Speaker Success Kit
Let’s Talk Impact!
Your Speaker Success Kit:

✓ “Get Booked Today: Where to go to get speaking gigs and start a surge of high paying clients.”

The first step in speaking your way to success is knowing where to go to get booked. This powerful list has been compiled, as a result of over 25 years of professional, to make it easy for you to go out and get booked, now! Get Booked Today, includes hidden and not so hidden meetings, organizations and platforms for you to convert more audiences into paying clients.

✓ “29 Fail Proof Booking Tips: How to get on more platforms and build your business, your list and your bank account.

Now that you know WHERE to find the speaking gigs, it's crucial that you master HOW to get booked over and over again. There is a science to navigating the booking conversation, so that you are in the driver's seat and getting in front of your ideal audience. These 29 fail-proof ways will result in landing numerous speaking gigs—but more importantly, generate Big Impact and Big Income.

✓ “Elevator Pitch” Template (Or As I like to call it your “Intromercial”)

Have a huge impact with a concise, compelling and intriguing intro that sells. Monetize your message by positioning yourself in the market place as the expert. This powerful “Intromercial” template will help you deliver what you do with clarity, confidence and have you standing out in the crowd every time.

Have them at “my name is”. Most people lose the sale in the first 7 seconds of their introduction. Do not let that happen to you.

Do it right and you will have them lining up to buy whatever it is you have to offer!

• Get Clear about your message.
• Communicate their pain.
• Stand out in the crowd.
• Be genuine and authentic.
• Command authority and expertise.

Let’s get you started....
Get Booked TODAY.

Where to get speaking gigs and start a surge of high power paying clients.
Get Seen ~ Get Heard ~ Get Sales

Speaking is a free, fast and fun way to grow your business. It is the ideal way to get your message out and make money doing it. But how do you get yourself in front of them?

Whether you want to build your business, launch a service or product, start a movement, or just communicate your message, you need to be able to get in front of people and tell your story. And you know that until you can do that, you are going nowhere.

Many ask where do you go to find the ideal audience? The short answer is everywhere. From your neighborhood to every corner of the globe, countless groups of people are meeting on any given day, at any given time. Your first job is to find them.

Whether you speak for free or fee, you've got to know where to go to put yourself in front of your ideal clients. You cannot succeed as the world's best kept secret, so find the platforms that will help you grow and make money, by securing more clients. As a new speaker, say "yes" to every gig and get referred to more. Speak for the sake of speaking! Remember, if you're not getting in front of people to deliver your message, then you are making it way too hard! The fastest path to lasting cash is to SPEAK and SELL.

Too many people work endless hours trying to get booked with very little success. I have made a science of the process of successfully getting booked, referred, and booked again! Not to mention booking gigs that get lasting results, to grow your business and your success. Finding the venue and showing up is only the beginning. The next step is to, as they say, "Leave 'em wanting more!"

But first, let's get you booked.

My Top Picks:

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These are my favorite places to build your business, boost your visibility, increase your credibility, and cultivate referrals. You'll find opportunities here that are only attainable by putting yourself and your message directly in front of people who make things happen.

❖ American Society for Association Executives (asaecenter.org) – This is a great organization for building exposure and generating referrals. It consists of the executives and professional staff of member associations, and you'll also find a number of vendors in the group who can be really helpful in helping you make connections.

❖ Meeting Professionals International (mpiweb.org) – These are highly influential people who plan events for both public and private groups. Many organizations look to MPI as trusted advisors and ask them for speakers and trainers for their events. They are also the best audience—I love speaking at their events! Not to mention they are the hottest referral source you can have in your database.

Take a Spin Around the Internet

With billions of pages, the Internet is an inexhaustible source of information. If you can't find something on the Internet, it probably doesn't exist (and even if you can find it on the Internet, it doesn't necessarily actually exist!) It's easy to get lost online trying to find exactly what you need, and lose valuable time. Here are my favorite places to look online for speaking gigs.

Trade or Professional Associations

No doubt you've heard the expression, "There's an association for everything." Look online at the National and Professional Trade Association Directory if you don't believe it. There are over 10,000 associations, and an estimated 11 million formal meetings per day, in the United States, resulting in over 3 billion meetings per year! Odds are you can find one or more to speak at each month. Pick associations in industries that are a natural fit for your message, and contact their leadership, event planners, and human resource departments offering yourself as a speaker.

❖ Wikipedia – Wikipedia is a great site to search for industry or trade associations. A couple of good lists to review are the List of Industry Trade Groups in the United States (http://en.wikipedia.org/wiki/List_of_industry_trade_groups_in_the_United_States) and the List of

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❖ Weddle's Association Directory – Weddle's list ([weddles.com/associations](http://weddles.com/associations)) is sorted by industry, so you can laser in on your niche and find your ideal audience.

❖ Your Favorite Search Engine – Go to your favorite search engine, like Google or Bing, and enter your target industry along with the keywords found in your presentation. See what pops up. Check out who their customers are, and connect the dots. There are an extraordinary number of affiliations in the public and private sectors. Following the "bread crumbs" on the Internet makes it fast, easy, and effective.

