

How to Make \$100,000+ as a Professional Speaker

With Rob Pennington, Ph.D.,
educational psychologist and
award-winning speaker, trainer, coach and author

Module 1: **How to Find Speaking Opportunities** (The Secret is they are EVERYWHERE!)

“There’s an audience out there right now who is hoping to find someone with your exact message, delivered in the way that only you can deliver it. Every moment you put it off is a missed opportunity to help someone find a solution they need to make life better.”

Brian T. Edmondson, author and coach
Internet Marketing Made Easy

“The more often you speak, the more often people will pay you. It helps if you can make it easy for them to remember you the next time they are looking for a speaker.”

Dr. Rob Pennington

SESSIONS:

Module 1: How to Find Speaking Opportunities

Module 2: How to Land Speaking Engagements & Get Multiple Gigs From One Client.

Module 3: How to Ask for Your Fee & Get Paid Really Well

Along the way we will also cover ways to use speaking to market your services, create products, generate publicity, expand your platform and create more paid speaking. And remember – a free coaching session for anyone who completes all three sessions.

FOR THOSE JUST BEGINNING....

If you are in the process of getting your presentation and/or pf together, then let me encourage you to find a local professional speaker who can coach you to make your progress easier and quicker. In addition, here are two of the best associations of speakers:

Toastmasters International <http://www.toastmasters.org> is a wonderful free support group for both practicing and receiving feedback for your presentations. When you are serious about the business of professional speaking, The **National Speakers Association** is the goal standard. Investigate their 10-month Speakers Academy at a chapter near you. <http://www.nsaspeaker.org>.

YOU ALREADY KNOW

1. List a few organizations that you already belong to or have in the past that use speakers for their meetings. (Use opportunities where you already have credibility to expand out to others and create product along the way!)



2. List a few organizations you don't belong to that you think probably use speakers. (The longer the list the better.)

3. List a few of your good friends and the organizations they belong to:

Friend(s)	Organization 1	Organization 2	Organization 3

Who are you going to call first?

When?

11 WAYS TO FIND HUNDREDS OF SPEAKING OPPORTUNITIES - RIGHT WHERE YOU LIVE

1. NEWSPAPERS

Look for listings of local area meetings with the topic and/or speaker (good marketing!) along with the contact person (gold!). Other organizations look there for local speakers. An example: <http://www.houstonpress.com/calendar/>
It is often more important how many hear that you are going to speak than how many actually hear you speak. (More about that in the next session).

2. LOCAL SERVICE CLUBS – Every member belongs to other organizations! Go to the national organization's web site (Rotary, Kiwanis, Optimist, Lions, Chamber of Commerce, etc.) and search for your city. Houston has 32(!) Rotary International clubs, with the locations and the phone number listed for each. <http://www.rotary.org/en/aboutus/sitetools/clublocator/Pages/ridefault.aspx>
Optimist International has 20 clubs in Houston area: <http://www.optimist.org/ClubLocMap.cfm> *The purpose of every speaking opportunity is to generate additional opportunities to speak.*

3. BUSINESS NETWORKING GROUPS

meetup.com is a national online network of meetings. Houston example: <http://business-networking.meetup.com/cities/us/tx/houston/> where about 40 showed up. *Even if free, record everything! You never know when magic strikes!*

4. NON-PROFIT SPEAKERS BUREAUS & PROGRAMS

a. Not Speaker's Bureaus that represent speakers, but Speaker's Bureaus within non-profit organizations that inform the public about their services. By volunteering to speak for what was then the Mental Health Association (now Mental Health America) <http://www.mentalhealthamerica.net> I got to speak to 80 different corporations my first year!

b. University programs. For many years Clemson University sponsored, Professional Development for Women, a series of programs across the country. I got huge marketing when they mailed out 50,000 brochures to local businesses.

5. NON-PROFITS

Non-profits have huge educational needs for their volunteers training for supervisors and board retreats. Volunteers are usually involved with other organizations that use speakers.

6. RELIGIOUS ORGANIZATIONS

There are Sunday School and Temple classes, study groups, support groups, couples groups, singles groups and retreats that all need speakers. Beyond the speaking which is mostly free, workshops can be offered for a fee that make money for you and for the organization. Once I made twice as much on the recordings of my than my fee which was pretty good itself.

7. SCHOOLS

Teachers like speakers in their classrooms where you can produce audio and video products geared to a younger audience. Schools pay for assembly programs but also for parent after school programs. Districts pay speakers for teachers and administrators in-service days.

8. OFFER CEUs

If you have the credentials, most states make it very easy to create training courses that professionals are required to pay for and attend, either in person or online to maintain their license – a captive audience though the providers are becoming more competitive. Here is where you can get an application for Texas Social Work as example: http://www.dshs.state.tx.us/socialwork/sw_forms.shtm

9. CORPORATIONS

Most Corporations have money for speakers/trainers/coaches, primarily in sales (contact VP of sales) but also for leadership and change management (VP HR). Coaching and training are valuable additional services for a speaker working with corporations because of the repeat business they provide. A speech happens once. Offering a training (speaking with more time for audience application and interaction) that a corporation values can go on for years. Almost every professional within a corporation belongs to a professional association. Speaking to their associations is another powerful way into their corporation.

10. PUBLIC PROGRAMS

Create your own speaking opportunities. Partner with an organization made up of your target audience who will not only market to their members but also to the customers of their members. You can also partner with an organization, like a staffing agency (which I have many times), to sponsor your programs as a 'value added' free service to their customers. Fantastic marketing.

11. ASSOCIATIONS – The Mecca for Professional Speakers.

You start with free local presentations to local chapters, get good referrals either directly to national where being paid is more the norm or to the state or regional levels. Penetrating a few associations starts to validate you across associations. The center of networks in the worlds of associations are the American Society of Association Executives, <http://www.asaecenter.org> Meeting Professional International, <http://www.mpiweb.org/Home>, and the American Society of Training and Development, <http://www.astd.org> As with the service and civic organizations, go to these national web sites, find the local chapter contact, research the past and upcoming national convention listing of presentations so that you can identify the current concerns members are facing so when you call the contact you can pitch your solutions as specifically addressing their pains.

Other resources:

Lanyrd: The Social Conference Directory <http://lanyrd.com>
<http://seizetheroom.com/articles/3-simple-approaches/> to find speaking opportunities.

