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

(The Secret: Use Speaking As A Marketing Tool!)

"If you don't know what you want to achieve in your presentation your audience never will."
Harvey Diamond, #1 best selling co-author, Fit For Life

"You never know who in your audience will open up your next doorway to a greater success."
Dr. Rob Pennington

THREE 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 is available for those who complete all three sessions.

YOU HAVE TO BE A GOOD SPEAKER WHO:

1) _____
2) _____
3) _____
4) _____
4) _____
5) _____

BUT BEING GOOD ISN'T GOOD ENOUGH

I used to think that being good as a speaker was good enough to generate new speaking opportunities. To some degree that has been true. But I have also learned it is clearly not sufficient to take advantage of the many opportunities that exist before, during and after every talk. This module is designed to help you know what I wish I had known so very long ago.

Being a great speaker, one who educates, inspires, motivates and even leaves your audience wanting more, is really just the entrance requirement to the world of professional speaking. You have to be good. So if you need coaching and practice to develop your craft in order to consistently make a valuable and practical difference for your audience every time – invest in yourself and do it.

But the business side of speaking requires much more. The steps outlined within this module will help you take the greatest advantage of each and every speaking opportunity you have, **to land more speaking engagements and to get multiple gigs from a single client**, some that can last years and make you millions of $$s.

Speaking can be a powerful centerpiece in a marketing plan to reach not only:

1. Your audience, but also,
2. All the people who could be informed you are speaking, though they are not able to attend your presentation, as well as,
3. All those decision makers who did not attend, but whom someone in your audience knows and will be encouraging them to hire you.

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

Each talk has time to promote and create new speaking opportunities:

1. At the initial phone call,
2. Before the talk,
3. During the talk and
4. After the talk.

It is important to have a plan that helps you take advantage of each.

AND JUST A REMINDER ABOUT PERSPECTIVE….
A SUCCESSFUL $100,000+/yr SPEAKER OFFERS MORE THAN SPEAKING.
The image of "speaker", which I am encouraging you take on during this series, includes trainer, coach and consultant. Speaking can be the primary doorway *(it has been throughout my four decade career)* through which additional income opportunities are created. Through that doorway are multiple ways for you to help your audience take your insights, your tools and techniques and your expertise and integrate them more deeply into their lives than any speech ever could. Your goal is not just to educate or inspire but to provide practical support that meets their needs, resolves pains and helps them achieve a success beyond what they could have achieved on their own – and you continue to be paid more! Everyone wins.

IN THE PAST *(think of a specific talk)…*	***IN THE FUTURE…***
1. List result(s) you planned/hoped to produce when you spoke:	1. List result(s) you plan to produce when you speak in the future:
2. List what you wanted your audience to know about you BEFORE they arrived:	2. List what you want your audience to know about you BEFORE they arrive:
3. What steps did you take *before you arrived* to increase the number of people who were informed that you would be speaking?	3. What steps will you take *before you arrive* to increase the number of people who are informed that you will be speaking?

"It is more important how many people hear that you are giving a talk than it is how many actually hear you speak!" – Dr Rob Pennington

"If you don't know where you are going, you'll end up somewhere else."
-Yogi Berra,
American Major League baseball catcher, outfielder, and manager

