbers success system for people in the business of speaking.**

That's what they are. With a difference. When you actually paint a paint-by-numbers painting, that's what it looks like. When you use the System, you produce a masterpiece of a speaking career. You make yourself a master. You engender win-win speaking engagements. You address the right people for the right clients at the right meetings for the right fee. Everyone wins. This is synergy in action. And synergy, the whole being greater than the sum of the parts is what I'm about. That's why I'm pouring an inordinate amount of time and energy into this.

How to translate these insights into income: (continued)

3. Think of these words as a paint-by-numbers success system... (concluded)

These are not necessarily the last words. With the passing of time, old ways may not work so well. New methods will emerge. And I will share them with you in revised editions.

One note before proceeding with more key details:

I first started to assemble this collage for my own use. Only after developing it for years did the thought came to me that my gift for organizing and synthesizing, for studying nature and identifying universal truths about life, for seeing into the heart of matters, might ease the way for fellow aspirants along this rocky and magnificent path. Thus is born, and presently reinvigorated each quarter, The Speaking Success System. It is, in my view, the ultimate source of speaking business wisdom.

Use it well. Use it in good health. Use it to make a difference in your life -- and in the lives of others. Only then will its existence be validated.

4. A word about instruments:

The 4th major tab in The System contains an exhaustive treatment of a whole troop of instruments. Produce your personal versions of each. Customize each one to suit your speaking practice. Revise them as you grow.

5. When you choose the cold-call route to market your speaking services:

5.1 Stick to the script.

5.2 Stick to the script.

5.3 Stick to the script.

(If in doubt, refer to Rule 5.1.)

You find alternate scripts in The System. Whichever you choose, the scripts are your highway to sales success. They're designed to get you off the phone any time you realize that this person is not your prospect now, not this year, not for what you do. The scripts conserve your time and energy. They cause decision makers to get that you understand their situations, you care about them as individuals, you really want to serve, not sell.

6. Before your calls, organize your desktop for success: (This applies whether you use an electronic desktop or a physical desktop.)

Have your GUIDELINES page in view. Place your mirror so you can see the smile on your face as you speak. People hear your smile. If you're tense, do sane deep breathing. long, slow d-e-e-e-p breaths. I call them belly breaths. Inhale through your nose all the way down to your lower abdomen. Then exhale through your mouth. Exhale s-l-o-w-I-y. 5 to 10 slow, deep breaths induce relaxation. ----

How is your voice? Is it resonant enough? Try saying these words a few times:

Below. Below. From down below. This is from down below. The idea is not to deepen your voice. It is to use your entire abdominal cavity as your vocal chamber. Actors and singers do this automatically. The pleasing resonance that ensues is yours. It has always been available to you. All you have to do is to permit it to surface. Your pleasing resonance travels directly through the phone lines to the ear of your prospect. Your resonance carries a subliminal message to the decision maker: "This person has it together. I feel good listening to this voice. I guess the audience will feel good listening to this voice too. That's what I want. That makes me look good."

How to translate these insights into income: (concluded)

- 7. Do not skip words, lines, or questions.** Every time I do that, I risk losing. Make your notes as you go. If you write your notes, take the time to write clearly. If you key your words into a computer, get it right while your prospect is there. Your attitude is important. While eager to serve, also be eager to terminate contact if this potential booking is not a fit for your skills and interests. This may cause you to be favorably remembered next year.
- 8. Regardless of the caveats and admonitions you just read, remember this:** Nothing in The System is cast in bronze. Listen to your intuition, your knowing-from-within. When I get an intuitive sense of something appropriate for a certain prospect now, I do it. Often I get mud in my face. Sometimes I'm right and it works. Always, I learn and grow. This is your life, your career, your time to evolve. When your intuition is valid and you act accordingly, everyone wins. When it's a whim, no one wins.
- Follow the classic advice the violinist gave the stranger in New York. The stranger asked, "How do I get to Carnegie Hall?" The violinist smiled and said, "Practice, practice, practice."
- 9. Have no concern about the validity of these principles.** They are valid. As valid as the law of gravity. These principles are rooted in the laws of human nature. These laws don't change. Two examples:
- 9.1 People always act in what they perceive is their own self-interest.
9.2 People always choose what feels good over what hurts.