FINDING OPPORTUNITIES LOCALLY AND NATIONALLY

National Trade and Professional Associations Directory

Membership ... meetings ... budgets ... contact information ... records for **7,800+ associations, professional societies and labor unions and their 20,000+ executives** have been updated. Get yours today!

Detailed information on the association community, including:

- Over 7,800+ Trade and Professional Organizations
- 20,363 Executive contacts
- New Conferences for 2012 — Plus Conference Chairs and Non-Convention Events Over 100 Attendees
- Advance Information on Conferences Planned Beyond 2012
- Education-related details — Certification Designation, CE Enrollment
- Tax-Exempt Status
- Membership Lists— Availability, List Manager Contact Info

The authority for four decades... today, even more critical to your success

Since 1965, NTPA has been the authority on trade and professional organizations in the United States. Only NTPA delivers all the information you need — in time to make all the difference to your ability to research organizations, spot opportunities, and make contacts. Don't miss out order your edition today!

Indexed 9 ways so you save time and money on research

- **Associations** — alphabetical listing for 7,800+ associations; each includes year founded, historical notes, member fees, HQ contact information, staff and membership size, operating budget range, key executives or officers, upcoming meetings, serial publications, and much more.
- **Subject** — zero in on associations for specific industries and occupations
- **Location** — cross-referenced by HQ city and state
- **Budget** — associations broken down by 14 budget levels
- **Executives** — listed by name with association affiliation
- **Association Acronym** — abbreviations used by associations
- **NEW! Certification Acronym** — for associations offering their own programs
- **Meetings** —by city and state with facility, dates, projected attendance
- **NEW! Meeting Location Trends** — major meetings held over the past 3 years

Also available online at www.AssociationExecs.com. Take a free trial today!



Qty.	Price	Standing Order	Product Name
<input type="checkbox"/>	\$299.00	<input type="checkbox"/> Price: 269.00 [?]	National Trade and Professional Associations Directory 2013
<input type="checkbox"/>	\$348.00		National and State Directory Package (Save \$150 when you purchase both!)
<input type="checkbox"/>	\$799.00		National & State Associations ONLINE Access at AssociationExecs.com

I Hope You Are Getting The Idea That Finding Opportunities To Speak Is Just a Click Away...

<http://www.planningshop.com/associations/>

<http://www.usa.gov/directory/tradeassoc/index.shtml>

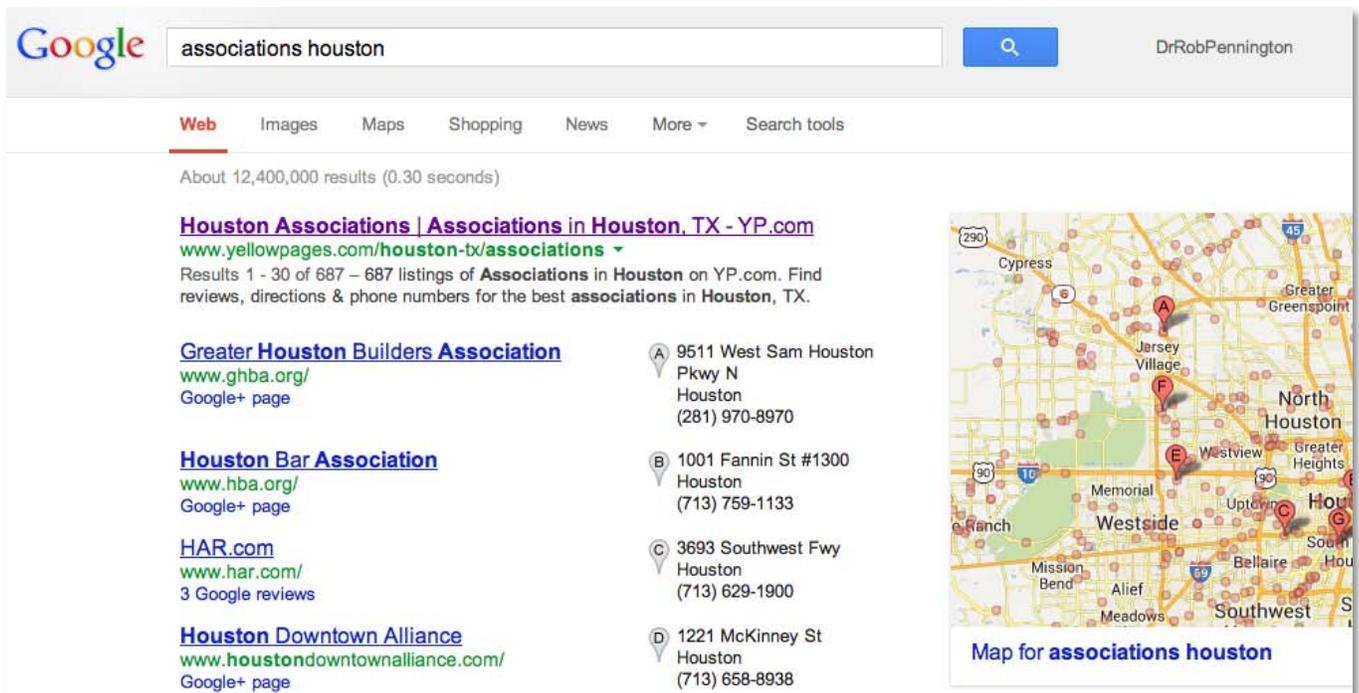
<http://www.usa.gov/directory/federal/index.shtml>

You can even go back to being specific to where you live.

To local Service Organizations...



To local Associations...



THE BEST BUSINESS STRATEGY: DEFINE YOUR TARGET AUDIENCE



Types or groups of individuals who could buy ME

Which groups within these areas:	Professions	Corporations	Associations	Religious	Non-Profits	Other
I understand their pain?						
I offer solutions that address their pain and produce positive results?						
They can pay for my solutions?						
They have a connection with me because?						
I have credibility with them because?						
I enjoy working with them because?						
I care about their success because?						