PROMOTIONAL OPPORTUNITIES AND TECHNIQUES TO LAND MORE SPEAKING ENGAGEMENTS & MULTIPLE GIGS OUT OF EVERY TALK

PROMOTE **AT INITIAL CONTACT** *"QUALIFY"*	Investigate The Request	Understand The Context	Explore Multiple Options	Develop the Relationship
	• Understand • Agree • Ask a Lot of Questions	• Why Now? • Where's The Pain? • What Results? • Past Efforts?	• Assessments • Topics • Services • Consult on Design	• Know The Person • Promote Their Success • Give More Than Expected • Provide Referrals
PROMOTE **BEFORE** THE TALK *"PREHEAT"*	Do Pre-Talk Interviews & Online Survey	Help Promote Within Their Organization	Provide Picture, Graphics & Flyer with Links	Send Info To Press and Your Platform
	• Interview Key Members • Survey Monkey	• Email • Brochures • Wall Bulletins • Web sites • PR Video	• Biography • Topic • Contact Info • Links to Promo Video	• Email • Video • Constant Contact • Press Releases • Social Media
PROMOTE **DURING** THE TALK *"WARM CALL"*	Introduction & Opening Is Also Promotion	Be Clear About What You Want To Promote	Use Examples of Success That Support Your Purpose	Finish With A "Call to Action!"
	• Set the Room • Introduction • Handouts (PR & resources) • Forms	• Products • Speaking • Training • Coaching	• Stories • Case Histories • Testimonials • Video	• Be Specific • Address those not present • Special offers
PROMOTE **AFTER** THE TALK *"FAN THE FLAMES"*	Have Product Packages Available	Build Your Platform (Emails=GOLD)	FOLLOWUP! (Use Their Preference!)	Keep Contacting
	• Drawing Form • Order Form • Resources	• Free Products • Free Coaching • Free Assessment • Survey Evaluation • Testimonials	• Referrals • Handwritten Thank You • Reminder Gifts	• Be Patient • Be Persistent • Make New Offer • Expect "Them" to Change

Do Pre Talk Interviews & Online Survey

- Interview Key Members
- Survey Monkey

Sample **PREHEAT** Survey

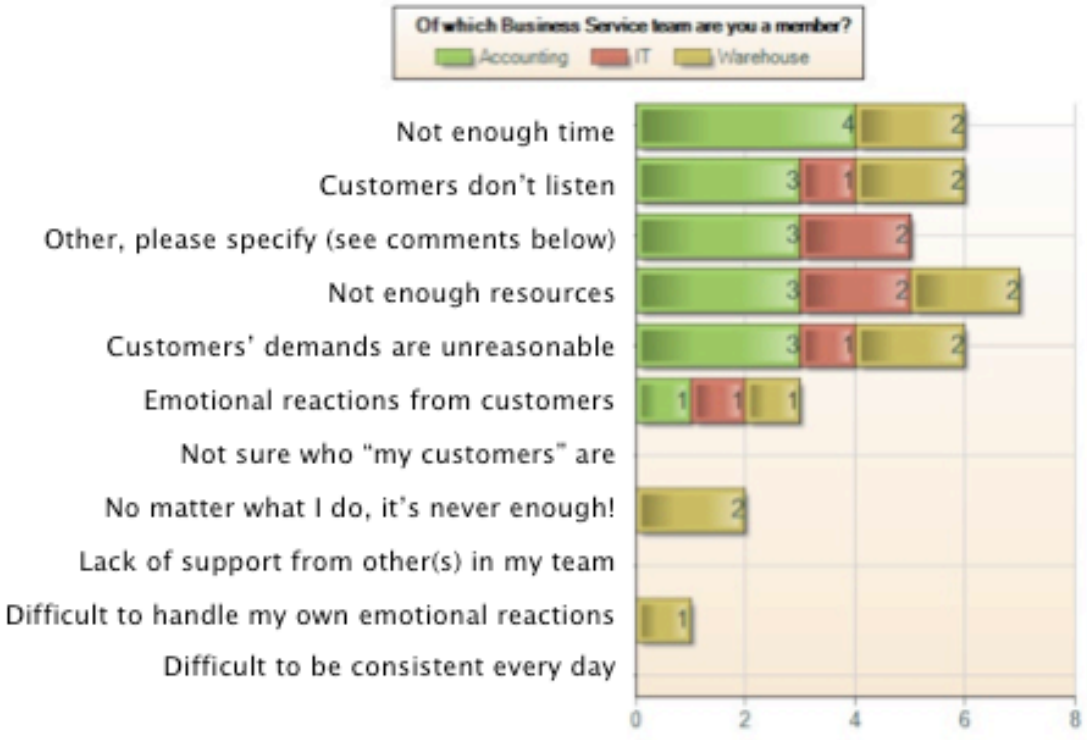
Customer Service & Team Functioning Survey
January 2010

1. Of which Business Service team are you a member?

Accounting	6	46%
IT	3	23%
Warehouse	4	31%
Total	13	100%

The following series of questions relate to Customer Service. For questions relating to a team, answer according to what is true for the team you identified in question one.