Track Conferences and Trade Shows

Industries spend millions of dollars a year on conferences to stay current and interesting, and they are on a perpetual search for engaging, relevant speakers. As a result, they're a great place to book an engagement. Whether large or small, they give you the chance to share your unique expertise with an audience of peers, friends, or potential customers uniquely receptive to your message.

❖ Lanyrd.com – This is a great site for finding events and conferences around the world. It lets you search by location or topic, and even lets you see which ones your friends are going to, or speaking at.

❖ Conferize.com – This online platform connects events, people, and thought leaders from every industry across the globe, through its more than 14,000 events, 4 million people, and 20 million content items. You can easily create a profile of keywords to follow, and it even lets you schedule email communications on relevant, upcoming conferences.

Harness the Power of Networking

❖ LinkedIn.com – If you haven't joined LinkedIn yet, you're way behind the times. With 300 million members, it's the world's largest professional network. LinkedIn Live is an events portal, built with small business leaders and entrepreneurs in mind, which hosts talks and panel discussions among LinkedIn members.
LinkedIn groups, message boards, and forums are also great places to get your name and your message in front of millions. Connect with me on LinkedIn at www.linkedin.com/pub/jane-m-powers/0/2b6/225

❖ Meetup.com – What's great about this site is that it takes the power of the Internet and shrinks it down to focus on your neighborhood. As the world's largest network of local groups, Meetup.com makes it easy for anyone to organize or find a local face-to-face get-together. The site has more than 19 million members attending nearly 500,000 meetings in over 175,000 groups. And it's growing every day.

❖ Eventbrite.com – The founders of Eventbrite.com (which recently acquired Lanyrd.com, by the way) believe that gathering with others is the best way for people to learn, grow, get inspired, feel connected, get healthy, give back, and celebrate. Their technology facilitates those gatherings by helping people find and attend events that feed their interests, while connecting them with others who share their passions.

❖ Social Networking – Social sites such as Facebook, Google+, and Twitter have become vital tools for businesses to communicate and connect with existing and potential clients and customers. These sites are also great places to search for organizations and events where you could speak. Friend, Like or hang out with me on FB at https://www.facebook.com/JaneMPowers

❖ Word to the wise entrepreneur – Do not get caught in the vortex and spend way too much time on social media. My rule of thumb is if you are not making over $75,000/year, you should be speaking, networking, and getting out from behind your computer.

❖ eWomenNetwork (new.ewomennetwork.com/) – This membership network produces over 2,000 women's business events annually, including the largest 4-Day International Women's Business Conference & Expo in North America. They
provide thousands of speaking opportunities showcasing the best and brightest thought leaders and experts; and as a member, you get access to important resources, influential business leaders, and game-changing ideas.

❖ National Association of Women Business Owners (nawbo.org) – NAWBO is the only dues-based organization representing the interests of all women entrepreneurs across all industries. It has over 5,000 members and 60 chapters across the country and is a one-stop resource to propel women business owners into greater economic, social, and political spheres of power worldwide.

And Then…There’s YouTube

❖ More than one billion unique users visit YouTube each month; over 6 billion hours of video are watched each month; and 100 hours of video are uploaded to YouTube every minute. *If you are serious about public speaking, you need to be on YouTube*, and the secret to going viral is to include the right keywords and meta tags in the descriptions of your videos.

Become "The Speaker Next Door"

You don’t have to look any further than your neighborhood to find great speaking opportunities. Civic organizations, business networking groups, special interest clubs, and concerned citizens coalitions are only a few that abound at the local level. After just a couple of successful engagements, word will spread like wildfire, and you’ll be tagged as "The Go-To Speaker," leaving you with a high-bottom problem—how to fit all the gigs into your calendar.

❖ Libraries – Do you know how many events your library hosts each month? More than you might think. Libraries are magnets for local and regional interest groups, and librarians are in the business of sharing information. Subscribe to library
newsletters and calendars to keep abreast of what they're doing. Contact event
organizers and offer to make a presentation or approach a librarian and propose
your own special event. A few calls could lead you, as a local expert or
professional, to securing a speaking opportunity.

❖ **Charity Organizations** – Your local nonprofits are not an exception. They
meet as often as any other organization, and they are seeking creative ways to raise
funds, - retain staff and volunteers, and deliver services. Offer to speak on a topic
relevant to their staff, or better yet, propose a special event where you would give
a presentation or a series where the attendees buy a ticket or provide an in-kind
donation to help the charity. You'll not only get a chance to practice your public
speaking, but as an added bonus, you'll be doing some good by lending a hand
to organizations that are all about positive social change.

❖ **Chambers of Commerce** – I don’t mean to be Captain Obvious, but a Chamber
of Commerce is an organization of businesses seeking to further their collective
interests, while advancing their community, region, state, or nation (Association
of Chamber of Commerce Executives, acce.org/whatisachamber). Sometimes
you have to join a chamber in order to speak there, but if it is an active one, the
exposure can be well worth the cost of membership.

❖ **Civic Organizations** – Civic organizations like the Kiwanis, Lions Club, Rotary
International, and the Elks are always on the lookout for interesting speakers for
their meetings. Often comprised of community and business leaders, these
groups can be natural multipliers to secure additional speaking engagements. Do
not discount the referral and influential power of these groups.