Based on the above, my *initial* target buyer is:

II. BEING CLEAR on how to get my target buyer to buy ME?

Clear OFFER of my product or services: Selling me begins with a clear definition of what I do. A few words about what I have to offer to my target market are

Example: *I can save speakers/coaches/therapist time and pain in becoming more successful in both generating more speaking opportunities faster but also more income from those opportunities.*

Now try putting it into this format with the “You” being a member of your target market:

With this _____ My Offer _____,
you can _____ Benefit of My Offer _____,
which means _____ Result(s) My Benefit Produces _____.

Example: **With this** Speaking Tele-seminar Series, **you can** shorten the learning curve of building your speaking business, **which means** you’ll be profitable faster.

Clear STRATEGY to become known:

Where I could speak for free to become known within my target buyer: (list specific examples)

HOW I could speak for free (but not be on a stage) and reach my target market:

- I could write for the following magazines, journals and/or newspapers in my target market:
- I could frequently and regularly contribute blogs, Facebook groups, LinkedIn groups to:
- Additional opportunities to get free publicity that exist could be:

Other ways I could get in front of my target market and begin building relationships:

Clear STRATEGY to become paid:

Turn free talks into paid talks with marketing materials that sell ME. *My materials:*

- Inform potential clients about **why** they should book me.
- Show how I solve a specific problem they have.
- Portray me as the best person to help them because of experience and expertise.
- Include a recent professional photo.
- Have a catchy title.
- Have the option to be sent electronically or by “snail mail”.
- Allow me to be easily referred and help me create word of mouth.
- Link to video of me presenting.
- Have testimonials from representatives of my target market.

For those not checked: Write next to each what I will do to produce these results.

Clear FEE - I can say: I have to be ready with a fee when asked. So what are my fees?

Hour presentation: \$_____ / Half day presentation: \$_____ / Day presentation: \$_____

Hour of individual coaching: \$_____ And if my fees are ever too much... what is my plan to negotiate that maintains my fee integrity? (More in Module 3 on this last one!)

Based on the above, my next step(s) to reach my target buyers is:



INFLUENTIAL PEOPLE WILL HELP YOU FIND SPEAKING OPPORTUNITIES

Influential people are not necessarily the decision maker. Usually they are people who can *influence* the decision maker. For example, how often do you think you will not be talking to the actual decision maker? Not often. You are actually talking to a person who probably wants to help you get into their organization, but they need help in how to bring the best proposal to their boss.

Find out what their problem is and help them solve it. Spend enough time getting to know your contact, whether decision maker or not, especially if not, that you are able to discover a challenge they face that you can help them address.

Demonstrate sincere interest in the person, and they will show interest in you. Its a rule. I believe it's called Golden!

Wise Thought:
Do unto others.... FIRST!

Unlimited opportunities: The number of wellness programs, networking organizations, breakfast clubs, book clubs, retirement communities, and service organizations is for all practical purposes unlimited.

Person responsible for finding a speaker needs help. For every breakfast, networking, service club, association chapter you find, there is some volunteer assigned, often a new member lower on the leadership totem pole who has to find a speaker - at least once a month. Some once a week! They are all *desperately* looking for good quality speakers. You can be their best friend, not just by giving an impressive memorable talk but by helping them find other great speakers as well. They will remember you next year and bring you to their other organizations too.

Maybe many of these speaking opportunities don't pay, but **their members all belong to other organizations and other associations that do.** *Help them out and they will work to help you out.*

The more you speak, the more your speaking generates more speaking. In fact, the best way to promote yourself as a speaker is for people to see and hear you speaking. Duh!

Finding speaking opportunities isn't the challenge.

Helping people who need speakers find you is.

**BE EASY TO FIND
WHEN SOMEONE IS LOOKING FOR
YOU.... OR YOUR TOPIC.**



I love speaking about XYZ!



Here are great
resources (from me
and others) on XYZ.



Watch me speak about
XYZ.



I'm really good at speaking
about XYZ.

Examples



Look at my speaking
presentation materials on XYZ.



This is how you
XYZ.



WIKIPEDIA
The Free Encyclopedia

I am a legitimate
expert on XYZ.



This is where I'm now
speaking about XYZ.



Look at me & other
people when I spoke
about XYZ.

I got these wonderful descriptions of what each social media site looks like from a speaker's point of view from my social media guru, Crystal Washington. I encourage you to learn more from and about Crystal. She has a new video on her home page on "Create Measurable Marketing Results" something we all need to know more about. *If the cost of our speaking can't be tied to an ROI, to somehow making or saving our client money, then we probably won't be considered as valuable as someone who is.*

[www.http://crystalwashington.com](http://crystalwashington.com)

Wise Thought:

Don't wait until you have all your presentations outlined and PR material written and website created and products lined up and people knocking on your door willing to pay you \$5,000/talk. Speakers speak! Look for *any* opportunity to speak and take it. Simple truth: if you aren't getting paid enough, you aren't speaking enough. (More about fees in session 3)

The HIGH OCTANE APPROACH: Joe Charbonneau's Guaranteed 1 Paid Speech A Day Process



Joe was both a CSP, Certified Speaking Professional and a CPAE, Council of Peers Award for Excellence Speaker Hall of Fame. He was famous for hiring a person to make 25 calls a day and basically follow a script (like the one below) to determine whether a particular organization or association would: 1) qualify according to Joe's criteria as a potential customer, and, 2) assuming they passed the criteria, if they would be interested in additional information about Joe as a speaker for one of their events. Consistently 5 out of the 25 would be interested enough to get more information. Of the 5 one would schedule a speaking date, producing 1 paid speech per day for Joe, year in and year out. He learned that the person calling would burnout after 10-14 months, so he would just replace them and keep his business going. Here's a potential script you could use to make 25 calls a day (or hire someone on a salary or commission for 10-14 months)!

Telephone Sales Script for Speakers

1. Receptionist answers ... and you say "Hi _____. I'm (your name) with (name of speaker or business) in (city). I was wondering if you could tell me who is responsible for hiring speakers for your annual conferences (selecting speakers for your association/corporate/chapter meetings?"
2. *That's _____? Is he/she in?* (If no then ask when would be a good time to call back? Does he/she have a direct line so I don't have to bother you? **Note: Never, never, never leave a message with someone who does not know who you are.**
3. Decision maker answers ... "Hi _____, my name is (your name) and I work with (name of speaker or business) in (city). I understand you are the person at _____ who is responsible for hiring speakers. Is that correct?"
4. I will keep this short, the reason I was calling is ... I work with (name of speaker), a professional speaker, who has been in the business of (keynoting association meetings, like yours, for over (XX) years. I was wondering how you go about selecting speakers for your conferences and how we might get (speaker 1st name) involved in that process?
You should anticipate questions like ...
 - a. What kind of programs does he do?
 - b. Who else has he worked for?
 - c. What does he charge?