2. What challenges do you face in meeting the needs of our customers? (Click all that are true).



Do Pro Talk Interviews & Online Survey

- Interview Key Members
- Survey Monkey

Sample **PREHEAT** Survey Speaking Topics

3 This final part of the survey includes a list of possible training (and skill) topics. Please review the list and rank the top seven skill sets that will enhance your team's ability to become a more cohesive team. Rank only the top seven, using the number 1 as your most important ranking.

	1	2	3	4	5	6	7	8	9	10	11	12	13
Personal and team accountability													
Presentation skills													
Influencing others													
Engage others around shared goals and objectives													
Team facilitation skills													
Delegating team responsibilities													
Dealing with difficult people													
Making meetings more effective													
Promoting ideological conflict													
Giving and receiving feedback													
Making complex decisions as a team													
Project Mangement													
Change Management													

This is a subtle way of marketing your topics

4 Is there anything else that you think would help you and/or your team be successful?

Sample **PREHEAT** Email

Help Promote Within Their Organization
- Email
- Brochures
- Wall Bulletins
- Web sites
- PR Video

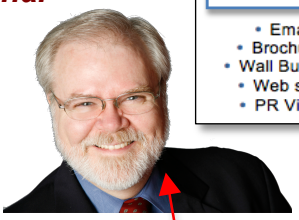
Burnett Specialists
Houston | Austin
El Paso | San Antonio
Dallas - Choice Staffing

Is pleased to sponsor a FREE afternoon seminar

5 Essential Skills For Leading Functional Teams

With Dr. Rob Pennington

Award winning Speaker, Trainer and Author



Professional Picture

"A functional team is one that constructively discusses its dysfunction."

Program Description:

Anyone who supervises anyone understands it is not enough to know the right answers; a successful leader effectively influences others to produce desired results. And everyone knows… this is easier said than done. Fortunately, this entertaining insightful 2-hour program will provide you with an integrated set of valuable insights and practical tools that will immediately improve your effectiveness as a supervisor and leader. Knowing how to balance your use of authority with the benefits of collaboration isn't easy, but understanding 5 essential skills few team leaders know will significantly increase your success in *being a leader others want to follow*.

Complete Pre-Program Survey:

Evaluate your own team's functioning by participating in a free short survey. A summary of anonymous results will be reviewed during this program but you can also request confidential feedback on your individual results. Go to: http://www.surveymonkey.com/s/6CPZ6YR

Free Survey

Program Objectives:

- Understand 5 team dysfunctions that prevent you leading a functioning team.
- Know 6 steps to increased trust in order to have ideological rather than personal conflict.
- Apply Team Decision Flowchart to highlight when best to make decisions by authority.
- Know a team process for valuing strengths while supporting areas for development

Link to Web site

http://ow.ly/hAXmT

Video

Dr. Rob Pennington, educational psychologist and recipient of the highest trainer evaluations from ExxonMobil each year for 29 years, will present another in his series of entertaining and insight-filled programs for our clients. You can count on this 2-hour program making a profound and powerful difference in your personal and professional development as a leader.

Join Us Thursday, March 5th

8:30 am - 11:00 am

9800 Richmond at Gessner, Suite 870, 77042

Please RSVP so that I may reserve you a seat!