❖ **Local Government Agencies** – All local governments are charged with looking
after the public good. They schedule conferences for employees, host special
events for constituents, produce public service announcements, and many even
have their own cable television programming. You could be the expert in the
room, the voice of reason, the hotbed of radicalism, or the breath of fresh air at
any number of meetings that occur within their walls. And as an added bonus,
you would be actively participating in your local government.

❖ **Special Interest Groups** – Don’t underestimate the buying power or word-of-
mouth potential of your neighbors. Small groups of them are meeting all the time
in book clubs, sports leagues, crafting circles, cooking and wine tasting groups,
parenting and childcare co-ops, etc. A well-delivered presentation to any of these groups can be leveraged into a wealth of opportunities.

❖ **Schools** – Schools are hives of activity. From career fairs, to teacher training workshops, PTA events for parents, extra-curricular student clubs, and even individual classrooms or special assemblies during the school day, you can find engaged groups where you may be able to make a presentation.

❖ **Colleges and Universities** – Higher education institutions are in the business of imparting information to eager students and are a natural fit for speaking engagements in a whole host of ways from classrooms, to clubs, honor societies, alumni associations, and Pan-Hellenic fraternities and sororities, to name a few.

❖ **Senior Centers** – Yogi Berra once said, "It ain't over till it's over." Just because the audience at a senior center may be retired or out of the loop professionally doesn't mean that delivering a speech at one is any less rewarding than other venues. If you make a good impression, be prepared to hear from their extended families, and be ready to share your message again.

❖ **Local Media** – Newspapers, magazines, and television and radio stations are in the business of looking for content. Approaching them with compelling reasons why they should feature you and your message can be a win-win for them and for you.

**Obvious (& Some Not-So-Obvious) Ways to Find Speaking Gigs**

Here are some of my other favorite tips for finding speaking gigs. Remember, every chance to speak is an opportunity to sell, so be bold and go after the information you need to generate bookings. Feel free to borrow one of my favorite quotes if you need motivation: "Success is the child of audacity." *(Benjamin Disraeli)* Be audacious, get out there, and SPEAK!

❖ **Referrals** – You have to train people to refer you. I've trained professionals for years on doing business by referral, and the results are
astounding. It is the best way to get business flowing. Your first step is to always ask for a referral…ALWAYS! Doing business by referral can easily be a huge source of growth and income.

For a complimentary Referral Fast Track Session contact my team at via email at jane@janempowers.com and learn how to increase your leads immediately.

❖ **Testimonials** – Gather raving fans! Any chance you get, you want to have clients write or record testimonials on your behalf. Make sure that you get a letter of recommendation from your speaking gigs. You want to be a name dropper and become affiliated with a number of groups and organizations. Start growing a list of companies, organizations, and corporations so that you can use them to open doors in the future. People LOVE it when you know people.

❖ **Professional Speakers Bureaus** – A speakers bureau is a company which operates to facilitate finding speakers for its clients. If you're considering joining one, keep these points in mind:

  ▪ Most are basically just a listing service and aren't proactive in pitching their speakers.
  ▪ If you're not already well-known, you probably won't get booked.
  ▪ Many won't take you on unless you're already commanding at least $3,000 per booking.
  ▪ *On the positive side,* they could be the best place to connect with joint venture partners, while learning to become the best speaker with the latest tools and tricks of the trade. Keep in mind that these are fee speaking gigs. If you are looking to sell a program, service, or product this is not the gig for you.

❖ **Private, "Top Secret" Meetings** – You can't imagine how many private meetings take place *behind* meetings. Keep your eyes and ears open for your chance to find a way into the inner circles that do business behind the scenes. The more you connect and network, the more of these meetings you'll find out about.

❖ **User Groups** – Many companies have user groups that consist of people who have purchased the same product with similar interests, goals, or concerns in mind. These groups often meet regularly, either in person or online, where they can share ideas.

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❖ **Other Speakers** – Become an avid follower of other speakers. Watch their presentations and research their engagements to learn who books them and why. Make your topic a complement to the previous speaker, and make sure they know why you are the best follow-up to them.

❖ **Name Badges and Attendee Lists** – Make it a point at every event you attend to note the names of your fellow attendees, where they work, and what they do. Grab a copy of the official attendee list from event organizers if one isn't already included in the handouts. Ask for contact information from everyone you think might be a good lead.

❖ **Committees** – Volunteer to serve on committees for everything that could help your business. Cultivate relationships with other committee members and leaders to look for the chance to share your presentation with them and their networks.

❖ **Summits and Teleconferences** – Online summits abound, on topics ranging from local politics to global affairs. Look for those that match your business goals and reach out to their organizers.

The fastest way to gain visibility, grow your list, build your bank account and make a difference is by speaking, speaking and more speaking. You gain credibility and establish a presence as an authority in the market. There are places to speak and fail proof ways to get booked………Watch for the HOW to get booked coming your way.

Do not be the best kept secret, you have a message to share and a gift to bring to many. Start and GET BOOKED TODAY!!!

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29 Fail Proof BOOKING TIPS.

How to get on more platforms, build your business, your list and your bank account.