5. Usually (about 99.99% of the time) they will tell you about their process and ask you to send them your marketing materials.
6. I can send that to you in a printed package or a virtual package. Which delivery method would you prefer? Great ... what's your address, e-mail address and I will get that out to you.
7. Hey ... I really appreciate your time and help. I will get that out to you right away. Would you mind if I asked you one more question? I know this is a market that (1st name) really loves and does very well in. The meeting planners and audiences rave about working with him! Could you tell me what you think is going to separate the person you choose this year from all of the other people, like myself, who are calling and want to speak at your conference?They will give you some kind of indication here (at least most of them will). That will open the door for these questions ...

Q. What kind of content do they prefer?

Q. Who have your folks really enjoyed most in the past?

Q. Do you know what was that they liked about them?

Q. How could I find out who you had last year? (or check on web site)

Q. Are your conferences primarily business focused or just a chance to get away?

Q. Do you have a lot of educational programs? Spouse programs? Other types of programs I should know about?

Q. How many folks do you usually have attending? Where do you like to go?

Q. What can we do to really set (1st name of speaker) apart from the rest of the crowd in your selection process?

TO BE IN THE SPEAKING GAME TODAY IT IS VALUABLE TO HAVE 3 PROFESSIONALLY DONE PR PIECES:

1) A SPEAKER "ONE SHEET"

Components of the One Sheet.

- Contact information
- Title(s) of presentation(s) with short descriptions
- Bio, credentials, awards, and books
- Professional headshot or full shot (I went through 3 photographers and hundreds of shots to get mine.)
- List of clients or logos
- Best Testimonials
- QR codes for links to web pages, YouTube, or VCard.

As good as these 3 of mine are, they are not *branded* as they need to be. There is a brand in the look and feel but not in an identified target market or in focused message. As many of you know, I am in the middle of working on making all that clearer. But this is so heads and shoulders over what I use to have: www.resource-i.com

Dr. Rob Pennington
Authentic, Customized, Insight-filled, Practical Engaging & Interactive

- Ph.D. Educational Psychologist
- Mental Health America's Outstanding Speaker Award - 4 times
- Award Winning Author - 4 times
- An Original Platinum Presenter with Meeting Professionals International
- Highest Rated Corporate Trainer by EconoMobil each year for 29 years
- Signature Story: shot in the center of his chest by an unknown assailant
- President Elect, **NASA Houston chapter**

Award winning Presentations by an Award winning Author meet your Audience's Needs

Need leaders to involve others more effectively?
Be A Collaborative Leader Others Want to Follow! supports leaders to balance their authority with collaboration in 6 stages that build agreements people want to keep, producing more effective results & greater involvement.

Need members to face challenging changes?
Lead Teams Through Successful Change Efforts gives leadership proven tools to integrate concerns for self, task and impact into any change effort significantly reducing inevitable change resistance.
Speed Through Stress in 5 steps and 15 Seconds! provides practical solutions every attendee can use immediately to make a positive impact in their lives every day and, potentially, even save their lives.

Need less turnover and greater retention?
Eliminate Conflict with 3 Questions helps grow an organizational culture to one people not only want to join but want to build and promote to others.
Create Volunteer Agreements establishes norms that help hold people accountable for respectful, responsible behaviors.

Consistently rated "the best I've ever heard."

CONTACT 713-305-5117 Info@DrRobPennington.com
 Video: drobpennington.com/speaking.php Based in Houston, TX

2) A SPEAKER WEB PAGE and 3) A SPEAKER YOUTUBE CHANNEL

ROB PENNINGTON, PHD
 Award Winning Author, Speaker, Psychologist & Coach

Practical Tools for Making a Positive Impact Everyday!

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Speaking

MPI ExxonMobil asae NASA ASTD bp VISTAGE

Facing challenging changes? Need leaders to involve others more effectively? Need less turnover and greater retention? Download my Speaker's Sheet and let's schedule a transforming experience for your next meeting that is Authentic, Customized, Insight-filled, Practical, Engaging & Interactive!

My Award Winning Presentations Meet Your Needs

Facing challenging changes?

- *Lead Teams Through Successful Change Efforts* gives leadership proven tools to integrate concerns for self, task and impact into any change effort significantly reducing inevitable change resistance.
- *Speed Through Stress in 5 steps and 15 Seconds!* provides practical solutions every attendee can use immediately to make a positive impact in their lives every day and, potentially, save their lives.

Need leaders to involve others more effectively?

- *Be A Collaborative Leader Others Want to Follow!* supports leaders to balance their authority with collaboration in 6 stages that build agreements people want to keep, producing more effective results.

Need less turnover and greater retention?

- *Eliminate Conflict with 3 Questions* helps grow an organizational culture to one people want to join and promote.
- *Making Volunteer Agreements* establishes norms and holds people accountable in volunteer organizations for respectful responsible behaviors.

PEOPLE ARE TALKING

"Your energetic and humorous style made the practical techniques and suggestions you offered immediately applicable both in our professional and personal lives."
 Barbara Lane, Conference Chair, Human Resource Management Association

"Thanks for another outstanding presentation. You helped make it one they won't forget. I wish you could have heard the positive comments I heard about you."
 Marilyn Monroe, Past President, Texas Society of Association Executives

"I have heard many talks at our meetings but very, very seldom have I heard one so professionally done. The material was on target and delivered with such wit and charm that we hated to have it end!"
 Neal Shaw, Program Director, American Society for Training and Development

Comments

- "You received the highest evaluations - ever!"
- "Have Dr. Pennington back!"
- "Robert Pennington's issues are the most important for us to discuss."
- "His are the trainings we all need to run & to participate in to have healthy boards."
- "Just great, best I've heard in that last closing shot."

3 subscribers 440 views Video Manager View as public

ROB PENNINGTON, PHD
 Award Winning Author, Speaker, Psychologist & Coach

Practical Tools for Making a Positive Impact Everyday!