This complimentary program is one of our ways of saying "Thank You!" to you, our valued client.
I will look forward to seeing you there. – Sue Burnett

For more information about Dr. Rob Pennington and the programs his company provides, please visit: drrobpennington.com and resource-i.com

Your Contact Info

Provide Picture, Graphics & Flyer with Links

- Biography
- Topic
- Contact Info
- Links to Promo Video

Sample **PREHEAT** Flyer for Organization
Can also serve as a Press Release

ABPW
Building On Our Success

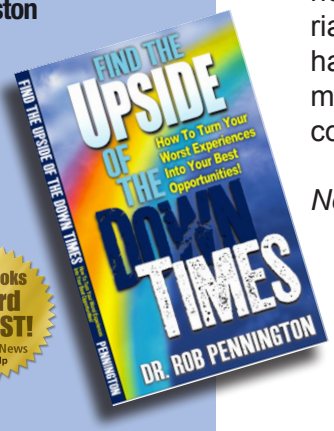
Is pleased to present
Thursday May 2nd
7:30-8:30 am

3 Questions for Eliminating Misunderstanding

by Award-Winning Author and Speaker

Dr. Rob Pennington

- **Ph.D. Psychologist since 1976**
- **Recipient, Mental Health America's Outstanding Speaker Award (4 times!)**
- **Highest Rated Corporate Trainer by ExxonMobil each year for 29 years.**
- **Creator of Character Education Programs for School and Home**
- **President Elect, National Speakers Association of Houston**



Our greatest stress is not (as most people think) not having enough time or money. It is about the **pain we have in our relationships at work (**44% say job conflict is stressful) **and at home** (50% marriages end in divorce).

Relationship stress mainly results from how poorly most people handle disagreements. Unfortunately, hardly anyone grew up in a family where when there was a conflict they ended up closer. So hardly anyone at work or at home is very good at resolving disagreements successfully. Fortunately there are powerful ways for eliminating the majority of disagreement in our lives - with only 3 questions.

This entertaining, insight-filled presentation will help you learn these important, career and marriage saving three questions; as well as how to handle the emotional wave that hits you in the middle of a conflict that causes you to forget any communication skill.

Not only is this the meeting you want to make sure you attend, but the one you want to make sure you bring a prospective new member!

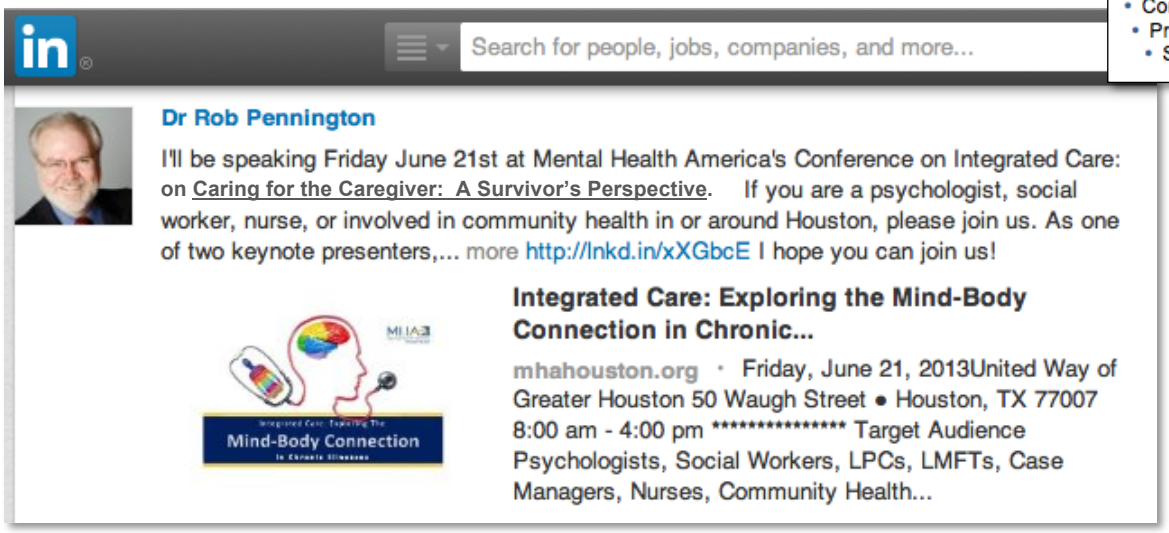
For Reservations Contact: Libby Jones 281-386-6789