Speak with Confidence. Sell With Authority.™
Get Seen  ~ Get Heard  ~ Get Sales

So, now that you know WHERE to find the speaking gigs, it's crucial that you master the skills to learn HOW to get booked over and over again. There is a science to navigating the booking conversation so that you are in the driver's seat and getting on the calendar in front of your ideal audience. I've created 29 fail-proof ways that have resulted in landing numerous speaking gigs—but more importantly, have generated streams of lasting cash and steady referrals from the engagements. If you implement even one of my proven strategies, you'll open the flood gates to speaking, which naturally leads to the sales conversation. We all know what comes next … cashing in and doing it again and again.

Let's get started. Identify your booking style and find the best tips to help you the most and get in front of your ideal clients now! – Exhibitionist, Adaptor, or Navigator:

**The Exhibitionist**

*(noun; a person who behaves in an extravagant way in order to attract attention)*

If this describes you, then these tips should be right up your alley. Turn on your star power, jump in, and get booked today!

1. **Have a Compelling, Concrete "Intromercial"** – Your "sound bite," "elevator speech," or "infomercial" needs to be clear, concise, and compelling. *Do not confuse people when you introduce yourself* and share what you do. Refine constantly, and if you get a blank stare, give it another go. It's like doing market research; the public will tell you what you are doing wrong. For example, a while back I was trying out a new brand, "Purpose to Profit," and titled myself a Profit Expert. My intromercial was “I help you monetize your purpose.” I thought it was great, but I was referred to as a money coach, and know now that I was disjointed.

2. **Announce Yourself!** – Make a point to always lead any conversation to what you do and how it relates to your listener. Invite everyone and anyone to your speaking events or programs. When you engage someone, start with the benefits of your programs/events and what’s in it for them. Take the time to validate what they
share, and find out what they struggle with in their business or life. This gives you a great reason to follow up by sending them announcements of upcoming events and any related helpful information. Be CREATIVE in your packaging to get their attention, get them excited, and wanting more. (Oops! This is an entirely separate subject. Ask for my “Speak to Profit" information to learn how NOT to blow your opportunities once you get booked.)

3. **Be the Star of Your Own Show** – Make a one- to three-minute ENERGETIC and personal follow-up video to a conversation or encounter. It will leave a lasting impression. Make sure you include information from your meeting or conversation. Start with something like, "Hello [be sure to greet them by name, and if it's an unusual one, practice to get it perfect]! We met at the _____ meeting, and I know you are interested in _______. I wanted to reach out to see if we could connect to talk about ......" Add something fun that might spice it up. For example, I have a number of international clients and prospects. The opener for my video is speaking their language, literally. Simply go to Google Translate, and learn a couple of greeting lines. For the record, I do not possess the skill of speaking anything but my first and only language. You can imagine the fun that can be had by both you and the listener. My recipients loved it!

4. **Be Unique** – It may be a cliché, but there is only one YOU, and it’s your job to convey your uniqueness to the world. Oscar Wilde said, "Be yourself; everyone else is already taken." That could not be more true. The market is noisy, and with the numerous distractions out there, you must be unique. Find what makes you a "stand out." Even if you are discussing something mundane or well-known, put your own special spin on it with your delivery, word choice, or visuals. Make it scream YOU, your brand, and your expertise.

5. **Don’t Play "Where's Waldo?"** – Be seen and be heard at every meeting you attend. Make sure you go to as many events as possible and look for ways to be invited to even more. A lot of organizations have related groups, affiliates, vendors, and others, that represent a treasure trove of opportunities for you to be visible.

6. **Get Your Name in Print** – Write articles for trade magazines, industry newsletters, local newspapers, business publications, even your neighborhood association. You want your name to show up in as many places as possible.

7. **Send Personal Invitations to Your Speaking Events** – When you book a gig, ask the organizers if it would be alright for you to invite some special guests to hear you speak. Then look through your database and invite the influential,
connected, and master networkers in it. Oh, and don’t forget your raving fans. They are your best source of advertising.

8. **Get on the Radio** – Public speaking is, after all, an auditory medium, and what better way to build your reputation as a competent, engaging speaker than through the primary audio media out there? Tune in to your local talk radio station, learn what their programming is all about, and offer yourself as a subject-matter expert or storyteller extraordinaire. Who knows? Chances are, you'll be heard by someone who becomes your number one prospect. You may book a gig right over the airwaves! AND get logos.

9. **Practice, Practice, Practice!** – Especially when you're first starting out, don't turn down any gigs. Every time you speak is an opportunity to get better. You want to get so good that "they" come looking for you.

10. **Become Social-Media Savvy** – The importance of social media today is well-recognized, but – Warning! – don't spend too much time in this web. It can be a real time sucker! Get smart about how you search for and share information on social sites. Turn on your Laser Focus Superpower before you jump in.

11. **Branding** – What do I mean by branding? It's cohesive, intentional visuals and words that are RECOGNIZABLE and UNIQUE. Consistency is the secret to effective branding, so make sure that your message, title, tag line, colors, and images always reflect your individual brand. If you're just starting out, it's okay to continue to evolve and refine your brand, but pick a couple of things right out of the gate to stick with as you tweak the rest.