ERNST & YOUNG NASA ASTD bp VISTAGE

MPI ExxonMobil Boeing asae Shell

Media One sheet at: [8+](#)

DrRobPennington

Videos Discussion About

Uploads Date added (newest - oldest)

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 52 views | 5 months ago

Misunderstandings Cause The Majority of Your Conflicts
 6:13

Being Shot In the Center of My Chest Was One of the Be...
 7:19

Being Loved is More Important Than Being Right
 3:45

A few of my NSA Friends' one sheets See a bunch at: www.peakeroneshheetdesign.com

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CRYSTAL HELPS COMPANIES & ASSOCIATIONS INCREASE PROFITS, ENGAGE CLIENTS, TURN ASSOCIATES INTO BRAND AMBASSADORS AND LEVERAGE TECHNOLOGY TRENDS!

Crystal Washington makes social media and technology simple, practical and fun! She delivers foot-packed programs that will keep YOUR attendees engaged and shares strategies that will create measurable results for YOUR organization.

Crystal gives her audiences tools and techniques for leveraging the latest social media trends. YOUR group will walk away more comfortable, knowledgeable and equipped to use social media for sales, marketing and recruitment. Combining her years of experience working with Fortune 500 companies in corporate America and her in-depth knowledge of SEO, video marketing, social media, blogging and traditional media, Crystal will increase YOUR organization's online efficiency and effectiveness.

31% of HR managers report having to take disciplinary action against employees due to social media. Ignoring social media only increases the likelihood of an employee annihilating your brand online!

66% of Americans use social networks. If your managers are not using it for prospecting, there is a good chance that your competitors are.

TIMES & TECHNOLOGY HAVE CHANGED. DON'T GET LEFT BEHIND!

“Just returned from a 3 day conference in Chicago attending social media training seminars and I learned more from you in 1/2 hour than 72 hours there. Easy to understand, implement, manage, and great tips to grow my business. And, you are so bright and lively! Thank!”

—UBS Presentation Attendee & Business Owner

Your presentation on Social Media for Business was timely and helped kindle a renewed professional enthusiasm among us. As a speaker and a marketing strategist, I personally believe that the style and substance of your content was as savvy as it was engaging... On behalf of the people of the Republic of Ghana and the whole of Africa, thank you for a memorable experience.

—Benjamin Gregory Aggrey, CEO, Effusion Motivate

We were so impressed with your ability to convey what seems to be a complex topic—social media—in a very easy to understand and humorous way. Even days after our event, attendees are still singing your praises.

—Melanie Barr Fitzpatrick, Program Development Director, University of Houston

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Google, Microsoft, MD Anderson Cancer Center, Delta Airlines, British Airways, GE, H-E-B, UBS Financial Services, University of Houston, UNCF, HelmsBriscoe, Texas Conference for Women, Texas Southern University.

Testimonials



CW CRYSTAL WASHINGTON
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CRYSTAL WASHINGTON provides customized programs in keynote, workshop, breakout and webinar format.

The Future of Social Media—Trends & Strategy
In a time when technology doubles every 18 months, corporate professionals want to not only understand current technology, but get ahead of the curve to remain innovative! This talk addresses the current social media and Internet landscape as well as how YOUR company can leverage future trends for recruitment, employee and client engagement as well as for brand differentiation.

Social Media for Sales Professionals
93% of marketers and sales professionals use social media for business, do YOU? With the majority of Americans using some form of social media, chances are, your prospects are there too. Powerful Google search functions paired with sites like LinkedIn, Facebook and Twitter make prospecting and relationship building easier and cold-calling a thing of the past in this talk. Crystal will show YOU how to use social media for prospecting, gaining referrals and inbound marketing!

You're on Social Media—Now What?
Getting on social media is easy; figuring out what to do once YOU're there can be a challenge. Join Crystal in this high-energy talk as she outlines how YOU can use social media to network, grow your business and become an industry expert and become a greater asset to YOUR company.

Social Media Marketing Made Simple
Do YOU need to take the guesswork out of social media marketing? In this talk, Crystal outlines the latest and greatest tools to increase efficiency, weed clients, supercharge marketing and build better relationships. The best part? Most of these tools are absolutely free! Crystal will empower YOU with tools that will take the guesswork out of marketing with social media by demonstrating the true ROI.

SocialUnites Social Media Workshops
A boomer and a Gen Y team up to offer you clear, full-free programs, filled with impactful strategies and time-saving tips that will raise your visibility as an employee and business owner via social networks. This partnership with veteran branding and generations speaker, Karen McCullough, CSP, and technology speaker, Crystal Washington has something for everyone. Book the keynote or choose from the following workshops: Social Media 101, Online Branding, LinkedIn, Twitter or Facebook.

Book Crystal Today:
Phone: 713.383.9351
Email: Crystal@CrystalWashington.com
Mail: 2130-A Holly Hall #211, Houston, TX 77054

Appearances:
NBC, abc, CBS, CW 650, BLACK ENTERPRISE, The E! Channel

Media
f t in y

Topics

Media

Liz PLASTER

Optimize Performance with Emotional Intelligence

Short Bio

Liz and teams around the world helping them use emotional intelligence to get better results. Emotional intelligence ("EQ") is the ability to use emotions effectively – the key competence for relating to people, sustaining drive, and optimizing performance.

Liz utilizes top performance data and time honored principles that provide the audience with the core competencies to harness their own unique EQ power... to be smarter, happier, stronger, and more effective professionally and personally.

As a keynote speaker and facilitator, Liz's dynamic, humorous and authentic style creates trust. Audiences leave motivated to action. She addresses specific organizational issues using hard-core science made practical and tailored specifically to her audience.

PEOPLE LIZ WORKS WITH:
Shell, SYSCO, McGraw-Hill, Lakeshore Inc., Office Pavilion, The State of Oregon, CDC of Brazoria County, The University of Texas Health Science Center, Los Angeles Unified School District, The University of Monterrey, Mexico

"Liz's innovative and creative approach was pivotal in expanding my ability to motivate and lead others."

Katy Berube, Senior Manager, Papepico

CONTACT LIZ TODAY!
713.937.8005

Positive performance
Leading, learning & living from the inside out

Liz Plaster, M. Ed., is the founder and General Partner of Positive Performance L.P., a solutions oriented firm and part of the Six Second's World Wide Network, one of the world's only training, consulting and research organizations exclusively dedicated to emotional intelligence. An expert in emotional intelligence, Liz has over 20 years in research and application in human behavior and performance.