Send Info To Press and Your Platform

- Email
- Video
- Constant Contact
- Press Releases
- Social Media

Social Media PREHEAT

LinkedIn



Facebook

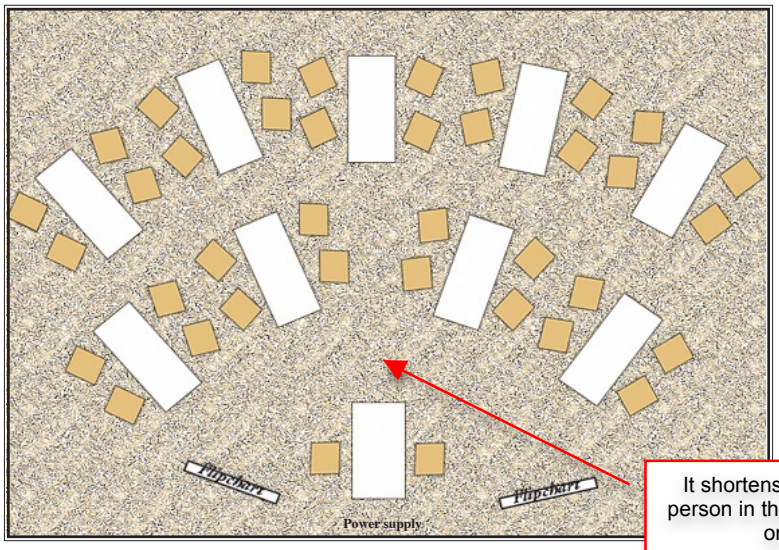
Twitter

Introduction & Opening Is Also Promotion

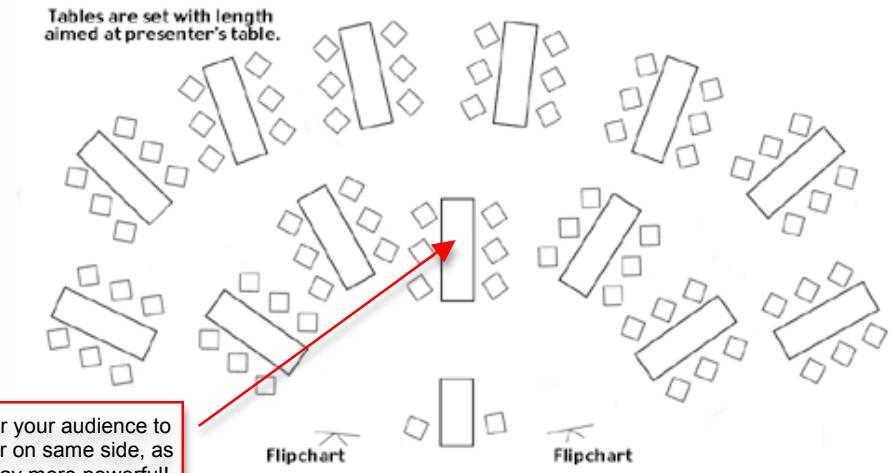
- Set the Room
- Introduction
- Handouts (PR & resources)
- Forms

Set The Room - make it yours (if you can)!

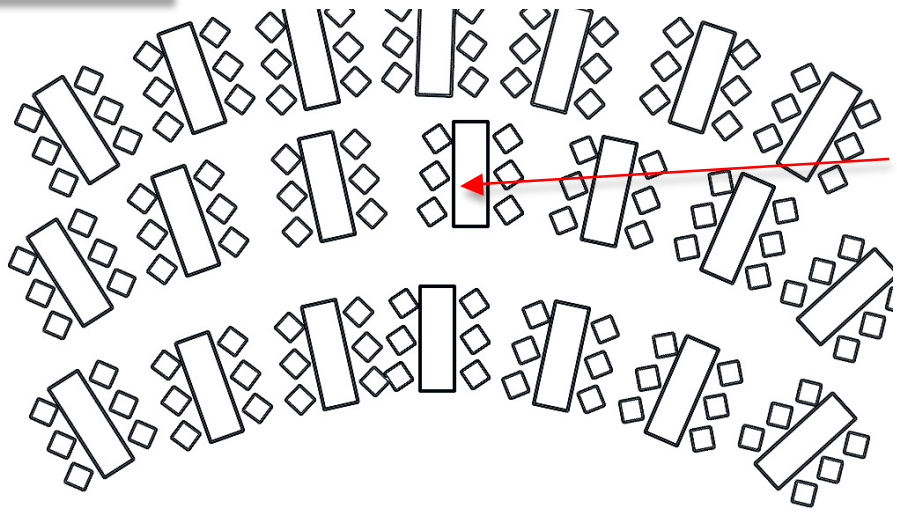
Small Room Seating Arrangement for Resource International, please call 713-305-5117 if you have any questions.