12. **Be Your BEST YOU, All the Time, Every Time** – It may be trite, but it's true that "You never get a second chance to make a first impression." Be at your best whenever you step out. Show the world your energetic, fun, confident self, whether you're in the parking lot or on the stage. They'll remember the first time they saw you long after you've left the building.

Contact me today for a complimentary “Message to Money” Session and find out how you can Speak to Profit…..jane@JaneMPowers.com
The Adaptor

(noun; a connector for joining people or organizations having different yet similar goals, designs, etc., enabling them to be fitted or to work together)

Are you the social organizer of your group? Are you the one who plans all your family get-togethers, and are you the one everybody calls first to find out what's happening? If so, then you're the Adaptor. These tips should fit right in with your social nature and be just the ticket to booking gigs.

13. **Train Your Fan Base** – Of course you're going to attract legions of fans to your awesomeness, and it's crucial that they know exactly what you do and how to talk about you. As a natural magnet of energy and fount of information, you're going to teach people to refer you to their friends and networks. It's important, though, that you take charge of the action by getting contact information for where you're being referred and that you follow up yourself to close the deal.

14. **It All Comes Down to Connecting the Dots** – You've heard of "Six Degrees of Separation," right? Make it your new favorite game to see how many ways you can connect what you say and do with as many organizations as you can reach at any given time. Demonstrate how well you fit your audience's vision by providing a resume and speaker's profile that relates directly to their mission and goals. Speak their language, as they say. You always want to connect the dots between your contacts. Ask them what a good referral is for them, to align with their success. It opens the door for you to teach them how to connect your dots. The mastery is in teaching others to do your marketing for you. Enroll people to hire and refer. Be in the forefront of their minds. You help them; they help you. It's what makes the world of business go 'round.

15. **Prove People Like You** – Everybody wants to know that the product they're buying or the person they're trusting has the stamp of approval from people just like them. That's why it's so important to get testimonials from people who have heard you speak. These endorsements carry even more weight when they come from well-respected people or organizations that have a positive reputation and
influence in your subject area. Once you have them, spread them around like sunflower seeds, and see what opportunities blossom as a result.

The Navigator

(noun; one that is skillful at the process of plotting a route and directing a route through known or unknown terrain)

Are you a walking, talking GPS? Do your friends call you when they're lost, both literally and figuratively? Do you have a knack for finding the closest parking space to the door or the fastest way around pesky road construction? If Stratego's the name of your game, then you're the Navigator. Hop right into these tips, and find the shortcut to success.

16. Do Your Homework – Never, ever go in cold! Know your prospective audience, what they like, who they serve, their biggest challenges. Every little piece of information can tell you something important that might make a huge impact on the effectiveness of your presentation or connection. Find out who has made speeches to the group in the past and what kind of feedback they received. Stay up-to-speed on the latest trends in their industries, who the biggest movers and shakers are, what the future holds. KNOW THY CUSTOMER! (I swear it's a commandment somewhere.) Oh, and did I mention, never, ever go in cold?

17. Navigate Through the Gate Keepers – Whether literally or figuratively, you must find a way in to the right people. NEVER capitulate to the gate keepers' instructions to "Just send us some info so we can get back to you." That's the kiss of death, and if you give in, you might as well just book your plane ticket to nowhere on the spot.

In the face of those favorite words of gate keepers everywhere, pull out my scientifically-proven rebuttal. "I would LOVE to send you information, but I know how BUSY you are, so maybe you could tell me the top two problems or complaints your group has, that I can address." The key is to do enough research to know where you need to get and the most direct route to getting there. You should NEVER fall victim to the "just-send-information" abyss.

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18. **Be Your Own Bookie!** – It's wonderful to have a booking "agent" (aka, someone who will call on your behalf to get you gigs). After all, it's sexy, sassy, and shows you've arrived—but I will GUARANTEE that you'll book twice as many gigs if you make the call yourself. You are the "product," and people will want to take you for a test drive before they buy. Let them experience YOU.

19. **Coffee Works Wonders** – Unsuccessful in getting onto someone's calendar? Send them a note that reads, "I'm sorry we haven't had time to meet, but if we had, I would've brought you coffee." Enclose a Starbucks gift card with your note, or better yet, drop one off in-person with a mug or cup. See how fast the promise of caffeine gets you in the door!

20. **Faster Than a Hard-Cooked Egg** – I call this the Timer Method. Promise your contact that you'll only take *two minutes* of their time, and bring a timer—heck, bring an egg timer, if they still make 'em—with you as proof. Set the timer. Then (and this is the most important part) stick to your 2-minute limit. Be AWESOME in those 2 minutes, and be sure to leave enough time to book a follow-up appointment. Remember, practice your pitch before you go, so you can eliminate the small talk and hone in on only what they need to know and what they'll lose if they don't book you.

21. **Lights, Camera, Action!** – Make a short video (no more than three minutes) of yourself giving a sample of what they'll get when they book you. Close the video with the all-important "what's in it for them" segment, and remember to "leave 'em wanting more."

22. **Bon Appetit** – Say it with food. Send a gift certificate from a fabulous restaurant, bakery, tea shop, or pizzeria along with a pithy note. My most successful bon appetit delivery is when I glue a table setting – complete with a placemat from the restaurant, plasticware, napkin, and paper plate – in the pizzeria's to-go box with a gift certificate. I enclose a note that says, "This is just a slice of what you'll get when we work together." They won't be able to say no.