Use these immutable laws like mariners, back in the days of pure sail, used the winds and tides. Engage these laws to take you from where you are now to where you want to be.

Actions to take:

1. Read every word in The System. Highlight (yellow). Underscore (red). Now that it's in your hands, take possession of The System. Mark it up. It's yours.
2. Use The System as directed. It works when you do. Follow each guideline blindly until you prove there's a better way for you. (Definition of "better": You get bigger bookings faster. You deliver superior programs that earn you more repeat engagements.)
3. Reproduce each consumable instrument. Have quantities ready to use. These are tools of your trade.
4. Organize your workspace. Have everything you need at hand.
5. Stick to the script -- or to your choice of alternate scripts. This saves you energy and time. (Why reinvent the wheel!)
6. (If you are cold-calling decision makers:) Be prepared for volume calling. Selling is a numbers game. Commit requisite hours to selling your services. Then, lash yourself to your desk five days a week and do it, do it, do it!

How to enjoy the highest and best results when you use the System (concluded)

Actions to take:

1. Let your every word and act cause the Meeting Planner/Decision Maker to look good.
2. Support the philosophy and intentions of your client/sponsor 110%.
If you cannot do so, decline the assignment.
3. Share your essence, your true self, your deepest convictions with your audiences. And . . . always leave them with hope.

In this Section, virtually every word is an action to take.
Engage this guidance thoughtfully.

The Speaker's Injunction

By Burt Dubin

*Have a love affair – with your work . . .
Lavish energy and attention on it.*

*Be excited at the opportunity you have
to make difference . . .*

*Care about every aspect of
your impact on your customers . . .*

*Consider every day to be
a courtship opportunity . . .*

*Come out of bed charged!
Carry yourself through the day
Exuding energy and enthusiasm . . .*

*It's your spirit of joy
that makes the difference . . .*

*If you don't love your work,
love your audiences –
you're in the wrong business . . .*

*Love breeds surrender,
surrender to your calling,
to your mission . . .*

*Love inspires you to work those long hours
and love empowers you to dig deeper –
to serve higher –
and to produce
the highest and best consequences*

for everyone . . .

*Everyone in your life-
and everyone in your universe.*

The Touch of the Master's Hand

by
Myra Brooks Welsh

'Twas battered and scarred
and the auctioneer thought it scarcely worth his while
to waste his time on the old violin –
yet, he held it up with a smile.

What am I bid, good friends, he cried – who'll start the bidding for me?
One dollar? Who'll make it two. And two dollars twice – and three!
and three dollars once and three dollars twice – and going and going and
And, no – from the back of the room a gray-haired man
stepped forward and picked up the bow.

And wiping the dust from the old violin
– and tightening its loose strings
he played a melody pure and sweet
as caroling angels sing.

The music ceased – and the auctioneer
in a voice that was quiet and low
said what am I bid for this old violin
as he held it up with the bow.

One thousand dollars! And who'll make it two?
And two thousand dollars and three!
And three thousand once and three thousand twice
and going and going and gone, said he.

The people cheered – and some of them cried
We don't quite understand – what changed its worth?
Swift came the reply: 'Twas the touch of the Master's hand.

And many a person with life out of tune
and battered and scarred from within
is auctioned cheap to the thoughtless crowd
just like that old violin.

A mess of pottage, a glass of wine, a game – and he travels on.
He's going once-and going twice – and going – and almost gone.

Then the Master comes and the thoughtless crowd can never quite understand
the worth of a life and the change that is wrought
through the touch of the Master's hand.