Liz PLASTER

MOST REQUESTED PROGRAMS:

EQ: At the Heart of Business

Why are organizations from the US Navy and Marine Corps to FedEx and American Express utilizing emotional intelligence? EQ is the foundation for highly effective workplace relationships – a key component in building trust, influence, and engagement. Learn critical skills and core competencies built on hard core scientific data. These have bottom-line value for leadership, sales, and customer service.

The EQ Leader: Using All Your Smarts

Are you using all your smarts? Learn the key competencies for world class performance, for bringing your best to what you do. Research shows that the most influential individuals – those who get things done and build relationships at the same time – are those who have high EQ. Emotionally intelligent leadership creates higher productivity, better customer service, greater sales, and longer retention. Emotions drive people. People drive performance. Got EQ?

Liz's Presentations Result in People:
discovering ideas, remembering the message, thinking straight, taking responsibility for change, moving forward, laughing, realizing the value of their gifts and talents to the organization

"Liz Plaster and her 'Positive Performance' model do incredible work for individuals, project teams and entire organizations. For many years and in a wide variety of situations, she has proven her ability to fully understand and work with complex organizational and personal issues. By seeing all sides and understanding how things work deeply within, she delivers innovative solutions that best match the individual's true value and the organization's mission."

—Julie Ann Herring, Milwaukee Technical College, Milwaukee, Wisconsin

WHY LIZ?

- Liz lives life with energetic intention. She is values-driven and focused. Participants come away with practical, down-to-earth tools, ready to make a difference.
- Meeting planners rely on Liz again and again because she is so to work with, and the participants love her. Liz puts clients first.
- Liz never gives a "canned" or "off-the-shelf" presentation. Her content is wrapped around issues that are specific to the audience.
- Liz believes that attitude is a choice. She says, "Don't rush through life with your hair on fire – make work fun!"

"Liz's dynamic presentation made our conference. We could have never set such a positive tone without her. Her energy, enthusiasm and commitment are contagious."

Dr. Pam Schiller, VP of Marketing, SRA/McGraw-Hill

CONTACT LIZ TODAY!
www.lizplaster.com
email: liz@lizplaster.com 713.937.8005

Benefits

KAREN McCULLOUGH Keynote Speaker
Opens conferences, meetings and minds



KAREN McCULLOUGH
Keynote Speaker

Who is Karen?

Karen McCullough is a Social Media Enthusiast, A Branding Expert and A Generations Energizer

Great Picture

Speaking Topics.

- Navigating Change
- Generational Issues
- Personal Branding
- Productivity
- Women & Success

Karen studies workplace and business trends and her passion lies in providing resources to help YOU be more successful in your career. In a world that is becoming increasingly disconnected, Karen's work fills an immediate need to bridge both the communications and generations gap. Karen is a master at opening your minds to the opportunities of change. Through her constant research of generational behavior, social media, and technology, she has tapped into a creative and exciting way to deliver the message.

Her approach is practical, her message is relevant. Recently, Karen and her Gen X daughter Meredith collaborated and wrote the book, *The Seven Women Project SWP* celebrates the talents and leadership qualities in women.

“ Your closing session, Branding for Success, at our Regional Sales Meeting was a huge success and has created quite a buzz. Personally, I think that your closing made this one of the best meetings we've ever had.”

Mike Selterfield
Regional Vice President
HelmsBriscoe

“ Your opening session ranked the highest from the evaluations. The energy and message of your leadership program set the tone for the entire week. Many parts of your presentation were quoted throughout the rest of the conference. In fact, if I had a nickel for every time I heard, “You Rock!” - both you and I could retire. You are so entertaining and your message is so on...”

Scott Joalove
President and CEO
Texas Hotel & Lodging Association

“ Karen delivered exactly the right message for our audience and our feedback indicates she was the highest ranked speaker, her branding session was right on target, the material was relevant, her delivery enthusiastic, and her presentation style superb. Karen did an excellent job preparing for our group and presenting what we needed to hear.”

Lavin Mezera
Program Manager, Iowa Tourism

Some of Karen's Clients Include:

- | | | |
|------------------|-----------------------------|------------------------------|
| Procter & Gamble | CUSO | US Dept. of Justice |
| VMware | Blue Cross Blue Shield | Nat. Assoc. of Museum Stores |
| McGraw-Hill | Nat. Assoc. of Homebuilders | Michigan Edu. Assoc. |
| KPMG | Sun Microsystems | Oregon Dental Assoc. |
| Humana | Symantec | Sage Point Financial |
| United Way | MD Anderson Cancer Center | State Farm |
| ExxonMobil | US Bankruptcy Courts | Price Waterhouse Coopers |

Clean Professional Design

Most Requested Keynotes

Change Is Good... You Go First

Business as usual is over. Our pressures are constant and there is no room for down time, waste or inefficiency. This program sets the course to find and execute a strong vision in a high-change environment and gives you the tools to use in becoming the change agent at your work, business or at home.

A New Look at the Generations Generation Y - Influencing the Workplace:

Over 50% of the world population is under the age of 30! Gen-Y is revolutionizing your workplace creating their own culture and demands. Learning how to create a multigenerational team is critical for your success, productivity and profitability.

Customer Service with the WOW Factor Love Your Brand - Live Your Brand

The greatest taglines, logos, and marketing campaigns won't help you win and keep your customers if your employees and team do not understand and also support the company's core beliefs and brand promises. This program's teaching the value of your brand creating your unique culture with clarity, consistency, and continuity.

Supercharge Your Productivity - Get a Shot of Energy!

Do you ever feel like there are just not enough hours in the day? No matter how hard you work you never seem to get it all done, if so, you are not alone. Supercharge Your Productivity focuses on finding the best ways to make the most of your workday.

Socialities: Leveraging Social Media for Business and Career Opportunities

A Boomer (Karen McCullough) and a Gen Y (Crystal Washington) team up to offer you a clear, fluff-free, program filled with impactful strategies and time-saving tips that will raise your visibility as an employee or business owner. This program teaches the nuts and bolts of Social Media.

