**SPECIAL REPORT**

“How to Earn at Least $100,000 a Year as a Professional Speaker”

By
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Introduction:

The professional speaking business is one of the most enjoyable, fulfilling and lucrative professions in business today. It’s also one of the most misunderstood. This special report is your roadmap to the major leagues of this high growth industry. Follow these steps and you have a legitimate shot at living a life most people only see in movies. Ignore some or all of these steps and you will most likely fall into the vast abyss of speakers struggling to survive. These steps have a proven track record of world-class success. My advice to you is to follow them to the letter.

Step #1
Learn and develop professional level speaking skills. What works in public speaking clubs, high school or college courses will NOT work in professional speaking. Corporations only pay for professional level delivery. Corporate executives are savvy buyers managing million dollar budgets and they demand quality. Make sure you get professional training or you’ll end up spending years attempting to sell a speech no one will pay for. Bill Gove, the late father of professional speaking, trained more million dollar professional speakers than anyone in history. The Bill Gove Speech Workshop is still conducted all over the world. Attend his three day workshop and 12 month video coaching program, and follow his system exclusively. It’s been the most successful professional speaker training program in the world since 1947. Register today at www.speechworkshop.com
Step # 2
Learn and develop professional keynote speech writing skills. Keynote speech writing is very different than other type of writing, and when you master it, you become part of an elite group of writers around the world. Again, what works in the amateur ranks will NOT work in the pros. Amateur speakers attempt to disprove this every day, and they all fail. Words that are written to be read are different than words written to be said. Your writing must match the sophistication of the audience you’re addressing. Corporate audiences are packed with educated people with years of experience. Your writing should consist of unique content mixed with high level entertainment. While most forms of speech writing are linear, keynote speakers write in a non-linear format. Linear speech writers can earn a nice living. Non-linear speech writers can earn a fortune.

Step # 3
Learn the difference between training, teaching, and keynote speaking. Teachers and trainers work in the trenches and have to invest enormous amounts of time and energy to make a living. Keynote speakers are the rock stars of the business. They speak at national conventions for 40-minutes, sign autographs, pose for photographs with audience members, and are escorted backstage to a waiting limousine that takes them to the airport. Keynote speakers are seen as thought leaders, while trainers are often seen as teachers who deliver other people’s pre-packaged content. Make it your goal to become known as a keynote speaker that trains and consults instead of a trainer who also keynotes. Making this one change could put your kids through college.

Step # 4
Learn how to become a “personality” speaker. 90% of professional speakers are what’s known as “commodity” speakers. This means they’re seen as commodities in the marketplace that are hired mostly on price. Personality speakers are hired for who they are, which means they have no competition. Think of it this way: If you want to hire a band to perform at a party, you would audition several and select one based on quality and price. On the other hand, if you want the Rolling Stones, there’s only one band and one price. You either pay it or you don’t. It’s the same in the world of art. The original painting of Vincent Van Gogh’s “Sun Flowers” sold for $83 million dollars. Last year I purchased an oil on canvas copy of “Sun Flowers” painted by an art student in Amsterdam for $600. Commodity speakers are like copies in the art world. Personality speakers are “one-off” originals. Commodity speakers barely earn a living. Successful keynote speakers live like movie stars.
Step # 5
Learn how to develop a strong “point of view” (POV) in the content of your speech. Speakers that attempt to be all things to all people are commodities. Carefully craft your unique message and point of view to back up your beliefs on your topic of expertise. The stronger your point of view, the more loyal fan base you will build with the people who agree with your position. A strong POV will also create controversy in the marketplace, which will put you in the spotlight of the media. Learn how to build a platform you can defend when you start appearing on The Today Show, Good Morning America and CNN.

Step # 6
Commit to practicing your speech every day. Keynote speaking is show business, and like any successful actor, singer or dancer, you must rehearse and practice your craft. Make sure you’re rehearsing the right things, which is why you must get professional level keynote speech training. Imagine an actor, singer or dancer trying to break into show business without professional training. The speaking business is equally competitive and only trained professionals have a shot at the big time.

Step # 7
Memorize your speech word for word and rehearse it in front of a full length mirror. Minimize movement and redirect your energy into your voice and facial expressions. Ignore anyone who tells you to “wing it” or to work from notes or power point. Corporate buyers expect to pay world class speaking fees in exchange for world class performance, and they won’t settle for anything less.

Step # 8
Get a Flip, Kodak or other easy to use, inexpensive video camera and tape every rehearsal and live speech you deliver. Watch the tape yourself, and hire a coach who knows what to look for to critique you. Former or current 6-7 figure professional speakers make the best coaches because they know exactly what to look for. Avoid hiring teachers or professors who teach public speaking, because keynoting is different. There are hundreds of people who claim to be “speaker coaches”, but very few have ever earned a substantial income delivering keynotes. Hiring the right coach could be worth a fortune. Hiring the wrong coach could send you so far in the wrong direction it could cost you your career.
Step # 9
Speak at as many civic clubs, chambers of commerce, and community groups as you can. Video tape every single speech for review and coaching. The more stage experience you get the more prepared you’ll be for paid presentations. Again, just make sure you’re practicing speaking techniques companies will pay for. There are millions of public speakers, but there only several thousand highly paid professional speakers. You can be one of them as long as you follow the right path and don’t get side tracked.

Step # 10
Read, read, read! If you want to be a business speaker you need to become a voracious reader, especially when it comes to business publications like Fortune, Forbes, and Fast Company. Read every book related to your topic of expertise. You need to be on the leading edge of everything connected to your topic. The more educated and aware you are the more you will be seen as a thought leader in the marketplace. Dedicate two hours per day to reading and ongoing education and study in your field of expertise.

Step # 11
Establish yourself as a world class resource on your topic of expertise. Write articles for business publications, be available to the mass media for comments, and respond to newspaper and magazine articles with letters to the editor. Register for “Google Alerts” on your topic and related topics. Set a goal to get on the first page of every major search engine when people type in your topic. When people type your name into a search engine, you and your topic should dominate the search results.

Step # 12
Start an audio blog that serves as a showcase for your speaking talent and showcases your unique point of view on your topic of expertise. I speak on mental toughness for sales teams, and my audio blog is www.mentaltoughnessblog.com. This will give you a template to follow. We generate leads on a regular basis from the mental toughness blog. You can do the same. Be sure to include a subscription box on the front page (top right corner) of your blog where people can subscribe. This way all your subscribers will get an email alerting them as soon as you post something new. Subscribe to my blog and you’ll see what the email looks like. I purchase my audio and video blogging equipment from www.worldclassaudiovideo.com
Step # 13
Don’t take advice from anyone in the speaking business who doesn’t earn at least one million dollars per year. The speaking business is mostly made up of people trying to break into it. The top 10% of income earners own most of the money in the business, with the top 1% taking in the lion’s share. These are the people you want to follow. Broke speakers are infamous for doling out advice on the business, and you want to avoid them like the plague. Research speakers online and see how popular they are before you take business advice from them. Most top speakers dominate the search results on their topic.

Step # 14
Learn how to write marketing copy. This will help you market and sell public market seminars, workshops, books, CD and DVD albums. Again, buyer beware: learn how to write copy from a master. I recommend Ted Nicholas, who is one of the most successful copy writers of all time. You can subscribe to his newsletter at www.tednicholas.com This is a FREE resource I’ve been subscribing to for years, and it’s phenomenal. Ted also has some great books and DVD albums which are worth their weight in gold.

Step # 15
Select a topic to speak on that will sell to both the public and corporate market. Most speakers sell to one or the other, but serving both markets will help you build a multi-dimensional business model.

Step # 16
Building a multi-dimensional business model is the smartest strategy you can employ as a professional speaker. Most speakers have two primary sources of revenue: speaking and training. This is the equivalent of having a high paid job. Don’t build a speaking career, build a speaking business. A career pays you when you’re working; a business pays you whether you’re working or not. Our company, Gove-Siebold Group, has 15 primary sources of revenue. Google me and you can see most them on the Internet. My name is Steve Siebold.
Step # 17
Maintain 100% ownership of all of your Intellectual Property rights. This includes your books, CD’s, DVD’s, seminars, workshops, webinars, teleseminars, etc. If your content is timeless, it will get more valuable every year. Be cautious about underselling to book publishers and other groups who want to profit from your work. Hire a reputable Intellectual property attorney who can protect and advise you. We recommend Mark L. Seigel, based in Atlanta. You can reach him at mlseigel@bellsouth.net

Step # 18
Build a massive network of referral agents who can generate qualified leads for speaking, training, coaching and consulting business. These are people you contract with all over the country (and internationally, if you want to work overseas) that you can call on regularly to supply you with leads. Write a simple referral agent contract offering a fixed percentage of your gross sales on any business generated from their leads. You can download a sample contract at www.sieboldsuccessnetwork.com

Step # 20
Learn as much as you can about the business side of speaking while you’re in the process of creating (or licensing) your content and developing your speaking skills. A great resource and massive library you can learn from 24/7 on the internet for a small monthly fee is The Professional Speaker Show, located at www.professionalspeakershow.com

Step # 21
Write a great book on your topic of expertise. You’ll hear people say you should write a book as soon as possible, and if you’re a topical expert and you’re ready to put it on paper you should listen to them. If not, wait until you’ve developed your philosophy and carefully crafted your point of view. If you don’t feel you’ve written the definitive book on your subject matter, I’d wait until you develop it to that point. I had earned millions of dollars in the speaking business before I ever had a book. In 2005, I wrote a book called 177 Mental toughness Secrets of the World class, which became the best-selling book on the topic of mental toughness. It catapulted my career almost overnight. You read 5 chapters of the book for FREE at www.mentaltoughnesssecrets.com
Summary:

I hope you’re excited about becoming a professional speaker. While there is so much more to share, I’ve given you the key elements to build a world-class business you can profit from and enjoy for the rest of your working life. If speaking is your passion, I would recommend going for it. In 1996, I wondered what life would be like a professional speaker. I had colorful, vivid fantasies of riding in limousines, speaking in sold-out auditoriums at five-star resorts around the world, and signing autographs for my fans. It seemed like a long shot, but it was my ultimate dream. I’m happy (and grateful) to say that all of my speaking dreams have come true.

I can honestly say the reality exceeded my wildest fantasies.

I wish the same for you. You can do it!

Follow the 21 Steps and do not deviate.

I’ll look forward to sharing the stage with you.

To your speaking success!

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