23. **Tap in to Your Inner Magnum, P.I.** – Thanks to the Internet, we can find out almost anything about almost anybody. Research your targets to find out their birthdays, special interests, favorite sports teams, alma mater, or any fact that you can acknowledge or show...
a connection to. If you find that they love hiking, for example, clip an interesting, related article to send them. You could even send books, photos, tickets, and more. Get creative, but not in a creepy stalker kind of way!

24. **I've Got a Person...** — It worked in the movie *2 Guns*, with Marky Mark and Denzel, why not you? Be that guy or gal who knows EVERYBODY. Get out. Get connected. Go to the hottest events; know what’s going on and who’s doing what. Find a reason to connect with people whenever and where ever you can.

25. **Cut Humble Pie Out of Your Diet** – You KNOW you are the best, so practice telling it. Learn how to convey that you are a perfect fit for your audience and that you are uniquely qualified and the best choice to address them. Speak up for yourself. Do a lot of horn tootin' out there, so you are your best source of PR.

26. **Been There, Done That** – Showcase ALL your speaking experience. You don’t have to be on a stage to be delivering speeches and making presentations. Find an opportunity to practice public speaking every day, even if it's only to your cats, dogs, kids … anyone, or anything.

27. **Did You Hear the One About...** – People love hearing familiar quotations from well-known or well-placed people. Grab a few of your favorites from the Internet, and sprinkle them into your conversation, presentation, or meeting with an introduction that goes something like, "As my good friend {Sean Connery}……[Can we just take a moment and contemplate how magnificent he is?]……likes to say…"

28. **Be Relevant and Cutting-Edge** – New and innovative ideas are sure to get people excited and engaged. But even if you don't have a new solution to an age-old problem, you can communicate and position yourself as relevant and important, by carefully aligning what you say to the goals of your listeners. Help them feel that they are special, and that you want them to be among the privileged few who get to experience the benefits of what you provide.

29. **Put a Stamp on It** – Snail mail? Huh? What's that? While email is certainly convenient, and a super-easy way to fire off a quick message, people love getting real, live mail that is hand-addressed directly to them. Send cards, letters, postcards, and packages to potential contacts. Align them with a common interest or goal, and acknowledge your appreciation of their efforts and hard work. If you read that someone in your target area has been promoted or recognized for a special achievement or that someone has opened a new business, send a
congratulatory note through the mail. They'll remember what you did when you meet.

Contact me today for a complimentary “Message to Money” Session and find out how you can Speak to Profit….. jane@JaneMPowers.com

Bonus ~ Bonus ~ Bonus
(Who says you can't get anything for free these days?!?)

The Looper
(noun; one who kicks butt booking gigs because they are using this fail-proof, proven tactic)

I have booked hundreds of speaking gigs using this method alone! Those hundreds of talks have lead to even more, through countless referrals and connections. I have a client who landed 17 speaking gigs with only 20 phone calls using this exact system. IT WORKS!

Step 1: Find an association you would like to book.

Step 2: Send an email to the entire board and committee members. All of them! Make it short and sweet. "Hello ______, I wanted to reach out and find out if you welcome outside speakers. I would love to support you, and your organization's success. I will be contacting you soon and look forward to supporting your organization." Put this in your own words, but do NOT, under any circumstances, tell them what you talk about or how you will do it. If you do, you will eliminate your chances to get on their calendars by a zillion percent. (That's scientifically proven, I'm sure.)

Step 3: Start at the top, and contact the president. Make a personal phone call to follow up on your Step 2 email. Validate their very busy schedule, and ask to speak at their next meeting, conference, annual meeting, etc.
Step 4: If the President doesn't book you, get a referral from them to the person who arranges their speakers. This could be a VP or a planning committee member.

Step 5: Call the person you've been referred to and be a NAME DROPPER! State that, "The President, ______, told me to contact you about getting booked to speak at your next available meeting." They won't know if you are a personal reference of the president or if he/she supports the booking or not. It's awesome!

Step 6: Tailor your conversation. Start out by ASKING more than telling, and listen for cues about what to say. For example, if they say that they need someone to speak about leadership, then marvel at the coincidence that YOU speak on just that subject. If they need help with communicating, let them know that it just so happens to be your area of expertise, etc... The key is to hear what they say and stick to it. You are NOT going to say you talk about leadership if you sell widgets. You can talk about leadership and how your widget is instrumental in supporting leaders. Integrity is vital, so make sure you are giving value and bringing value to the group. If you cannot find the connection, they are not your ideal audience.

So, there you are – 29 fail-proof ways to book your next speaking engagement. Plus a bonus, six-step method to get you chosen to address your favorite association.

Congratulations, you're on your way!

But wait—there's more....

Now that you've got a booking, do you know how to SPEAK TO SELL? Can you make yourself and your words unforgettable, and get people needing what you offer? The path to a reliable stream of cash and referrals depends on your ability to craft an engaging signature story, to deliver it in the most compelling way, and to sell a room with ease and comfort.

Before you step in front of an audience for the first time, or the thousandth, send me an email at jane@janempowers.com, or pick up the phone and call me at 602-703-3040. I'll
help you catapult your next speaking engagement, and assure you *Speak with Confidence and Sell with Authority.*

Check out my website at [janempowers.com](http://janempowers.com), to learn about my other programs that will help you:

➢ Grow your business through effective speaking and authentic selling.
➢ Gain a high level of visibility and be the "Go-To" expert in your market.
➢ Move through ANY fears, blocks, or delays in your success.
➢ Stop avoiding or hiding out. Start speaking and selling your way to 6-figures.
➢ Learn ninja science tools and mindset technologies to make money.
➢ Overcome "stage fright," sales fears, and get paid what you are worth.
➢ Command any platform! Increase audience engagement and close deals.

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Big Impact! Big Income!

How to Craft a Concise, Compelling and Intriguing “Intromercial”

Elevator Pitch Template

jane M Powers
Get Seen ~ Get Heard ~ Get Sales

What if it takes only 7 seconds to make or break your success? NYU studies show that in just 7 seconds people will make 11 major decisions about you. Unconsciously and automatically, they have decided whether they want to listen to you or not. I don’t know about you but those are pretty grim odds.

Would you love to know how to have a huge impact with a concise, compelling and intriguing intro that sells?

Would you love to be excited for someone to ask you, “What do you do?”

Believe it or not, how you answer this question can have a dramatic impact on your business.

In fact, it can be the #1 stumbling block in building a business.

Answer it well, and you could have a new prospect, customer, business partner, or advocate.

Answer it by being confusing, boring and inconsistent, and you will lose the other person’s interest right away.

If you want people to lean in and listen, then what you share must be concise, compelling, and intriguing. You have got to be impactful and capture the listeners attention and have them sitting up and taking notice.

Your elevator pitch or “intromercial” is one of the most important marketing tools in your toolkit.
Having a well-crafted and rehearsed response will improve your success and your bottom line dramatically. Do not underestimate the power of your “intromercial”. Let me show you how in just 7 seconds you can have a powerful impact on your listener.

I want you to know why your “intromercial” is so important, how to craft one, and how you can start implementing it right away.

Use the done-for-you template below to create your own “intromercial” that will help you to connect with potential customers and business partners.

**Capturing People’s Interest**

At any given time, only 3% of people in any market are in “buying mode”.

Beyond that, 7% are “open to buying”, 30% are interested but are “not thinking about it”, another 30% “don’t think they are interested”, and the final 30% of people know they “are not interested”.

These numbers represent a buying pyramid that shows what percentage of people are actively ready to buy right now. Only 3% are actively searching with the intent to make a purchase. However there is a whopping 67% that could be convinced to buy if the right approach is taken with them.

This “Buyer’s Pyramid” was created by the late Chet Holmes, a master of marketing and the creator of “The Ultimate Sales Machine.” He identified these percentages as a way of explaining to business owners and entrepreneurs that their marketing efforts need to appeal to a greater audience, not just the 3% who are ready to buy.

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Unfortunately, most businesses only target and craft marketing to appeal to the current ready-to-buy 3%, alienating everyone else.

This is significant for your “intromercials”, because it means that you need to craft a message that appeals to the entire 70 percent of people who could potentially buy from you at some point.

If you only communicate with the intent to sell every time you connect, you will put-off most of the people you speak with because only 3% want to hear your offer. If what you say is not interesting to the remaining 67% as well, they won’t care and they will probably forget about you as soon as the conversation is over.

Then, when they are ready to buy sometime down the road, they will have forgotten about you and they will buy from the most recent person that made contact with them.

However, when you get your “intromercials” right, it will intrigue both buyers and potential buyers alike. Guaranteed, they’ll all want to know more AND they’ll remember you when they’re ready to take action!

Honing Your Message

To get noticed you must deliver an impactful and intriguing “intromercials” or elevator pitch in a way that it is uniquely our own.

Remember, you have only 7 seconds to create interest and captivate the listener.

Impossible? It may feel like it, but there’s a very specific technique to crafting the perfect, razor-sharp “intromercials.” And it has quite a bit in common with your unique selling proposition (USP).
In many cases, your “intromercial” is your only chance to talk about your business with someone. So it is very important to have a good grasp of your USP before crafting it.

Really think about what makes you stand out from other businesses that offer similar services. Or what makes your signature solution™ (your core product, program or service) stand out from other similar solutions.

You will certainly want your USP information in your pitch to:

• Pique the interest of your listeners, and
• Give them another compelling reason to remember you.

With that in mind, let me share the “Intromercial” formula that my business partner Jane M. Powers created, so that you can create your own elevator pitch and ensure that every 7 seconds counts.

When you apply this simple formula you will not only capture and connect with your listener, but you’ll also close them, time and time again.

**Getting clear on your purpose**

**Prep Step: The very first thing I want you to do, before you start brainstorming your message, is to get clear on the goal of your pitch.**

• Is your goal to promote your overall business?
• Or is it to promote a specific product or service, such as your signature solution™?

The key is to understand that not only is your pitch ever evolving, it is beneficial to have more than one “intromercial” to use for different purposes and situations.
The examples I share with you below are designed to explain a business (i.e., your expertise, products, and services) to anyone who might ask, “What do you do?” You can easily use the same formula to create an “intromercial” for a specific product or service.