2013-14 National NSA Pres



Increase Sales, Negotiate with Power, and Cultivate Great Customer Loyalty

Ron Karr - Business Development Expert

Partial Client List

- Keynotes & Workshops
 - Lead, Sell or Get Out of the Way
 - The Titan Principle®
 - Great Customer Service - It's More than Just a Computer Screen
 - Impact Negotiations
 - Key Account Selling
- Consulting & Coaching Services
 - Strategic Account Management
 - Strategic Account Turnarounds
 - Performance Assessments: Management, Sales and Customer Service

- Marriott Hotels
- UPS
- AFLAC
- United Natural Foods
- Wright Medical
- Morgan Stanley

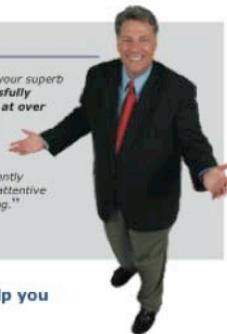
Clients Rave!

“I want to extend my sincere thanks to you and your associates for your superb assistance over the past 15 months in helping my division successfully negotiate a major volume 10 year supply agreement... valued at over \$20MM annually for a total of more than \$200MM.”

R. Brantley Shudders, General Manager, Minerals Industry Division, Cognis Corp.

“Your presentations were uplifting, engaging and thought provoking. You challenged the group on how to think and act differently with their customers. Your engaging style kept them involved and attentive throughout. In short, it was a great addition to this important meeting.”

Michael Marmitte, United Natural Foods, Inc., Vice President Sales - Eastern Region



Hire Ron Karr to transform your business & help you reach greater results.

Tag Line

Engaging Presentations, In-demand Consulting, Rewarding Resources - Real Business Transformation Results

Products and Services from Ron Karr

To have a successful business in today's fast-paced world, you must keep one step ahead of everyone else. Business Development is a continual process—you can always do something better and must continue building upon your current business practices to keep ahead of your competition and keep your customers satisfied. Drawing on his own real world success in sales and management, Ron Karr is a Leading Business Transformation Expert because he has consistently helped businesses improve their skills in negotiating, customer service, sales and communications. He helps people stay one step ahead.

KARR "Building High Performing Sales Cultures Dedicated to Selling More in Less Time at Higher Profit"

- | | | |
|-------------------------------|--------------------------------|-----------------|
| Keynote/Interactive Workshops | Consulting | Public Seminars |
| Learning Tools | Assessments | Accountability |
| Strategic Planning | Benchmarking Measuring Results | Coaching |

Services

Contact Ron Karr to find out how he can help you sell more in less time at higher profit.

Tag Line



372 Kinderkamack Rd. | Westwood, NJ 07675
phone (201) 666-7599 | www.RonKarr.com

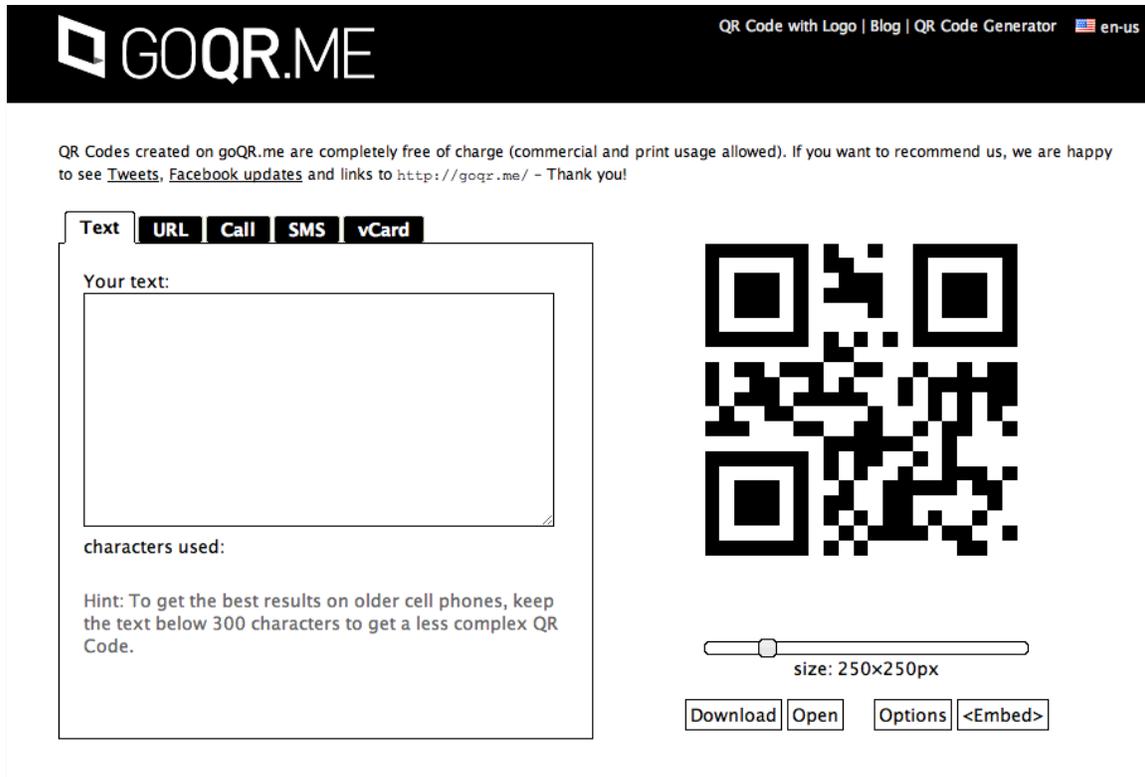


372 Kinderkamack Rd. | Westwood, NJ 07675
phone (201) 666-7599 | www.RonKarr.com

<http://www.ronkarr.com/pdf/ron-karr-speaker-packet.pdf>

Other Resources:

CREATED QR CODES: <http://goqr.me>



**ONCE YOU FIND YOUR SPEAKING OPPORTUNITIES HOLD ONTO THEM....
ORGANIZE WHAT YOU HAVE FOUND.**

*As you find each opportunity, you should organize the information in such a way that it can be used from year to year, since shows and Speaker Submissions are typically held at the same general time each year. You can create a spreadsheet with the following information:

- Event Name
- Website
- Contact Name
- Contact Details
- Speaker Submission Deadline
- Event Date
- Date Speaker Proposal Submitted
- Results
- Hyperlink to Documents (Create a folder for the information you collect from each show and link to it from the spreadsheet)

* <http://www.wikihow.com/Obtain-Speaking-Opportunities-in-Trade-Shows>

PEOPLE ARE LOOKING FOR YOU! THEY REALLY ARE!