It shortens the distance between you and the person in the back of the room when you can be on the side of the rectangle.



More powerful opportunities for your audience to interact, in pairs across table or on same side, as well as whole table talking. Way more powerful!



This layout can scale up to very large groups

Organization's Logo

Sample 1 page Handout

Please make a list of times you are forced to stop and wait every day from a few seconds to a few minutes:

Opportunity for personal application as well as for sharing in pairs or tables when appropriate.

PR you & product

Introduction & Opening Is Also Promotion

- Set the Room
- Introduction
- Handouts (PR & resources)
- Forms

FREE 20 min video and 50 page workbook at: www.DrRobPennington.com

1st Definition of Stress

"Stress is resistance to change."

2nd Definition of Stress

"Stress is a signal a change is needed."

3rd Definition of Stress

"Stress occurs whenever I am unable to create a successful image about change in my mind."

(...without knowing "How!")

Key Concepts

What I am unaware of controls me, what I become aware of I can change.

AUTOMATIC STRESS REACTION©	STRESS MANAGEMENT RESPONSE©
Hold Your Breath	Breathe Deeply
Tense Your Muscles	Relax Completely
Have Self Doubt	Reassure Yourself
Think Negatively	Think Positively
Get Serious	Look for Humor

Current State

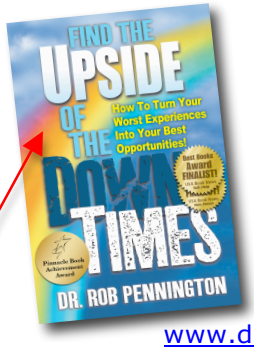
Future State

Your Contact Info

I will practice what I learned today (when & where?):

Place to apply what you have learned and take action based upon what you learned

Product image



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www.drrobpennington.com
www.resource-i.com

Have Product Packages Available

- Drawing Form
- Order Form
- Resources

Darren LaCroix, World Champion of Public Speaking
http://www.DarrenLaCroix.com

Darren's Packages:

(Level 3) MOST ADVANCED: Transform your speaking forever: How Professional Presenters can OWN the STAGE $1767
(Level 2) Get the seven step process to write a speech: Create Your Keynote by Next Week
(Level 2) Lady and the Champs 2 Day Conference on MP3: Lady and the Champs 2012 Conference
(Level 2) Master Presenters PACK: Get world-class secrets from World Champion Speakers Master Presenter PACK
(Level 1) Darren's FAST START PACK $59

Free Give Away Form – Passed out during talk with multiple options.

"I would appreciate additional support."

Please Print Clearly

Build Your Platform (Emails=GOLD)

- Free Products
- Free Coaching
- Free Assessment

I'd like to give you **3 FREE** additional supports that could help you be more successful in your use and application of today's program. Please check the boxes to the left if you would like: ***Speed Through Stress*** **(video & booklet),** ***online Habit Teleseminar*** **and** ***a free subscription to my new e-Magazine***.

Name _____ Email _____

Name _____ Email _____

Name _____ Email _____

Name _____ Email _____

Name _____ Email _____

Name _____ Email _____

Name _____ Email _____

Name _____ Email _____

Name _____ Email _____

Name _____ Email _____

Name _____ Email _____

Name _____ Email _____

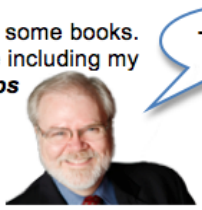
Name _____ Email _____

An alternative simpler form passed out @ beginning of talk.

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:



Name _____ Email _____

For more information go to: www.DrRobPennington.com and www.resource-i.com

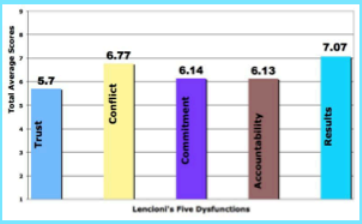
Sample ConstantContact to Platform

Keep Contacting

- Be Patient
- Be Persistent
- Make a New Offer
- Expect "Them" to Change

Resources Referenced during "5 Essential Skills in Leading A Functional Team"

Applying Patrick Lencioni's model to leading your team



Thank you for your interest in the resources listed below, which I referenced during my presentation on **"5 Essential Skills for Leading Functional Teams"**, sponsored by Burnett Specialists. Please feel free to download a digital pdf of the handouts.

For those registered for this course, I am offering a **free team survey** based on Lencioni's 5 functions, along with **a free coaching session** with the team lead on applying the results of the survey. To be clear, this is an anonymous, online survey that your whole team would complete to produce a graph such as you see above. If you are interested in taking advantage of this valuable offer, please email or call my cell (713-305-5117) today.

Reminder of free offer from presentation

Click to download the following resources referenced during my presentation:

Team Decision Making Flowchart

Communication Skills

Concerns Based Adoption Model

Water Glass Model To Reduce Misunderstanding

ADKAR Model for Managing Change

Sample Myers Briggs Type Indicator (MBTI)

Additional Free resources which are also topics for speaking, coaching and training

MY NEW WEB SITE OFFER:

On my new website www.drrobpennington.com you can download my free 50 page booklet on ***Speed Through Stress in 5 steps in 15 seconds*** and view a 16 minute video containing my signature story of being shot in the center of my chest by an unknown assailant armed with a 38 caliber hand gun.

Link to Opt In offer

Additional support and link to sponsoring organization.

Please let me know how I can support you in the application of these materials. And "thank you" again for your support of Burnett Specialists' Seminar Series.

Rob Pennington, Ph.D.
(Download my vCard)

Link to Contact infor

Forward to a Friend

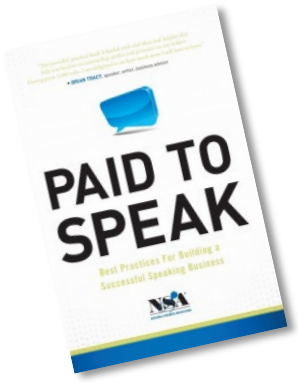
"It's A Love Story!" TV Interview Segment

I was recently interviewed by Rick Gillis on his Houston TV show *Get A Job*. In this last 5 minute segment Rick realized that my award winning book, *Find The Upside of The Down Times*, is really a love story. I thought you might enjoy my response. Click on the picture to the left to open up my YouTube channel to view this as well as other videos.

Fun extra book pr

www.youtube.com/user/DrRobPennington

Next time we are going to be covering
Module 3: How to Ask for Your Fee & Get Paid Really Well –
I have found that the greatest barrier to how much I can be paid to speak is what I have been able to have come out of my mouth(!), what I have been able to ask for, not what someone has been willing to pay me! I'm guessing to some degree that could be true for you too. So our next module is going to help all of us be better at:
1) Overcoming our own apprehension about how much to ask, and,
2) Learn negotiation techniques for maintaining our "fee integrity" and value, even when an organization cannot afford our fees. Join me for another tip filled program to learn the secrets to getting paid more, more often.

Additional Resources:

I highly recommend Toastmasters <http://www.toastmasters.org> for learning to speak and the National Speakers Association for developing the business and craft of professional speaking. You can get the following resources without being a member of NSA: http://www.nsaspeaker.org/shop