How to Build your “Intromercial”

Step 1: First, you need to identify what market you are targeting.

• WHO is your ideal client?
• WHO is your intended audience?
• HOW do they refer to themselves?

It’s important to let your audience know that you are talking to them. The easiest way to do that is to identify them right up front. When I begin my pitch by saying “Coaches hire me to…” then every coach is going to lean in to listen. Why? Because they know that I’m talking about them, and people naturally listen when it’s about them. As a bonus, anyone who knows a coach will lean in to listen as well, just in case they hear something valuable that they can pass on to their friend or colleague.

Step 2: Next, you need to identify the “holy grail” of what you offer your clients.

• What exactly do you do for your clients?
• What is the top benefit of your business (or product or service)?
• What do you want people to remember most about you?
• And, just as importantly, what excites you?
It is very hard to talk about something that is boring. You must be excited and proud to share it with the world. Your passion will be infectious and the other person will be excited to hear about it. Especially if it promises them an outcome they desire.

**Step 3: Third, you want to identify the pain or problem that your solution addresses.**

- What top-of-mind problem do you solve?
- What pain do you help your clients get rid of?

It’s important to connect to your audience’s top-of-mind problems because this will make them want to hear more. Your pitch becomes all about *them* when they realize that you have the answer to their problem or challenge.

**Step 4: Fourth, you want to identify the key outcomes/benefits they get from working with you.**

- What will they be able to do that they couldn’t do before?
- What will they have that they didn’t have before?
- What will they achieve once they have your solution?

People buy outcomes. That’s why it’s important to highlight the outcomes in your “intromercial”. This is all about positioning your promise. The secret is to make your promises clear and concise, so that people can easily remember them when they are ready to buy.

The promise is the benefit and not the features of what you have to offer. The “how to” conversation comes later. So, stick to what’s in it for them.
Putting it All Together

Step 5: At this stage, you’re finally ready to craft your pitch.

To help you with this, let me share an example of a powerful “intromercial”. This first one was crafted by Jane M Power (the creator of this formula) to promote her business.

“Entrepreneurs hire me to unleash the world class speaker in them so they can convert more audiences into paying clients, because most, unfortunately, don’t realize they are boring, confusing and inconsistent, so I help them speak with confidence and sell with authority, whether they are speaking for 7 seconds or 7 hours to a crowd of 1 or 1,000. Bottom line, they will make money every time they open their mouth.”

Let’s unpack Jane’s “intromercial” into the 4 components of the formula:

First, WHO is her ideal client? Entrepreneurs.

Second, what is the HOLY GRAIL she offers? To unleash the world-class speaker in them SO they can convert more audiences into paying clients.

Third, what PAIN OR PROBLEM does she help them get rid of? Because most, unfortunately don’t realize they are boring, confusing and inconsistent.
Fourth, what OUTCOMES/BENEFITS will they get when they work with her? So I help them speak with confidence and sell with authority, whether they are speaking for 7 seconds or 7 hours to a crowd of 1 or 1,000.

**Optional BOTTOM LINE statement.** “Bottom line, they will make money every time they open they mouth.”

**Here are a few more great examples.**

“Dentist hire me to uncover the hidden revenue in their business because most are sitting on a gold mine and don’t even know it. So I help dental practices get their best ROI, bring in new patients and capitalize on the team approach to the Revenue Contribution Model. Bottom line, I help increase the level of service and money coming in.”

“Leaders hire us to breakthrough performance barriers to build a solid performing team because most are stuck in “the way it has always been done” thinking, getting the same results, with a lack of true satisfaction and real results. So we help them to deconstruct the myths of red tape, budgets and old operating systems. Bottom line, we help remove organizational limitations and fears using our Strength Based System that creates high performing teams and an organization of excellence.”

“Entrepreneurs hire me to help them stand out in the market place and attract a steady stream of ideal clients because most of them are selling to everyone and anyone, which means they are selling to no one. I help them to showcase their genius and fill their sales funnel to create a steady stream of cash.” Bottom line, I help them to make more money doing what they love.

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Crafting your “Intromercial”

Use the template below to create your own pitch that is concise, compelling, and intriguing.

_________ Who? ___________ hire me to _______ What is the “holy grail” of what you offer, the top benefit? _______ because most _______ What pain or problem do you solve? _______ so I help them to _______ What key outcomes/benefits will they get as a result of working with you? (2 or 3 things, keep them short and sweet.) _______

Bottom line, __________________________________________
________________________________________________________________
________________________________________________________________

Fill in Your “Intromercial” Here:

________________________ hire me to ______________________________

_____________________________________________________________ because most _______

_____________________________________________________________

so I help them to ______________________________

_____________________________________________________________

Bottom line ______________________________

________________________________________________________________
________________________________________________________________

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“Intromercial” Bonus Tips:

1. You want to make sure and use the content in this order because the key words, “hire me”, “because” and “So I help” are vital to the successful delivery.
2. Provide a “bottomline” so that you give them the final easy to understand, direct, description of what you do.
3. Do not tell how you do what you do. No one cares. They only want the benefits.
4. Keep it short and sweet with some punchy words to get the listeners attention and make it fun!

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