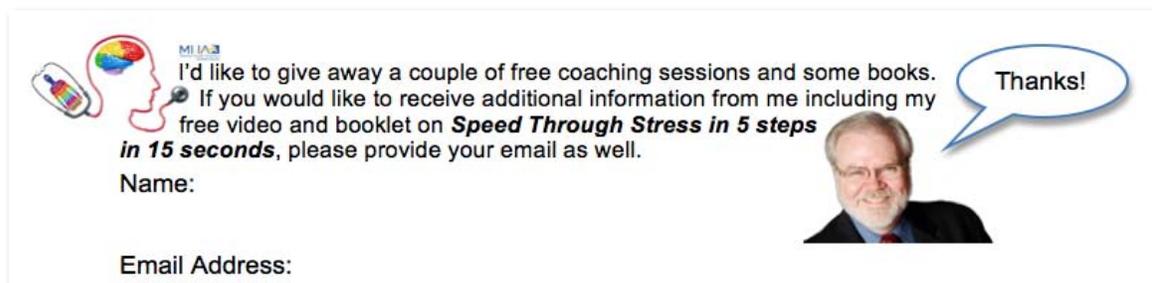
They really are! (Go back and read Brian's quote on the cover.) There are people whose sole responsibility, either as a volunteer or salaried, is to find a speaker for their next meeting. The bigger the meeting, the more speakers will be knocking on their door. So start close to home speaking for free and begin the climb to where people call you offering you money to speak for them.

USE YOUR SPEAKING TO FIND SPEAKING OPPORTUNITIES

Always record everything you do. No exceptions. No excuses. You never know when the audience is going to be laughing at every move you make, when you are going to be better than you imagined you could and there is just that magic in the air. The only way to catch that lightning in the bottle when it happens is to record everything. Minimally do it with your iPhone in your pocket. Ideally get a professional videographer to light and mic and get some nice pipes and drapes to frame the stage. But record everything. Over 25 years, I've made over \$250,000 in training materials on just six unedited recordings of free talks! You can make the recording available for the organization to send out with a link to your web page where the recording and handouts can be found. *I've had lots of people ask me to speak from having heard one of my recordings.*

Make sure your contact information is on every handout. And actually make sure you *always have handouts.* The handouts are not just to help your audience engage and track with your material. Perhaps more importantly the purpose of handouts and even the talk itself is for the members of your audience to go back to a decision maker at work or with their associations or club or synagogue and have something that looks sharp with your name and your benefits that they hand to that decision maker when they say, "We need this speaker". My handouts always have my one sheet at the end. (Since I used that as an example you won't find it at the end of these handouts.)

Create ways to get emails – every time. The easiest way, if the organization will allow it, is to have a drawing and give away a free talk (always good for you if the audience is targeted), free coaching, your book, something digital. Here's what I used when I keynoted that MHA program last week. All but 3 people in the drawing gave me their email. Notice the way it is phrased to give me permission to provide them additional information beyond the free offer. *And follow-up!!*



 I'd like to give away a couple of free coaching sessions and some books.
If you would like to receive additional information from me including my free video and booklet on **Speed Through Stress in 5 steps in 15 seconds**, please provide your email as well.

Name: _____

Email Address: _____

 Thanks!

Ask your audiences for what you want – close the sale! “How many of you know someone at work who you wish could have benefited from what you heard here today?” (People always raise their hands.) “Great, let’s talk afterwards and figure out how we could make that happen. I bet if you go up to them and say, “Hey, you should have been there, this information was for you!” I’m guessing they might not take that the way you meant it. So let me help. I’ll follow-up with whom ever you recommend I talk to and we’ll get something going. And for helping me with this today, for everyone who gives me their business card, I have a free gift – an audio/video/report/assessment etc., and if you want any additional free information from me, just write free on the back and I’ll make sure that gets to you as well.”

BUT FINDING SPEAKING OPPORTUNITIES ISN'T THE REAL PROBLEM

The problem is: _____

Success is not so much about finding opportunities to speak as you have seen.

Success as a speaker depends on: _____

There are already people out there _____!

Your job is to: _____

From a marketing point of view: It is more important _____

_____ than how many actually hear you speak.

Use _____ talks to generate talks for _____

THE REAL CHALLENGE: CONTACTING THE OPPORTUNITIES YOU FIND

- 1) Roadblocks in our mind: not ready: website, one sheet, video
 - a. Go with what you have.
 - b. Get better as you go along
- 2) Only wanting to speak for a fee.
 - a. You never know when a free talks leads to a bigger talk for a fee
 - b. Talk everywhere you can even for free until you are filled with paid talks
- 3) Fear of rejection
 - a. Not everyone is the right client, some you don't want.
 - b. There is a ratio of Nos to Yeses – find yours.
 - c. Continue following up until they threaten to bomb your house!

BEING GOOD REQUIRES THAT YOU

- 1) Speak from Your Own Experience
- 2) Tell Stories (ideally your own)
- 3) Give value (when its been valuable for you, you know its value)
- 4) Avoid jargon and challenging dogma (change is difficult enough)
- 4) Teach people how to Fish (give them something they can use immediately)
- 5) Let them know there is more and how to get it (and there is always more!)

BUT BEING GOOD ISN'T GOOD ENOUGH

Each talk is an opportunity to market and create new speaking opportunities

1. Before the talk,
2. During the talk and
3. After the talk.

Speaking is just the centerpiece in a marketing plan to reach not only:

1. Your audience, but also,
2. All the people who could not attend your presentation, and
3. All the decision makers who did not attend that everyone in your audience knows.

It is important to incorporate elements into you talk that address all three audiences.

NEXT SESSION

In our next session we will introduce tips within each of these “before, during and after” the talk opportunities that will help you produce more speaking engagements out of every talk, as well as multiple gigs with a single client.

NSA RESOURCES: <http://www.nsaspeaker.org/shop>

Membership not required to purchase these:

