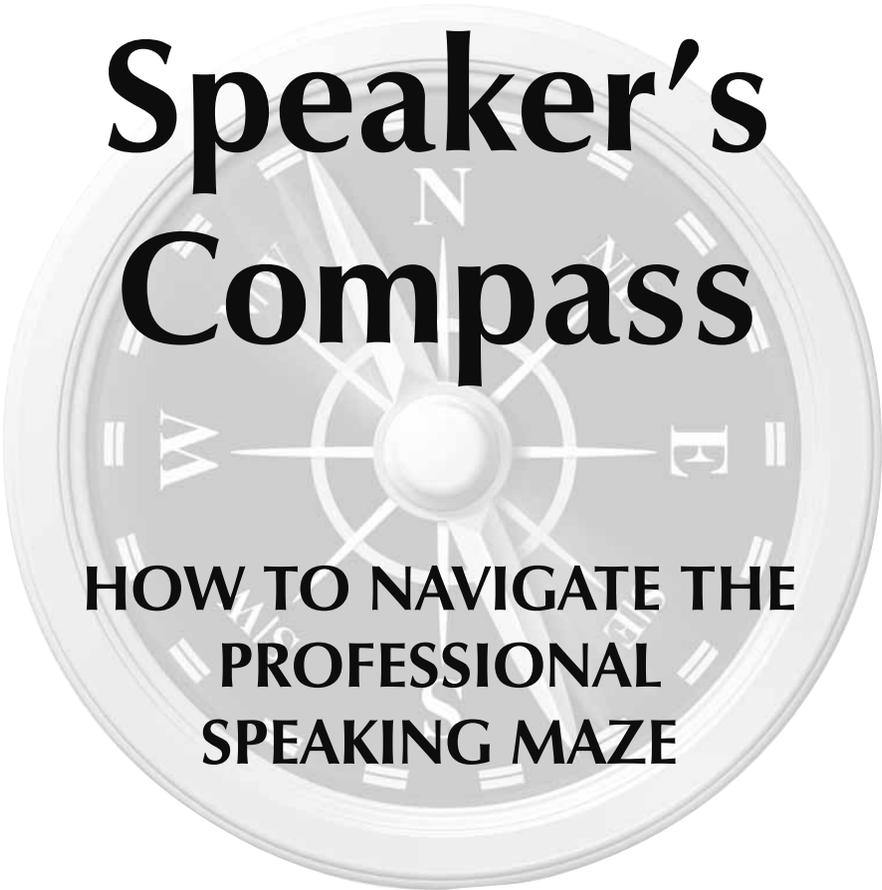


PART 1

The Speaker's Compass



HOW TO NAVIGATE THE
PROFESSIONAL
SPEAKING MAZE

A limited edition of this book was distributed at the National Speakers
Association of Australia 2006 Convention

— LIMITED EDITION —

This book is dedicated to the memory of

Kerrie Nairn

1951-2005

First published in 2006
by Sea Change Publishing

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The Speaker's Compass
How to navigate the professional speaking maze.

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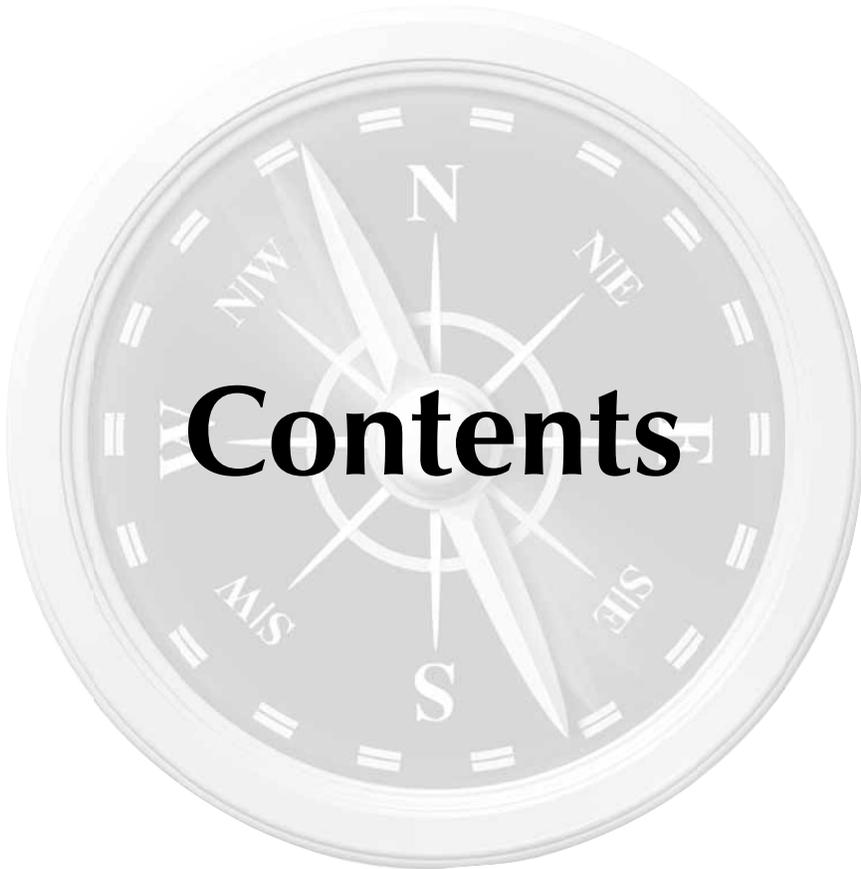
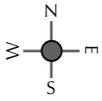
- making the impossible,
possible!

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Dedication

The Speaker's Compass has been compiled and published by Robyn Henderson, founder of Sea Change Publishing in honour of Kerrie Nairn who passed away in May 2005. This is a limited edition book launched in Kerrie's honour at the 2006 National Speakers Association of Australia's National Convention in Sydney, Australia.

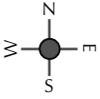


PART 1

⊕ VALE.....	2
⊕ About Kerrie Nairn.....	4
⊕ The speaker’s roller-coaster.....	10
⊕ Finding your topic.....	14
⊕ Presentation skills.....	30
⊕ Creating paid and free speaking engagements	52
⊕ Networking for speakers.....	58
⊕ Sales and marketing.....	74

PART 2

⊕ Product development.....	108
⊕ Setting up and operating a speaking business.....	122
⊕ Health and fitness tips for the road warrior.....	140
⊕ Maintaining work/life balance.....	150
⊕ The last word.....	160
⊕ Contributing authors.....	162
⊕ A note from the editor.....	168
⊕ Memories of Kerrie Nairn.....	170



VALE

We are a small community in a large world
A large, fast, interesting, challenging, resilient, and fragile world
A small, diverse, interesting, dynamic, resilient, and fragile community

We step, dance, shuffle, wheel and bounce onto stage
We spread, invent, shuffle, wheel and deal ideas and ideals – we parade
We spend nights alone in hotel rooms
We collect flying miles, product piles, and amass our own greatest hits of signature tunes

And few can understand – the calling and the demands
But the few who do - are the me and you – the community who
Can smile a knowing smile - nod a knowing nod
See what others cannot see – taste the empathy

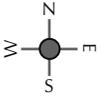
We are a small community in a large world
The conferences may get larger and the topics may get broader
The podium may get flashier and the fees may get taller
But we are still a small community in a large world
And we need to keep an eye for each other – an ear for each other
A heart for each other – an honest conversation for each other

And we need to know that in large worlds
Beneath the spotlight beyond the highlight, within the stage fright/
delight
Like all folk in all communities, some of our own face the daily pain
Of daily pain

As one day each of us will

Let us be there, for laughs and tears, for shoulders and fears
For triumphs and falls, for mumbles, stumbles and cat calls
For shakes and mistakes, for probing debate
And, when we leave the stage, may our team-mates say
Vale. Well done. Well given. Well played. You gave love, light, laughter,
and Life to us all.

GLENN CAPELLI ⊕



About Kerrie Nairn



Eulogy read by Anne Riches

A few weeks before she died, I said to Kerrie, “I wish the technology in the film ‘The Matrix’ was available now, because I want to download your brain!”

She laughed, in her typically modest way. Because Kerrie was never one to parade her successes, yet her accomplishments during her speaking career were outstanding.

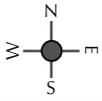
Let me tell you about Kerrie’s career as a professional speaker.

Her involvement with, and passion for, the professional speaking world began in the mid-90s in Darwin. Kerrie, who had already developed an award-winning business software consultancy in Darwin, joined NSAA in 1995 and became a professional speaker. She quickly earned the designation Accredited Speaking Member.

With her extensive business experience, entrepreneurial flair, and enviable abilities as a wordsmith, Kerrie built her speaking career and spoke to audiences everywhere on her specialist topic: Business Creativity. Her book “*Up for Grabs: Capture Your Winning Market Edge Through Creativity*” has sold over 2,000 copies. In fact, we hope you’ll forgive us Kerrie, for not setting up a table, in typical Kerrie entrepreneurial style, to sell more of your books from the back of this room!

Over the past few years, Kerrie specialised as an MC – and all of us who are speaking today are acutely aware of what her standards and expectations would be of us. You’re a brave man Laurie for taking on this role!

Her incredible ‘calm and in control’ persona was backed with in-depth preparation and research for every event and project she was involved with. She had a wonderful resonant voice, a clever sense of humour, an ability to craft spontaneous situational poetry and a quick-wittedness that defined her style.



The Speaker's Compass

Kerrie also developed a brilliant hypothetical program called 'Business Story'. I believe that this was one of Kerrie's most inspired creations. She moderated these hypotheticals as business theatre with rhyming verse. They were provocative, funny, poignant at times, delivering powerful business insights and messages.

In addition to her speaking and MC work, Kerrie participated at the highest level in the NSAA itself. She was a member of the National Board, twice the ACT chapter president, and was the linchpin between NSAA activities in the ACT and NSW.

The contribution for which most NSAAers remember Kerrie was as Convenor of NSAA's 10th Annual Convention in Canberra in March 2000, in Kerrie's words, "a robust annual gathering where the expectations of delegates and demands of presenters are about as high as they can get."

Kerrie and her small team pulled off what many have said was 'the best Convention ever' due largely to Kerrie's leadership, high standards and creative attention to detail. Kerrie received unparalleled accolades for her role in making the Convention the success it was.

As one member said, "She was inspirational, and who among us could possibly forget the Canberra convention, which for me remains an indelible memory. She epitomised what I've always believed NSAA was about – helping one another to learn, grow and develop as better people."

Perhaps the pinnacle of recognition came in December last year, when Kerrie was awarded the NSW Walter Dickman Award. The Walter Dickman Award is considered the highest NSAA service award, given to a member by their peers for service above and beyond that expected in assisting, promoting or developing other speakers, their industry, their community and their clients.

Kerrie's standing and respect in the profession speaks for itself. Today, among those here to honour and love her, are former international, national, state and territory association presidents as well as the current President of the NSW Division.

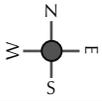
I shall miss Kerrie sorely. She and I had worked together on various projects since 1997. She had a major impact on my career as well as the careers of so many other speakers. She was amazingly creative. Yet she had an attention to detail and order that many creatives seem to lack. And she always had a positive outlook – even when she was critiquing my performances – an experience not for the faint-hearted!

To those who did not know the professional side of Kerrie, you should know that Kerrie, as a professional speaker, and as a friend and colleague, was a powerhouse of creative ideas, determined, thoughtful, generous of spirit and honest advice, eloquent, entrepreneurial, perceptive and funny.

During the last five months, Kerrie received many messages of love and support from friends and colleagues. In particular, David Griggs from Adelaide, who was the National President of NSAA when Kerrie was Convener of the National Conference in Canberra in 2000, sent her some words that especially moved her.

The title of the piece is 'A Reason, A Season, A Lifetime'. The author is Brian Andrew "Drew" Chalker.

As I read these words, please ponder on why Kerrie came into your life.



The Speaker's Compass

People come into your life for a reason, a season or a lifetime.

When you figure out which one it is, you will know what to do.

When someone is in your life for a REASON, it is usually to meet a need you have expressed outwardly or inwardly. They have come to assist you through a difficulty, to provide you with guidance and support, to aid you physically, emotionally or spiritually.

They may seem like a godsend, and they are! They are there for the reason you need them to be.

Then, without any wrongdoing on your part, or at an inconvenient time, this person will say or do something to bring the relationship to an end.

Sometimes they die. Sometimes they walk away. Sometimes they act up and force you to take a stand.

What we must realize is that our need has been met, our desire fulfilled, their work is done.

The prayer you sent up has been answered, and now it is time to move on.

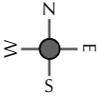
When people come into your life for a SEASON, it is because your turn has come to share, grow or learn. They may bring you an experience of peace, or make you laugh. They may teach you something you have never done. They usually give you an unbelievable amount of joy.

Believe it! It is real! But, only for a season.

LIFETIME relationships teach you lifetime lessons; things you must build upon in order to have a solid emotional foundation. Your job is to accept the lesson, love the person, and put what you have learned to use in all other relationships and areas of your life.

It is said that love is blind, but friendship is clairvoyant.

Thank you for being part of Kerrie's life, whether it was for a reason, a season, or a lifetime.



The speaker's roller-coaster

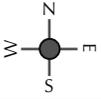
The definition of a roller-coaster is something that is “experiencing severe fluctuations in direction or momentum, and apparently proceeding without control.”

How true is that! No matter how much or how little planning you put into your career as a professional speaker, you’re almost certainly going to experience the ‘speaker’s roller-coaster’.

I have, and I still do – the challenge is to be neither afraid nor sick! At whatever point in your career the ride starts, hold on like crazy, be brave, summon all your courage, and be very, very proud when the ride is over, and you emerge successful, stronger and satisfied.

Here’s my list of twists and turns on the speaker’s roller-coaster:

- Initial elation about starting out
- Terror at no regular salary cheque
- Elation about first paid presentation
- Terror before first paid presentation
- Attending your first convention
- Thinking ‘I can do that!’, then ‘ohmygod!’
- Realising it’s not that easy
- Learning everything you can
- What’s my topic?
- I can’t find one
- Trying to be like others
- Learning to be myself
- Taking any job
- Learning to say no, even when the diary and the bank account are empty



The Speaker's Compass

- Knowing what I am, and what I'm not
- Not worrying that I'm not like everyone else – even if they're getting work!
- Loving being your own boss
- Desperate isolation and loneliness at times
- Loving your work, but realising you need to reinvent
- Terror at what you've come up with

And then it starts over.....

The high points of my roller-coaster:

- Being my own boss
- Making enough money to stay that way
- When people say you've changed or saved their lives
- Getting paid for making people laugh, or cry, but mostly for making changes in their lives
- Recognition as a CSP, and by my peers, with the Speaker of the Year award

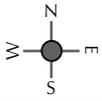
How NSAA helped me hang on tight – the opportunity:

- For the deep friendship of a few, and the camaraderie and support of many
- For the overwhelming generosity of a few
- To learn about the proper place of ego

- To learn my craft from experts
- To participate in Forum groups – they are overwhelmingly great, and provide hard business advice – for free!
- To impact its future as a member of the Board, to ensure that it's in even stronger and better shape to give to others what it has given to me.

This is clearly a very dangerous profession – we're told that most people would rather die than speak in public! I've made my share of mistakes and bloopers, but what I've learned, above all, and would encourage everyone, especially if you're just starting out, to remember, is to have a sense of humour and roll with the punches. That way, you'll enjoy the ride on the speaker roller-coaster.

ANNE RICHES ⊕



Passion: The Key to Topic Selection.

Find your passion: The old question “If you had unlimited time, resources and money, what would you do?” is a great place to start. Hopefully, part of that answer will be helping others. (If it’s not, maybe you should consider changing your career to fulfil your passion.) If your passion is to help others, then your passion is likely to be your best topic.

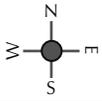
Turning your passion into your topic: Think about (or ask existing or potential clients) what the top eight questions are in your area of passion. Cull this down to a much tighter set of five questions. Allocate some time to a terrific opening, and a conclusion that will leave them wanting more, then divide the rest of your time between answering the five questions. Presenting the answers to those questions will deliver value by providing your audience with things they want to hear, and will leave them wanting more.

BRAD CORK ⊕

One of the most helpful tips I was ever given, and which I still give to others starting out in the business, is to do research, more specifically, to go to the National Speakers websites (NSA, NSAA, PSA). I recommend people select their topic, select CSP/CPAE, and just take some time to browse through the websites of the people who are writing, consulting, speaking and training (successfully!) in their area of interest. Quite often they have publications (or recommendations), e-zines, articles, and lots of great ideas. Not only does this help with professional awareness, but it’s an eye opener as to what the market is demanding, particularly in those countries with larger populations, and thus more competition.

I still do this myself occasionally, to keep up with the movers and shakers in our industry.

CAMILLE VALVO ⊕



The Speaker's Compass

The best advice I ever got was to think for myself, and make decisions based on what I wanted to create with my speaking career.

Having said that, for me, the toughest part of my speaking career was finding my topic. That proved to be quite a challenge, because although I knew what the general area of my topic was – leadership – I found it difficult working out my unique angle.

I developed a set of questions, which I call “Value Through Expertise.”

⊕ QUESTIONS - Value Through Expertise

1. What fascinates you so much that you can't stop thinking about it? There is no “off” switch.
2. What do you know, having learned through experience & achieved, that, if others knew, would make a difference for them?
3. What knowledge, attitude or skills can you give them?
4. What's the value to them of that?
5. How would you present that so it makes sense, and people feel confident they know what to do, are eager to do it, and are likely to succeed when they do?
6. What questions would you ask someone to lead them to discover the answers through their own thought processes?
7. How do you think about your subject? What are your opinions, observations, realisations?
8. What are your credentials? What evidence do you have that you are capable and competent in this area?
9. Who are your peers? Who do you feel equal to?

I continuously ask myself these questions, and find that as I develop new skills, knowledge, and insights, my topics evolve to meet the needs of my clients.

I've found that the work tends to come to me as I become clearer about the value I have to offer; not as some magical occurrence, but rather because I think about it, speak about it, and am on the lookout for it. It is so much a part of me that it occurs naturally in conversations, I'm moved to write about it, and as a result, clients start to ask more about it.

SARAH CORNALLY ⊕

Check the obvious first.

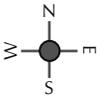
Sometimes our strongest topic is staring us in the face, but we choose to ignore it to explore 'more interesting' pathways. I've had a best selling book on the market since the late nineties, a specialist publication that has played a large part in establishing my reputation and expertise. Up until early this year, I had regarded this subject as just one of my suite of offerings.

As I worked towards releasing the fourth edition of the book, it dawned on me that I'd failed to fully tap the potential of this topic. As a result, I've now expanded my web site, and have developed coaching services, teleseminars, and e-courses, with a strong marketing campaign planned for the near future. While foreign lands may look exotic and enticing, and the local neighbourhood can seem uninteresting because it's so familiar, your richest nuggets may be lying in your own backyard.

ANN VILLIERS ⊕

It's important to have a niche – even if that's not all you speak about. Don't be concerned if this takes time, sometimes even years, as often a niche evolves from recognising a new trend. For example, as a communications expert, my niche is gender differences in communication. Peter Sheahan is now developing a niche working with Generation Y, something that didn't even exist five years ago.

CANDY TYMSON ⊕



The Speaker's Compass

Have a firm idea of what it is you want to speak about, and what benefits it would bring to an audience. Being passionate about your topic is a given, but meeting planners want speakers with a specific area of expertise, and are unlikely to be impressed by someone

What makes you unique, what special skills and past experience do you have that will be a commercial commodity?

who says they can speak on any topic. Look for a niche that matches your talents. What makes you unique, what special skills and past experience do you have that will be a commercial commodity. Go with your strengths. For example, I started speaking within IBM for free on customer service and quality, because I'd lived in Japan at a time when service quality was a relatively new concept in the Australian marketplace. Then other IT companies and IBM clients hired me, based on word of mouth. Folks asked for handouts (which I don't believe in), and then suggested I write a book – and I must say that having a #1 best-selling book

really gave me an edge over other speakers on customer service, as it provided me with unique credibility as a service 'expert'.

It was many years before clients asked me to speak on other topics, and only then did I develop new material on change, and turning obstacles to opportunities. Without realizing it, I had developed 'street cred', working from my initial base of experience. The more 'street cred' you have, the better. And remember, you need to use original stories and humour to convey your message.

CATHERINE DEVRYE ⊕

What are you passionate about? What spontaneously arouses your interest? What excites you? When have you been so enthusiastic about something that you would risk everything to pursue it?

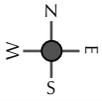
These are the questions, applicable to your entire life since birth, that will give you the clues to what your speaking topic could be! And the answers are indeed just clues, to show you what your soul's journey is during your life. Will you live a life that is driven by your mind, or by your soul?

My definition of passion is 'a source of unlimited energy from your soul that enables you to produce extraordinary results'. If you find your clues and act on them, you will be able to speak on topics that will move your audiences.

I learned from top football coach John Cahill that 'when you speak from the heart, you reach the heart'. For me, heart and soul are synonymous, so when you're passionate about your topic, you will reach the heart and soul of your audience.

Discover your soul's journey by looking for the hundreds of clues in your life, and you will then be able to easily craft speaking topics that are both meaningful and fulfilling for you, and marketable to appreciative audiences.

CHARLES KOVESS ⊕



1. Don't Sell a Speech, Solve a Problem

Clients don't buy speakers, nor do they buy what we say, or how we say it.

I have no doubt that the secret to long term success in the professional speaking industry, whether you're a keynoter, trainer, facilitator or whatever, is to know that what you're actually selling isn't a speech, workshop or seminar – it's what that speech, workshop or seminar will do for your audience.

So if you want to get more paid speaking engagements, first find problems that people have, and then speak about how they can solve them.

2. Become an Expert in Your Field

Above all else, the market place is demanding speakers who are not only experts, but more importantly, speak in ways that capture audiences on both intellectual and emotional levels.

You need to find your unique angle on whatever topic it is that you speak on. Here's a great way to find your niche:

⊕ TIPS for finding your niche:

1. Write down three problems that you can help people solve
2. Write down three potential causes of each of these problems
3. Write down three ways to fix each of these potential causes
4. Once you've done this, review what you've written. Underline key words and phrases, looking for those that are yours alone – for ways of saying things that you're pretty sure are unique.
5. You've just found your niche – now write and speak about that.

DAVID PENGLASE ⊕

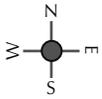
The late, great Earl Nightingale said “an hour of study a day on a given subject can make anyone an expert in five years.” For more than 30 years I’ve taken his advice to heart and practiced what he preached. Doing so is the major reason my clients see me as not just an expert, but more importantly, an authority, in the field of leadership.

Being uneducated in the traditional ways, I initially read everything about self-development and business I could get my hands on. Over time, I taught myself speed reading, which enabled me to absorb much more information. Of course, the wonder that is the Internet means that research and study is now so much easier.

Over years of practicing what I learned, I discovered that one of my passions was leadership, in particular how success had a lot to do with leadership’s interface with management, and the positive and productive impact this can have on people. Even now, I read a lot of self-development and business material, but tend to focus more on my specific field of leadership and management.

Clients often ask how come I know so much. My answer is simple: I devote an hour every day to learning, and intend to continue to do so for the rest of my life. The majority of my clients want to learn things they don’t know. I’m able to help them, simply because I read widely, and apply what I’ve learned more than they do. In fact, some clients have learned to rely on me for reading and application of meaning so they don’t have to bother! Of course, through all of this, I’m continually developing my topic.

Translating knowledge to wisdom (applied knowledge) is the key to topic development. I’ve learned, through study and application, that there are certain principles that never change, yet they can be applied in ever-changing ways. My presentations are simply a series of stories that inspire others to find their own unique way to apply these unchanging principles.



The Speaker's Compass

Anyone can choose any topic they are passionate about to become an expert in, however to be successful in professional speaking requires us to become experts in fields people see as sufficiently valuable in order to pay us handsomely to obtain the benefits of our years of study and application.

IAN BERRY ⊕

The best advice I received as a speaker was to tell my own stories, yet it was hard advice to take. My own stories seemed so ordinary, and when I started speaking it was tempting to repeat others' stories that had made a powerful impact on me. However, I soon realised that these stories never had the same impact when I re-told them as they had had on me. Perhaps it was because I had to try so hard to remember all the details and get the story 'right', but I suspect that it was really because they weren't truly 'me'.

When I tell my own stories, not only do people listen more attentively, but it's also much easier to re-live and share my experiences. My ordinary stories have enabled me to connect with my audiences. I tell the leaders I mentor and work with that "Integrity is about bringing who you are to what you do," and I think this also applies to speakers.

KERRIE MULLINS-GUNST ⊕

In my first months in NSAA, while I was working hard at developing my topic to a marketable stage, Winston Marsh CSP asked me what I spoke on. "The Happiness Habit," I responded naively. "You'll starve," he said. His advice was to take what I was passionate about, and focus it onto an area of pain for my potential customers, in such a way that they would be reaching for their wallets in order to hear my solutions for their problems.

HELEN MACDONALD ⊕

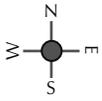
As a new member to NSAA back in 2000, I was intrigued and overwhelmed by the range of talent and variety among the speakers I met. My first national conference was in Sydney, and I was really blown away by the abundance of ideas, knowledge, and styles of many of the speakers whose presentations I was privileged to experience. Indeed at that time, I struggled deeply with feelings of inadequacy in the company of such talent, especially those with books and associated products! I felt completely intimidated in the presence of such skilled, successful speakers. This girl from the back blocks of rural Western Australia seriously wondered what she was doing wanting to join this impressive body of professional people.

During one of the breaks, I expressed my concerns to Robyn Henderson, CSP and Nevin Award winner, and in her warm and indomitable way she gave me the best words of advice I ever received - "Maggie, just be yourself –don't copy anyone else, because you're not them – you're you. Stay passionate about what you believe in, and if that's your clear intention, the rest will follow."

Simply be the best "you" that you can be. These are great words of wisdom, and ones that I often fall back on.

MAGGIE DENT ⊕

...just be yourself
– don't copy anyone else,
because you're not them – you're you.



My First Topic Found Me!

I began my journey as a speaker slowly. I joined the NSAA whilst still working full time in a non-speaking role. People used to ask me what I spoke about, and I would say, "Actually, I'm not a full time speaker yet. I don't have a topic!"

At a farewell function for a work mate, I was musing over what I could speak about with a colleague when he said to me, "You should talk about influence – you're good at that! I've watched you, and you always seem to get what you want, plus, you have the knack of getting others to come on board with your ideas. Why don't you document your influencing techniques?"

This set me to thinking and researching. I now have a large collection of books on influence, and have developed a keynote and supporting workshop around this material. So if you're trying to find a topic, ask your trusted friends and colleagues what they see as your key strengths, and work to them. If you're going to be an expert, you might as well choose a topic that you are already seen to be an expert in.

LINDSAY ADAMS ⊕

Make your topic something very close to your heart: your passion will drive your skill development.

RODNEY MARKS ⊕

Be aware when you care!

I don't think that it really matters what you speak about, as long as you're passionate about it.

In my case, I found my topic by accident. I was asked if I could help a building company with their metrication program, and innocently I agreed, not knowing that this would lead to a lifetime fascination with the mental, moral, and social processes that individuals, groups, companies, industries, and nations use to effect profound changes. Just be open to how you feel about the issues you confront – be aware when you care! In a way, rather than me finding my topic, it found me.

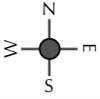
Once you've found a topic you care deeply about, develop your knowledge of your topic at the same time as you develop your presentation skills.

PAT NAUGHTIN ⊕

Couch as Coach Can

The best advice I received in my professional speaking career was to work with a coach. We can all benefit from having a mentor to *coach* our topic out of us, and guide us to *couch* our topic and content into our showcase talk. I was fortunate enough to be directed to just such a person. My mentor understood Business Show, and had many years of experience and success in the field. I was able to focus on my goals, and achieve them quickly and profitably. My mentor was a master, who was able to lead me effectively through the professional speaking maze to achieve my own successful outcomes.

MARY KING ⊕



Be original in your choice of material

- Create your own message and tag lines - don't use other people's.
- Be original in your key messages, your anecdotes, statistics, audience interaction pieces, jokes, and stage presence.
- Resist the safety of rehashing the same material and examples that everyone else uses.
- Have the courage to be yourself.
- Dig deep into your heart and mind and become clear on where your expertise lies.
- Make it part of you - see life through your message. Live it, breathe it, eat it - become your message.

MICHAEL LICENBLAT ⊕

What is something you feel very passionate about that you find yourself sharing with your closest friends or family; something that makes you feel really good when you know that your contribution has been heard; maybe something that you feel people you care about should know about. It will likely be something that enabled you to really find your voice; something that feels very purposeful, and very fulfilling for you. Once you find some areas that you enjoy sharing with people, ask yourself, "What is the common theme here?", as there will generally be a series of aligned messages related to the things that you love sharing. The most important criterion when selecting a subject is not how much knowledge you have, as that can be developed, but how much passion you have. Select a subject into which you can put your whole heart.

PHILLIP MCKEWIN ⊕

First, figure out what you're passionate about – if you're going to build a business around this topic, then your energy has to remain high to sustain longevity. In order to do that, the topic must be one that you are truly passionate about. Research it – what are others doing, both in this country and overseas?

Secondly, it must be a topic that is commercially viable – in other words, who will pay for your message? Doing some market research helps – run your ideas past some prospective clients, and gauge their reaction. Also, running your idea past some senior colleagues at NSAA is invaluable. Sometimes it's only a matter of changing a title, so that your presentation is acceptable in a commercial sense.

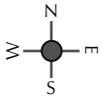
MARIE FARRUGIA ⊕

Choose a topic, and drill deep.

Most of us, when we begin to speak or train, believe we can provide value on many topics, just because we understand them. If we use that as a business strategy, we become a generalist rather than a specialist. Look at the medical world - who gets the big fees? Our profession is no different. Buyers seek out those who really know their subject, not someone with a good all-round working knowledge.

Once you're really skilled, and have a sound profile in your specialty area, you may choose to enhance it with a related topic, but build that strong foundation position first.

ROBYN PEARCE ⊕



The Speaker's Compass

- My first tip about finding your topic is a harsh one.

If you have to find a topic, it's probably best you don't start looking. If you've got nothing to say yet, suddenly finding a topic won't give you a voice.

If you've got nothing to say yet, suddenly finding a topic won't give you a voice.

Speakers who have the best topics, get the best response and get on the most stages, speak from their passion and heartfelt belief in their topic. They merely give voice to what is burning inside them.

- My second tip is even harsher.

If you can't already speak confidently and competently, don't imagine that merely finding a topic is going to turn you into an orator overnight. You have to build your platform skills. If you're not already engaging, join Toastmasters, or take a speaking class.

- My third tip is to encourage you to start somewhere.

Given that at least 20 people not related to you have told you that you are an interesting and engaging communicator, pretend that you've found your voice on a topic. After all, that's how many trainers manage to earn their living. Get excited about what people want to hear. Apply the little you know about the topic with what you know about life, and offer to speak on it. That's what I did with one of my oldest topics, related to use of the telephone. I've probably earned \$500,000 or more from it over 20 years by generating an interest in how it should be done. Not a bad sideline, hey?

COLIN PEARCE ⊕

Why do some people find discovering what to speak, teach or write about as natural as breathing, and yet for others, this decision stifles them from taking their first tentative steps into the world of speaking?

⊕ TIPS on finding your topic:

1. Take out a blank piece of paper and list all the areas that pique your own interests. By starting from this list, it will be easier to narrow the options to what will be your starting point.
2. What qualifications, education or experience do you have to draw on to help create the content and stories that will engage your audience, and lead them to want to know more?
3. By going to the NSAA website (www.nationalspeakers.asn.au), and then clicking on 'directory', you can review more than 100 topics that over 600 NSAA members speak, train, teach and write about.

Finding your topic can be as simple as a providing a solution to an obvious neighborhood need.

Ever known anyone who owned a dog that barked?

Sylvia Wilson of Dapto, NSW did, and began teaching dog-behavior workshops to the owners of dogs that barked at odd hours, or at anything that moved.

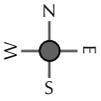
Sylvia and husband Danny are known experts in dog training and behavioural psychology. In response to growing demand, they created their Bark Busters franchise system in the 1990s, and now have over 300 Bark Buster offices in eight countries.

*Sylvia has written two books, *The Bark Busters™ Guide to Dog Behaviour and Training*, and *The Bark Busters™ Guide to Puppy Rearing and Training*, and has now sold hundreds of thousands of copies worldwide.*

Their company motto, adapted from the 1984 movie 'Ghostbusters', is 'Who Ya Gonna Call: Bark Busters!'

Today, the Wilsons are pioneers of in-home dog training, and acknowledged industry experts.

ROB SALISBURY ⊕



A few years before my professional speaking career began, during that pre-time when all the prompting and pondering takes place, I had the powerful learning experience of the presidency of a SWAP Club (Salespeople with a Purpose, for those who haven't encountered it). My club was Pioneer SWAP in North Sydney, the first in Australia, founded by John Nevin (who of course also founded NSAA) and several other mates including Ron Tacchi - now a legend in the speaking business, both as a CSP and a bureau owner.

Ron came to a club breakfast one morning, as he often did, and at the end of the meeting, offered me some feedback about my 'upfront' skills. I grabbed it, and treasured it. To this day, I find that when I forget this essential gem, I'm not at my best, and when I remember it, magic happens. Ron said: "Catherine, it doesn't matter what they think about you. Don't bother trying to impress them. It only matters what they think about themselves. That's what they'll take away with them."

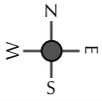
This is the key. When my audience leaves, they leave me behind. But they take themselves, and my message. I also know that people can only ever perform to the extent of their level of belief in themselves (Catherine's First Law of Leadership). So my most important task is to have them leave knowing how magnificent they are, with a sense of greater possibility, not because of me, but because of themselves. If I'm able to give them that, then my work is worthwhile. Thanks, Tac.

I'll never forget a time very early in my performance career when I felt so frustrated. It didn't matter how hard I tried, I just couldn't find the magic.

Enter my very special mate and mentor, John Nevin.

'What am I doing wrong?' I demanded of him.

'Well, Misty,' he began in his careful, considered, advisory way - which always demonstrated that he was giving your problem the attention of



The Speaker's Compass

every cell in his body: 'you're trying to do everything but that which you do best. You're trying to be me, Ron Tacchi, Bob Decker, Alan Pease... just be yourself.'

I realised that he was right. I was trying to perform up to the standards I had seen demonstrated, but in the process I'd lost sight of who I was. It's obvious that this is the only thing you can bring to the platform with any integrity – but when you're trying to do the best you can, sometimes it's easy to forget that.

And of course, who you are is not always what you do. There are things we need to tweak.

Amanda Gore pointed out to me that I stood like a ballet dancer, or a model. Dainty, but not strong and credible. My business knowledge, skills, and experience were proven commodities, but they weren't being reflected by my stance! She showed me how to stand strongly, with my feet a shoulder-width apart, and how to move to and from that stance, claiming the right to be on the platform, with strength, grace, and balance. I felt like a brickie at first, but it gradually became more and more comfortable. What a difference. Then the upper body – my habit was to lean forward, like a supplicant. I knew why – I so much wanted to connect, to share what I knew, and I so wanted my audience to get it. But instead, the subtle message I was projecting was one of neediness. I learned, through Amanda and others, to give and let go. To share wholeheartedly and generously, but not to need any result, other than the solid knowledge that I'd met my brief as effectively as I possibly could.

Some additional feedback found its way to me, as it does. Even though our code of ethics very strongly forbids deprecation of colleagues, when we're in our own place of fear, we can easily fall into the trap of knocking and delivering put-downs. And so it came back to me that some of my colleagues saw me as an insincere presenter. I was devastated. My heart was open, I sought only to give (so I thought), and

the hurt of that criticism was almost unbearable. But I had a wonderful mother, who taught me as a child to listen to criticism, to check to see if there was truth in it, and then to discard it if there wasn't, and to be grateful and learn from it if there was. The truth turned out to be not that I was insincere, but that I sought approval. In the seeking, I tried too hard to be nice, likable, and pleasing. Perhaps you know people like that. It comes from a deep internal pain, rooted in low self worth. That feedback gave me the impetus to begin a lot of work on myself, enabling me to come to the platform 'clean', with no needs or expectations of my audience. It's for me to give to them, not for me to need them to give back to me – an invaluable awareness, for which I thank the originators of the information most deeply.

CATHERINE PALIN-BRINKWORTH ⊕

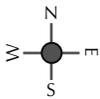
Preparation

All audiences are different. Some are hard work, and some are just a breeze. I've found that if I take the time to prepare my own mindset before I speak, the end result is nearly always a presentation of which I am proud.

I prepare my mindset by telling myself that no matter what has brought these people here today, they are now in my audience, and they deserve my best. No matter how difficult the brief I have been given, or how distasteful the people may be, the only way I can hope to influence these people at all is to give them my best.

It's nothing to do with skill, expertise or eloquence – it's simply a mindset. Give them your best – every time!

DAVID PRICE ⊕



The Speaker's Compass

I attend every event I'm able to where an acknowledged top speaker is presenting. During the presentation, I make notes using the mind-mapping technique, and afterwards I go somewhere where I can be alone, and transcribe all the relevant points from my mind-maps into my journal, noting the key skills I've just witnessed, together with ideas on how I can improve these skills in my own presentations. I particularly focus on beginnings, storytelling, audience engagement, and ending skills. I've learnt much about these four keys to great presenting from attending and enjoying the presentations of my NSAA or IFFPS colleagues.

I choose the most appropriate stories for the audience, and then practice telling these stories...

I then practice these skills, alone at first, then in free speeches, in my forum group, and eventually, I integrate the changes into my professional presentations where appropriate.

I also receive coaching from experts in presentation skills and drama on a regular basis.

I keep a journal of my everyday life experiences, particularly those that make self-depreciating humour possible, and turn them into stories. I write my stories long hand, and play with them on trains and planes over a period of weeks, paying particular attention to their relevance,

timing, and humour, and then load them on my computer. Before a presentation, I choose the most appropriate stories for the audience, and then practice telling these stories in the days or weeks leading up to the presentation, regardless of how many times I've used these stories before. I've discovered some of the most compelling aspects of my stories by accident while rehearsing. I believe storytelling is an art that will be around for ever, and I'm committed to becoming as good as I can possibly be at it.

IAN BERRY ⊕

When I first started speaking, a fellow speaker approached me and told me that I would never be successful in speaking unless I learned how to polish my shoes. He asked me to look down at my shoes and yes, they were definitely in need of a work out. I thanked him, and made a mental note to add some spit and polish.

I guess I work in both literal and metaphorical modes, but tend to lean more to metaphor.

I extended his advice to the broader metaphoric interpretation, and have enjoyed polishing, improving, extending, and buffing every element of being an educator/speaker ever since that day. Content. Method. Web site. Music. Every field has an endless array of concepts and layers, each requiring dedication, excitement and endless polishing, and the field of speaking is no exception.

The chap who told me to polish my shoes was probably more of a literal person. He may have polished his shoes before each speech, but he no longer speaks professionally. However, I thank him for his words, and for giving me a valuable metaphor to apply.

GLENN CAPELLI ⊕

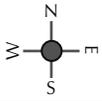
I'm not trying to be funny – my English professor gave me two excellent pieces of advice way back in the 1970s:

- If you want to write, write; and
- If you want to teach, teach.

Extrapolating from those two sentences, I have always told myself (and others):

- If you want to speak, speak.

ANNE WYATT ⊕



Introduction sheet

Write your own introduction. Don't rely on a quick whispered conversation between you and the chairperson to give you an effective introduction. Often, they will try to make a joke as they introduce you. Not only might this prove embarrassing, but it could also lower your reputation in the eyes of your audience – before you've even begun to speak.

Hand your introduction to the chairperson and say: 'Could you please read out this introduction as written. I can then refer to your introduction during my presentation.' I prepare my introductions to run for one minute. I use the largest typeface possible while still fitting on a single A4 page, and I print them on colored paper, so they won't get lost in the sheaf of papers that a busy chairperson invariably collects. I also pack a spare copy in my conference bag.

Be early

Arrive early for all your speaking engagements, so you can collect information to use in your presentation. I like to see the close of the previous session, and then mingle during the break. I'm able to find out how the timing of the program is going, how the audience reacted to the previous speaker, and how the audience is co-operating with the chairperson.

Over coffee, I meet the conference leaders, and any notable characters in the audience. By the time I speak, I know the names and faces of the leaders, and I've prepared ways to include them in my presentation: 'As your president told me at lunchtime...' or 'They tell me that Sally from accounts has the best sense of humor on the second floor.'

It's funny that . . .

When I was first practising my speaking skills, a lady rang to book me

for a meeting of her Ladies' Probus Club. We arranged the details, and then I asked, 'What do you want me to speak about?' 'We want you to talk about the metric system,' she replied. 'Are your ladies interested in metrication?' 'No,' she said, 'we just heard that you're funny!'

Humor makes you memorable. Read comedy. Practise telling jokes. Find out about the 'Situation', the 'Set-up' and the 'Punch-line'. Get tapes and CDs of the best comedians, and listen to their timing.

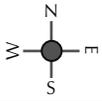
Following one of my presentations, a member of the audience wrote: 'Thanks for your great presentation. I never knew that a talk about something as basic as measurement could be so funny!' If my talks about metrication can be funny, then yours can too, no matter what subject matter you present.

PAT NAUGHTIN ⊕

One of the best pieces of advice I have ever received, and one that I continue to give to speakers when they complain that "I don't have time to do my voice exercises," is to do a "voice power in the shower" session. Simply work through your range of voice exercises in the shower, whether at home or in a hotel room, either first thing in the morning or as a wind-down at the end of the day. Ideally, try to ensure that the shower produces plenty of steam so you get the added benefit of steam inhalation, which acts to moisten and hydrate the airway and vocal tract.

Along with adequate and regular top-ups of water, this will help speakers to maintain the longevity and versatility of their voice, and enable them to maximize the impact of their speaking, anytime, anyplace. Indeed, a few voice exercises after any activity that relaxes you will ensure peak vocal performance.

ANNETTE MARKS ⊕



For some reason, when we stand up in front of a group and have to use a whiteboard or flipchart, two things seem to happen - we forget how to spell properly (even the simplest of words), and we struggle to do simple arithmetic.

If you have to present figures, and add them up as you go, try this tip if you're using a flip chart:

Prior to the presentation, write the numbers on your chart in pencil, so nobody else can see them.

Then when you present to the group, use your marker to trace over the pencilled numbers, all the while acting as if you're just writing them up for the first time.

When it appears that you're doing the complex calculations mentally, and effortlessly, you'll look like a genius!

BERNADETTE SCHWERDT ⊕

Record your presentations

Record all your presentations – it helps to capture all those brilliant ideas that you invented in the heat of the moment, it can reassure you when your client refuses to be impressed, and it can help you identify areas where you can tighten up – and brighten up – the point you are making.

GEORGINA BIRCHALL ⊕

Don't touch the \$10,000 microphones!

I was doing a sound check at the Adelaide convention centre.

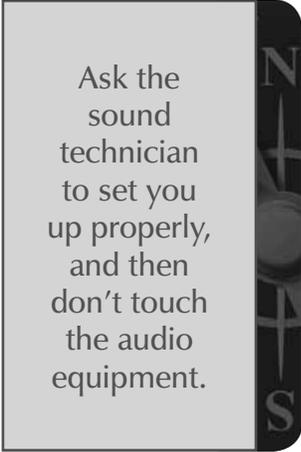
Someone had set up the twin lectern microphones at an angle that had them almost touching in the centre.

Knowing better than to fiddle with the audio set up, my opening statement was to ask if I should move them back to a standard position.

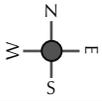
The operator, not knowing I'd had 40 years of experience in the stage production business, assumed that I was like the average unskilled peanut he has to deal with every night of the week, and yelled into the fold-back speakers, "Don't touch the \$10,000 microphones!"

It was obviously a sensitive topic for him. He must have dealt with so many microphone fiddlers in his time that he was at eruption point when I came along. Apart from the breaks and bends they'd inflicted on his equipment, they had most likely put the microphones in positions that suited them, but not their audience.

Ask the sound technician to set you up properly, and then don't touch the audio equipment. Don't bend the microphone stand to your preferred height (it should be there already), don't twist the lectern microphone out of your way, and don't lean into the microphone. Don't go on stage until someone with a sound knowledge of the equipment has adjusted it for you so it will deliver the optimum result.



Ask the sound technician to set you up properly, and then don't touch the audio equipment.



Don't move unless there's a good reason!

My drama professor once gave this stern command to stop student actors stepping forward to say their lines like children in a nativity play.

Most speakers are badly in need of this advice.

They wander across the stage from side to side, they leap in and out of the audience ("to wake 'em up" - one seasoned speaker told me), they rock like sleeping elephants, they stalk the aisles, they do little three step waltzes, shuffling from foot to foot, or they wave their hands in the air, gesticulating about nothing in particular. They play with their hair, their glasses, their notes, their book or CD product, the whiteboard marker, or the hem of their coat.

Just once, try delivering your message from one spot, without moving your feet until there is call for it. Feel the exhilaration of being in control of yourself and your space. Plan any moves like a choreographer.

Don't whine at me that you'll look stilted and false. Have you ever been to the ballet? Everything is rehearsed to the last finger tip gesture, but nothing looks awkward or out of place, because it is all planned and rehearsed by people who know what they are doing. When someone moves, it's for a good reason.

COLIN PEARCE ⊕

The best advice about presentation skills is to find a coach who understands your style. I use four coaches, each for different purposes; one for drawing the best out of me, and who understands Australian audiences; one for comedy, to push my envelope; one for keynote excellence; and one for storytelling.

SARAH CORNALLY ⊕

Your audience is best engaged with a natural hearing level that helps create the ambience you desire. Even the 'hard of hearing' have difficulty listening when there is too much amplification. This simple factor is often overlooked, especially when the sound system is powerful. When the volume is too loud, it creates strain for the audience and distracts from the message. When the listener experiences a comfortable level of sound, the amplification is not an issue, and the audience can focus on the speaker's message. An expert ear will help to achieve the appropriate level and balance for the speaker's natural pitch and volume. The speaker can assist the process by using common sense in relation to their microphone technique.

DEAN COLLIER ⊕

We all want to make an impact on our audience, and leave a lasting impression in their minds. A good way to achieve this is with a dash of theatricality. Audiences are like children. They love to be surprised. Some speakers excite them by throwing boomerangs, some stilt walk, wear masks or carry a human spine. Some leap about, others stand statue-like.

It's tempting to copy someone else's style that has impressed you, viewing it as a template for success. What will work best for you though, is having the courage to reveal your own personality.

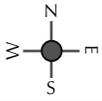
Be real on stage. Show your weaknesses. An audience loves to see the real you.

If you're using props, let the prop evolve from your subject matter. Let it support your uniqueness, not swamp you.

What doesn't work? Anything that is ego driven, manipulative, or simply showing off.

What works? Putting your ego aside and taking risks; respecting your audience, and trusting your gut instinct.

ISOBEL KIRK ⊕



The Speaker's Compass

My best tip was from Vanesa Grubacvic, who won the 2005 President's award in NSAA (Vic). Each morning, before you rise, lie in bed for a few moments and float up above the day that lies ahead. Visualise each part of it, and how you see it turning out. See yourself successful in your work, whether it is speaking or marketing. See the audience smiling and nodding. Do this for every part of your day. Then go to the end of the day, and see yourself feeling good about the day. It will really affect how your day turns out. I have been doing this every day for a few months now, and it has definitely made a change to how my days unfold.

JUDITH FIELD ⊕

I always practise "speaking" my presentations out loud. I find that a good time to practise is in the car when I can't look at my notes – it forces me to try to think about what I'm saying, rather than mindlessly reading from my notes. I practise saying certain sentences (especially at the beginning and the end) over and over again until I'm happy with the wording, and then quickly write that exact wording down before I forget it. This also helps me to memorise my presentations. I find that by doing this, I change my presentation quite a bit, as things often sound quite different out loud compared with how you think they will sound when you write them down. Forcing myself to say my presentations out loud is hard, repetitive work at times, but it makes them a thousand times better.

KIRRILIE SMOUT ⊕

Answering Questions

The best tip I learned for answering questions is to pause and look very interested (what you are actually doing is “stalling for time”, while you think about the question), and THEN reply by asking another question!

The premise is that “the person who asks the question is the person who is in control”. So you’re able to regain control, even if the original question may have threatened to undermine you.

You should begin by congratulating the questioner – “That’s a very interesting question”.

Then ask your question – “Tell me Roger (use his or her name if you know it – perhaps from their nametag) – why do you ask?”

Roger feels acknowledged, because you’ve told him his question is good.

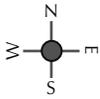
Quite often, he’ll then proceed to provide the answer, because he wants to show off to the group!

This is win/win. You both look good!

JANET HALL ⊕

As a speaker, it’s extremely important to read your audience. Maintain eye contact with a few faces in the crowd, and gauge their response as you speak. Are they connecting with you, or are they looking around or fidgeting? You need to maintain their interest. While it’s not always easy to change the content of your speech, you can definitely vary the pitch or speed of your delivery. Try pausing emphatically at the end of key sentences, and use strong hand gestures to provide variety. A speaker who has no regard for his audience’s reaction speaks only to himself.

ROSETTA MUSCAT ⊕



The Speaker's Compass

The best advice I've ever had is paraphrased from something I heard Alan Weiss say several years ago: Don't listen to what people tell you to do! Don't act on what people write that you should do! Watch what successful people do, and emulate that.

TIMOTHY HYDE ⊕

A massive lesson that has taken me many years to learn, and I am still learning, is "Less is More". When presenting, give more from the heart, and less from the mind. To make a real impact with your message, don't try to be clever, but share your knowledge and your wisdom from your heart, and be willing to support your statements with your own life experience. Be consistent with your actions and your message will be remembered; be inconsistent and your message will be easily dismissed.



...don't try to be clever, but share your knowledge and your wisdom from your heart..

Always be clear on your intention, and check in with yourself. A good question to ask is: "Why am I doing this presentation?" If your purpose is to gain recognition, or if it's about your ego, you will struggle. If it's about serving others, you will succeed, and you'll be supported by others around you to help you succeed. This will also help prevent you becoming nervous while you're presenting. If you become nervous, it's usually because you're making the presentation and the experience about yourself. Shift the focus from yourself, and make it about something much greater, about service to others, and your process will suddenly become much simpler.

PHILLIP MCKEWIN ⊕

Videotape your presentation, then watch it in fast-forward mode. You'll see instantly whatever repetitive gestures you have. It can be a humbling experience.

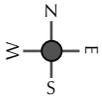
TRACEY MCGRATH ⊕

A mentor once told me that "In order to get good at speaking, you've got to speak often." In addition to frequent practice, here are some ways to improve your presentation skills:

⊕ **TIPS on improving your presentation skills**

- Have someone critique your presentation and give you feedback. NB: only ask people whose style you like or respect.
- Present a snippet of your presentation like a signature story to a group of colleagues, e.g., Forum group, and ask them for feedback.
- If you're giving the same presentation regularly, commit to doing one thing differently each time (e.g., tweak your story, try a new activity, etc.) and gauge the reaction.
- When you see someone present, and you like something they've done, ask yourself, "How can I modify that to suit my material?" or "What's something similar that I can do?"
- When giving out evaluation forms, include a question asking "What's something that could have been improved on, and how?"

MARIE FARRUGIA ⊕



The Speaker's Compass

Be slow; be low-tech; get down from the stage; use eye-contact; throw away your written notes and use a few points on a single page for each hour of your presentation.

RODNEY MARKS ⊕

Ask anyone who saw the movie 'Jerry Maguire' what the catch phrase was, and they're likely to answer enthusiastically: 'Show me the money!'

That phrase helped define a performance that delivered an Oscar to Cuba Gooding Jr. as best supporting actor.

Cuba's 'performance' was his presentation. For speakers, the 'money!' opportunity rests on their ability to take ownership of their content, and deliver it powerfully.

⊕ FOUR PRESENTATION TIPS

- Present content to audiences of five as if they were 500 or 5000... do it well.
- Use your voice and body to give maximum impact to the words and tone of your presentation.
- Make your points clearly, and illustrate them with stories that bring them to life.
- Use your personal vitality and energy to power a high-impact presentation.
- Like an actor, learn your lines, and deliver them with great timing and style.

ROB SALISBURY ⊕

Have you ever noticed that the punch-line in jokes always comes with the third event or example?

And what about the fact that there are 3 musketeers, 3 wise men, 3 stooges, 3 tenors – even 3 blind mice?

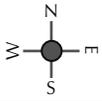
Some of the great orators of history have followed this 'Rule of Three' principle: Shakespeare ("Friends, Romans, Countrymen") and Thomas Jefferson ("Life, Liberty, and the Pursuit of Happiness") are but two examples. Norman Vincent Peale expertly utilised the Rule of Threes as well. (It may be useful to note that some authorities suggest that this 'Rule of Three' is most commonly followed in Western culture, while the 'Rule of Four' is typical in others. If you are speaking in a non-Western cultural environment, you may like to check out the validity of this.)

This isn't by chance – there's something very powerful about sets of three. Speech coaches frequently tell us that people find it easiest to remember something if it's said three times in slightly different ways. Using this principle can have a mesmerising, hypnotic, even trance-inducing effect, according to proponents of NLP (Neuro Linguistic Programming).

Moreover, speaking in this way gives your communication a rhythm.

'Ready, Set, Go', 'Going, going, gone', 'Faith, Hope, and Charity', and even 'Father, Son, and Holy Ghost', are common examples of how we use this rhythm quite naturally in our day-to-day communication with others.

In our presentations, this rhythm gives our audience a pattern they will quickly and easily begin to unconsciously follow, and even anticipate – while you're stating the first two things in the set, they're eagerly awaiting number three!



The Speaker's Compass

In our storytelling, using this principle in conjunction with the NLP concept of human sensory processing channels (Visual, Auditory and Kinaesthetic) enables us to describe what we might see, hear and feel in a given situation. This gives our audience more of a chance to relate strongly to at least one of the words or phrases we use, and increases our likelihood of being able to connect with each and every one of them.

I was first introduced to the Rule of Threes by Marvin Oka, one of the leaders in the ever-evolving field of NLP. As a presentation tool, I can assure you, it can add incredible power to your message.

So, away you go – have fun with the Rule of Threes the next time you're crafting a presentation. You might be amazed at the results!

SANDI GIVENS ⊕

PowerPoint used poorly can make a great presenter look bad

PowerPoint used correctly can be an enormously powerful tool. If you invest the time in planning, and avoid the biggest mistakes, you'll go a long way towards looking good, and your presentation will become a natural and effective one.

The biggest mistakes:

1. Is PowerPoint the answer?

- All too often, speakers use PowerPoint when another tool/medium would be far more effective. Don't be pressured by peers or convention to use this medium.
- If you've done your homework, and you know your audience and the venue, and are clear on the intent of the presentation, you'll know the most appropriate tool(s)/medium to employ for your event.

2. Calling a presentation a 'PowerPoint presentation'

PowerPoint is a visual aid. It is not a presentation; it's only one element of the presentation.

To have PowerPoint work effectively for you:

- Prepare a draft script incorporating all the elements of a presentation (including yourself). Once the messages or concepts have been outlined, a picture story begins to evolve, with colourful, simple, visual language, and visual concepts that support the speaker.
- Rehearse without the visuals. Stand up in front of your best critic, and talk them through your ideas. It will soon become obvious where visual support is required, and what type you need.

3. White and pale background colours

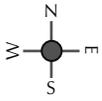
A very subjective and highly controversial subject! The misuse of colour has spread like a virus, camouflaged as experience. Let's first discuss what PowerPoint (when used as speaker support) is not:

- A printed document
- A brochure
- A manual
- A flip chart
- A newspaper

As a general rule, the above reflective media formats commence their life-cycle on white stock, and use a CMYK print process.

PowerPoint evolved from 35mm slides, and its closest relatives are Video and TV.

How many white backgrounds have you seen on good commercials, credits, or headlines? Observe how you feel, and your reaction to white light. What do your eyes do in bright sunlight, or when the lights are suddenly turned on in a darkened room?



If you want your audience to be wide-eyed and receptive to your PowerPoint message, as a base rule, use dark backgrounds with white, light, and/or mid-tones for contrast.

4. Inappropriate use of slide show effects

The use of any special effect that detracts from your message is inappropriate. This includes:

- Annoying sound effects
- Transitions that incorporate animation, or force the eye to travel
- Mixing transition styles
- Effects that don't add meaning to your message
- Repeating tedious effects.

5. Failing to rehearse with PowerPoint and test the equipment

Even if you're not 'pushing the buttons', have an operator rehearse with you. Do this as many times as necessary, until you're totally comfortable with all elements of your presentation.

- Is the timing right?
- Is the flow between images natural? Are they memorised?
- How will you move and gesture?
- Is what is on the screen supporting your message?
- Do you need to insert any blank format (or black) slides?
- Do you need to enhance, delete, or insert?
- What are your backup plans?
- Have you tested the equipment at the venue?
- If using an operator, do you have a script with cues clearly marked?
- Have you scheduled a rehearsal time?

LIDDY FLEET ⊕

The best advice I ever received came from both Doug Malouf and Catherine Palin-Brinkworth – use your own personal stories.

⊕ 6 GOOD REASONS why you should use your own personal stories

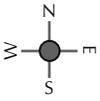
1. They're easy to remember! No notes needed.
2. As you tell your story, you re-live it. When told well, with great word pictures and expression of your strong feelings, your audience will relate, and remember.
3. Your stories are everywhere, everyday. Be observant. Write them down.
4. The longer you live, the more you have!
5. Given time, events that are initially negatives, such as missing a train, getting a divorce, or dealing with the unexpected, can all provide material for great stories.
6. At a conference, no one can tell your story like you can!

One extra parting tip: practice and hone your stories at dinner parties!

And remember to use Dale Carnegie's three-part formula:

1. The incident (story)
2. The point of the story.
3. The benefit - why I'm telling you this.

YVONNE COLLIER ⊕

A large, faded, circular compass rose graphic serves as a background for the title text. It features a central needle pointing towards the top-left, with cardinal directions (N, S, E, W) and intermediate directions (NE, SE, SW, NW) marked around the perimeter.

Creating paid and free speaking engagements

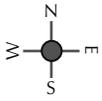
Many years ago, I participated in 'From Free to Fee' with Winston Marsh and Doug Malouf, two legends of professional speaking who became personal heroes for me. I took their advice and spoke for free wherever I could, whenever I could. On one occasion, I drove 200 kilometres from my home to speak for what I believed was an active local chamber of commerce. My audience turned out to be six disgruntled folk (and two sad looking dogs), disappointed they couldn't get a chamber of commerce chapter happening in their town, where 3000 people lived. I tried a new opening that night that drew a laugh (just one). In my next dozen or so free presentations, I refined this opening (and got more than one laugh). It's now my signature opening, eight years on! Apart from peer groups, there's no better place to try new material than the free speech.

One piece of advice from Doug Malouf that I've never forgotten is to start out by speaking in the suburbs. There's always someone looking for a speaker, and it's only when we get good in the smaller suburbs and venues that we're eventually able to try our luck in the bigger cities and venues.

I still speak for free occasionally, even though I've been a professional speaker for 16 years now. These days, my freebies are confined to three areas:

1. Speaking for gatherings of 'clients of clients'. This is a great way to add value for our existing clients. I've been doing a dozen or so of these presentations every year for the past five years, and it's now a major source of new business.
2. Speaking for charity organisations. I often speak at functions that are attended by paying guests, with the proceeds going to a charity.
3. In my home city, I speak for free basically whenever any community organisation such as Rotary asks. I believe in community, and this is one way I can contribute to mine.

IAN BERRY ✦



Ask for what you want! I can't remember who "showed me the light", but I've learned that it's good to be naïve. When you're naïve, you tend to go after what you want. Who knows, you could get a YES, but if you never ask, the answer is always NO!

Another fantastic gem of advice came from Helen MacDonald: never be afraid to ask for advice from other NSAA members, no matter how far along the speaking journey they may be. Most are more than happy to assist those developing their speaking careers, as long as you let them know you've taken action on things you discussed, and thank them for their time.

DONNA HANSON ⊕

When asked to give a free presentation, evaluate the worth to you in terms of potential spin-off business. Whilst there are no guarantees, if you do your homework properly, you'll increase the chances.

⊕ SOME QUESTIONS TO ASK THE CLIENT:

- Who will be in the audience?
- Will decision-makers be present?
- Are they able to provide a list of attendees?
- (If not, offer a door prize and collect business cards)
- Is it possible to publish one or more articles in their journal or newsletter, including contact details?

MARIE FARRUGIA ⊕

Try direct mail. The snail mail type, rather than email. Spam is counter-productive. Find a good list broker, and ask for advice on how to scientifically target your market. Demographic categories are available, including size and location of organization, industry, etc. together with contact details for key individuals within organisations, such as CEOs (and PAs to CEOs), marketing directors, and HR managers.

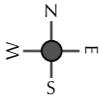
RODNEY MARKS ⊕

The best advice about getting speaking engagements is to get good, make sure you meet a real commercial need, get in front of very influential people, and do a great job. Raving fans who promote you to others is your best promotion.

SARAH CORNALLY ⊕

Industry Associations are a great way to promote yourself. Network at their functions, and offer to speak (for free) at their seminars, breakfasts and conferences. Be selective in the associations you attend to gain quality leads.

CANDY TYMSON ⊕



Be patient! Recognize that even though you may be a very competent presenter, it takes time for the marketplace to recognize your skills. Unless you're an Olympic medallist, or manage to achieve some other newsworthy feat, it will take a long time to build awareness in the marketplace.

My business started with what I call the WOMBAT theory – Word Of Mouth-Best Advertising Technique.

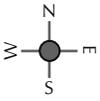
And, unless you're an overnight star, you'll find that you'll have to give an innumerable amount of "freebies" before people will actually be prepared to book you for a full fee. You need to offer a compelling reason for people to pay money to hear you speak; in short – you need to show them what value you can add to their organization.

My business started with what I call the WOMBAT theory – Word Of Mouth-Best Advertising Technique. Referrals are important, but it's equally important to start a collection of testimonials. When you speak, people (hopefully!) will come up afterwards and compliment you on your presentation. This may be good for the ego, but talk is cheap, and you need to get it in writing to show to prospective clients. So when someone says 'That was a great presentation', reply, 'Thanks for your kind comments. Would you be so kind as to put a couple of sentences along those lines on paper?' Most people will be only too happy to oblige. Thus, you begin collecting your testimonials. At first, I only had a couple, but now I have hundreds, listed in alphabetical order according to industry.

- **TIP:** I didn't have the foresight to do the alpha listing at the beginning, and it took me ages to sort them out a few years later!

CATHERINE DEVRYE ⊕

—

A large, faded, circular compass rose graphic that serves as a background for the title. It features a central needle pointing towards the top-left, with cardinal directions (N, S, E, W) and intercardinal directions (NE, SE, SW, NW) labeled around the perimeter. The graphic is semi-transparent, allowing the text to be clearly visible over it.

Networking for speakers

Most well known presenters are master networkers

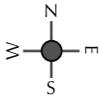
You've spent hours, even days, working on your presentation, so why not spend fifteen minutes planning your networking prior to your presentation.

Here's a simple checklist to include with your presentation "things" – the box of tricks that you take along to most presentations – as a memory-jogger:

✦ CHECKLIST for Presentations

Prior to leaving for the presentation venue:

- Have you included at least twenty-five business cards?** You may not give them all out, but what a missed opportunity it is if a hot prospect asks you for your business card, and you don't have one available.
- Have you enclosed at least one of your promotional packs** – either hard copy or CD? By now you should be able to spot the "tyre-kickers", so you won't just give it out to anyone and everyone. However, the genuine hot prospect will be impressed with your professionalism if you can give them a comprehensive information pack on the spot.
- Have you prepared handouts for your presentation?** Sometimes, particularly when it's a free presentation, we're reluctant to provide handouts (even one or two pages) because of the cost involved. This could be classed as false economy. Most people hold on to a useful handout for months, even years at times. Don't believe me? Take a look in that bottom drawer or shelf where you put all your old seminar stuff. How old are some of those handouts – the ones you held on to, just in case they might come in handy. It goes without saying that your handout shouldn't be just a promotional



The Speaker's Compass

piece, but should contain some valuable content and/or a summary of key points together with all your contact details. Always take 10% more handouts than the anticipated audience, in case numbers fluctuate.

When the handout is included in a master workbook being prepared by the organiser, make sure all your contact details are included.

- Have you obtained a list of attendees ahead of the event?** Not only will this give you a great opportunity to fine-tune your presentation, but it will also give you an idea of the potential “buyers” in the room.
- Have you included a lucky door prize?** No doubt some of you are already counting up the dollar investment and shaking your heads. Think about it. You're about to present to an audience filled with people who have the potential to book you for another presentation at some point in the future, buy current or future products, spread the word about you, and add to your list of testimonials. For the cost of a book, a bunch of flowers, a compilation of articles you've written, or one of your products, you create an opportunity to add the names of a whole new group of people to your database who've seen and heard you at your best.
- Have you included your name badge?** The event organiser may supply you with a name badge similar to the delegates, however sometimes the speakers' badges are overlooked, so invest in your own name badge, and keep it in your presentation pack. Then when you arrive at the event, you make it very easy for people to learn who you are. Of course, if you're already famous, feel free to ignore this advice.
- Have you allowed plenty of time for pre-presentation networking?** Even if you're not presenting until the afternoon of a full-day program, plan to arrive early. This will give you an opportunity

to have morning tea and lunch with the attendees, and to hear some of the earlier speakers. Some may consider this a waste of time, and time you're not being paid for, but this is, in fact, very smart networking. By the time you're due to speak, you will have perfected your presentation by being able to refer to elements of previous speakers' presentations, maybe even including stories or examples related to you by attendees you have met during the breaks. Nothing wins an audience over faster than hearing "war stories" from their own mates that serve as examples of the points you are making in your presentation.

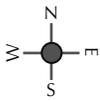
All this preparation before you even arrive at the presentation! It makes you realise why you may have been missing out on repeat bookings recently – you haven't been networking as well as you could!

ROBYN HENDERSON ⊕

When I wanted to self-publish a little book to sell to help cover the costs of the free presentations I was giving, I got a little help from my friends. A lot of help, actually. There are many speaking communities – chapter meetings, forums, annual conventions, as well as informal groups – and they can all help with problems. I didn't have problems with the writing, having previously written two other books published by Pearson, and I knew I had a good manuscript. But how to get from manuscript to published book?

My Canberra colleagues Kerrie Nairn and Ann Villiers helped me a lot. Both had self-published successfully, and gave me ideas for graphic design and printing. Both of them helped me to review my print options – offset printing (cheaper per copy but big dollars up front) versus digital printing (more expensive per copy but you only pay for the numbers you need). They also referred me to graphic designers and printers they had used previously. So when you're facing something you haven't done before, get a little help from your mates in NSAA.

GEORGINA BIRCHALL ⊕



How to network your way to a full speaking diary

Networking accounts for 87% of business in the marketplace – and possibly higher when it comes to speaking engagements. The speaking legends constantly remind us that you're only as good as your last presentation. So as we constantly hone and improve our presentation skills, networking enables us to fill our diary with speaking engagements.

HANDOUTS – No matter what size the group, always give handouts – make sure they contain useful information as well as all your contact details. Always take 10% more handouts than the expected attendance, in case numbers increase.

KEEP A TRAVEL SCHEDULE on your website. Update fortnightly, and send a copy to prospects and clients regularly. Encourage clients to use your services while you're in their area, and save themselves \$\$ on travel expenses.

REVENUE ENHANCEMENT – make money for your clients by giving them referrals to people you come into contact with in the course of your travels who need your clients' products or services. Take five business cards from client organisations, and give them to people you meet when appropriate. Write your name on the back of these business cards, and always ask the referred person to mention your name when they make contact.

AUCTION PRIZES – If you're asked to donate a book or CD for a charity auction, why not offer to donate a keynote presentation. Include your book or CD as well, plus your promotional pack. When the prize is auctioned, not only is the prize of value, but you also create the opportunity to promote yourself in front of hundreds of people. If possible, attend the charity event and present the prize to the winner.

BUILD AND WORK YOUR DATABASE – Collect business cards at every presentation you give by offering a lucky door prize. Record the details

from these cards in a database that enables general classification as well as classification by industry and location. Work your database every 60-90 days by sending information that is of use to prospective clients, not just a promotional piece. Make sure it's 90% information for them, and just 10% information about you, including all contact details. When you're visiting an area to present at a public seminar or event, perhaps releasing a new product, make contact with these people prior to your arrival.

Networking is a life skill, not just something you do when you want something. Start networking consistently, and before you know it, you'll have a full speaking diary.

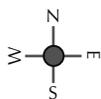
ROBYN HENDERSON ⊕

The best piece of advice I ever received was networking.

First, prepare your brochure, business cards, and fridge magnets, and be ready. Because once you start the ball rolling, you're ON – it's show-time! Ask every friend and acquaintance if they belong to a club or an association, be it social, business, religious, etc., and tell them that you're willing to speak to their group free of charge. Give them a brochure, or better still, find out the name of the person who organises the meetings or conferences, and send them a brochure with your friend's compliments. Follow up after a suitable period of time. Don't forget to send a thank-you note for the introduction. If you're successful in securing a speaking engagement, send a thank-you note to the organisation, and ask for a testimonial on their letterhead and referrals to other similar organisations who they believe would also appreciate your services.

For starters, contact Rotary, Probus, View, and SWAP.

LEONIE MCMAHON ⊕



Ask for help

The most important tip I can pass on to anyone with an interest in speaking is to ask questions! If you have a need to know anything about any topic or element of the speaking profession, don't be afraid to ask a fellow speaker with acknowledged expertise in that area. They can only say "No", but invariably you'll find that many successful speakers are happy to answer specific questions and share their valuable wisdom at no charge, as long as you are genuine. Always prepare your question, listen attentively, and thank them afterwards.

Always
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I am continually amazed at how willing all the best speakers in NSAA are to impart knowledge, cultivate passion, and give support to speakers who are starting out on their journey. This

selflessness is rare in the business world, and it is a constant reminder to me to ensure that I give something back to our industry when I've made it.

STEVE SEMMENS ⊕

The other great advice I received was to get involved in the Chapter Leadership Team, which I did at my second meeting, joining the meet and greet team. I thought it was the best way to meet people, and I got to know everyone quite quickly. I was invited to lunch by a very experienced speaker, who helped me work out a plan to get the most from my membership. She helped me to clarify what I wanted from NSAA. I found that being on the committee was the quickest route to find everything I needed. I always received more than I gave. Many of the serendipities I experience today are as a result of a chain of events that began in those early days.

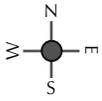
SARAH CORNALLY ⊕

Be Seen, Get Known, Move Ahead

You've checked off all your pre-presentation networking tips, collected one or two really appropriate stories from the audience over the lunch break, and now you're ready to go. You feel confident, assured, ready to fire, and you know in your heart this is going to be a great presentation – maybe even your best to date. So is it possible to network during your presentation? Definitely YES!

✦ Your Presentation Networking CHECKLIST:

- Let the organiser know that you would like to have a lucky door prize at the end of your talk (as long as it won't disrupt the program), and ask them how they would prefer that you do this. Suggest that you can include it towards the end of your presentation, by simply having everyone pass their business card to the end of the row, where a couple of helpers collect the cards for you. Most organisers are delighted at your generosity. Plus, you may be the only speaker who gives anything away, so you'll be remembered for that, as well as for your great presentation.
- Ideally, while you've been speaking to various delegates at the morning tea break or over lunch, you will have collected a few business cards from them. If not, jot down these people's names, because you'll want to refer to them during your presentation, and it's important that you get their name and background details right. Remember, audiences love your "heroes and war stories" when they come from their own ranks.
- Eighty percent of people receive insufficient recognition in their lives, so when you're able to recognise someone from the stage, it's extremely powerful, and highly memorable. If you're presenting to an industry or firm where there are many long-term employees, why not recognise some of those people? You could make this

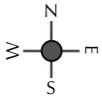


The Speaker's Compass

interactive by asking everyone who has been involved for more than 10 years to stand, and then eliminating the 15 years, 20 years, etc. workers until you're left with the person in the room who has been working the longest. I like to acknowledge this person with a small prize (one of my books, CDs, or tapes), make a mental note of their name, and make the comment that no doubt they have seen many changes during their years of service. After all these years they would be considered a "sphere of influence" – someone who has much knowledge about, and influence in, the organisation. Getting them on-side can help sway an audience, particularly when you are delivering confronting or challenging information.

- At the conclusion of the session or activity, you can also acknowledge the newest member of the industry or organisation, and highlight the challenge they face in building a network of contacts within the group. Again, a small gift is a nice touch.
- The attendee list is a great source of logistical information. Recent sporting results are always a great way of getting the audience to participate. Examples of this are various Australia vs. New Zealand rivalries, or the Queensland vs. New South Wales State of Origin football games. It's a fun way of letting the audience know that you've done your homework, that you're aware that perhaps they're not all from the city in which you're presenting, and that you've made the effort to find out about things that may not be relevant where you hail from, but are of interest to them.
- If you're going to use any sporting analogies, it's important that you provide appropriate examples, e.g., if you're in Victoria, don't talk about either form of Rugby, and things like trys and conversions. Victorians will only want to hear about Aussie Rules which really rules there, and you'll need to be talking about handballs, high marks, and hard-ball gets.

- When you decide the time is right to create havoc by collecting business cards for your lucky door prize, be sure to mention the prize that's up for grabs. Also, under the terms of the Privacy Legislation introduced in Australia in 2001, it's important to mention to the audience that you'll be adding their names to your database, and may send them articles, newsletters, ezines, etc. from time to time, and if they would rather not receive those, they should either not include their card, or write "no follow-up" on the back of their card. This will ensure that you are legally covered in this regard.
- If there is a break scheduled during your presentation, a good way of getting people back on time is to do the draw for the lucky door prize immediately after the break. Tell the audience the exact time that the draw will be conducted, and that the winner has to be present in the room, or there will be a redraw. Stick to your word on this, and it will create a lot of fun. We all know how much people like to win prizes.
- Near the end of your presentation, just before you make your final point, be generous with your praise of the organisers, management, and sponsors. Single out any individuals who've really gone out of their way to assist you, and ask the audience to recognise their contribution.
- Most importantly (unless you have a plane to catch, in which case you should let the audience know this), stick around after your presentation. Give people an opportunity to talk to you, answer questions that they may not have had time to ask earlier, and basically network. Let people know how long you'll be available for after your presentation, and where you'll be located. This will make it easy for the "hot prospects" to make contact. Remind them that just in case you do run out of time, they're welcome to contact you via email, phone, or fax, and your details are on the handout they've been given. Have plenty of spares, in case anyone has misplaced theirs.



It goes without saying that you need to give a relevant, informative, and professional presentation if you want to be re-booked. Being real and approachable helps enormously towards winning an audience over. My philosophy on life is to treat people the way you would like to be treated. Try it at your next presentation – you'll be pleasantly surprised at the results. Happy networking!

ROBYN HENDERSON ⊕

What now? 8 Tips for post-presentation networking

You rated yourself 8/10 with your presentation, and the client has already invited you back, so what now? How do you maximise the value of your presentation. Here's a quick follow-up check list:

1. Send thank-you cards to the organiser, the assistant and anyone else who made you look good. Also send a thank-you to the person who referred you to the job in the first place – these people are often neglected, but they in fact have the potential to become an important strategic ally.

Make sure that you write a different message on each card in case the recipients compare cards.

2. Assuming you've collected business cards from all the delegates via the draw for the lucky door prize, you now need to follow up. Hopefully, you've made notes on the cards of any of the people with whom you were able to have one-on-one conversations. It's also beneficial to acknowledge any award-winners with a note – this is all part of building your networking tree within the organisation.
3. Sort through the cards to locate key players – senior management, and apparent decision-makers. You may choose to send an informative or helpful email to this group – 90% of the content

should be something that is of interest to the recipient, with only 10% or less reserved for promotional material, including your contact details.

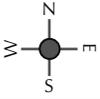
4. Some presenters offer a complimentary post-presentation on-line course about a specific related topic. This can be set up as an automated-response mechanism. I've introduced a postcard facility on my website www.networkingtowin.com.au, where people can choose from five postcards designed for various occasions, and then email them to the recipient of their choice as a way of keeping in touch.
5. The details from the balance of the cards – those you consider to be non-key players, should be used to build your general database, which is a ready-made market for new books, DVDs, online programs, CDs, and other products you produce.
6. Most importantly, you should keep in touch with the client and the key stake-holders. Commit to working this database every 30-45 days – again, sending something of value to the client.

Visit sites like www.corporatetrends.com.au where you'll find hundreds of articles with a business focus that can be forwarded by email – time-saving and effective networking.

7. Start thinking of potential strategic alliances that you can develop with particular clients. It may be possible to cross-network your clients, bringing people together over a meal, or simply through a phone call or an email. The format should be guided by how formal or informal you see the alliance as being.



Commit to working this database every 30-45 days, sending something of value to the client.



The Speaker's Compass

8. Finally, focus on revenue enhancement – making money for your client. That's right, focus on how you can refer business to this client. The next time you contact your client, ask them to send you five of their business cards. When they ask why, explain that one aspect of your client retention program is to refer new business to them, and having their business card will make your job that much easier.

On the back of their card, write "Referred via (your name)". Then set up a referral business-card holder, and put all five of each of your clients' cards in one slot. Make sure this holder is easily accessible, so next time someone asks you, "Do you know a good ...?", you can reply, "Sure, one of my clients is a ... - here's their card."

Remember – great networkers give without remembering, and receive without forgetting.

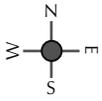
ROBYN HENDERSON ⊕

NSAA NETWORKING QUIZ

1. Are you a financial member of NSAA?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2. Have you attended more than 6 NSAA meetings in the last 12 months?	<input type="checkbox"/> Yes <input type="checkbox"/> No
3. Since you joined NSAA have you attended every NSAA Australian convention held?	<input type="checkbox"/> Yes <input type="checkbox"/> No
4. Do you officially/unofficially mentor more than one new speaker/speaker to be?	<input type="checkbox"/> Yes <input type="checkbox"/> No
5. Do you have a database of every group or organization you have presented to?	<input type="checkbox"/> Yes <input type="checkbox"/> No
6. Have you had a promotional photo taken in the last 18 months for your speakers kit?	<input type="checkbox"/> Yes <input type="checkbox"/> No
7. Did you send more than five thank you cards to people in your network last month?	<input type="checkbox"/> Yes <input type="checkbox"/> No
8. Have you written (or had someone write) an article for you to submit to a journal or magazine for publishing in the last six months?	<input type="checkbox"/> Yes <input type="checkbox"/> No
9. Have you read a book in the last 14 days?	<input type="checkbox"/> Yes <input type="checkbox"/> No
10. Have you ever held a committee position or assisted with special events for NSAA?	<input type="checkbox"/> Yes <input type="checkbox"/> No
11. Have you pre-booked for next years NSAA convention?	<input type="checkbox"/> Yes <input type="checkbox"/> No
12. Have you given away a referral to another speaker or speakers bureau in the last seven days?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Score 1 point for every Yes answer

TOTAL: _____ points



The Speaker's Compass

If you answered YES to less than 4 questions, you are not maximising your daily networking opportunities.

If you answered YES to 5 or more questions – keep reading.

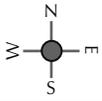
If you answered YES to 8 or more questions – congratulations, you're a great networker.

If you answered YES to all 12 questions – well done, you are consistently networking and will probably read the next few pages nodding wisely, "Yes, I'm already doing that." Well done!

ROBYN HENDERSON ⊕

Speakers Networking Activity – Self Networking Tracker

Name:	_____
Month:	_____
How I plan to network for this month:	_____
1.	_____
2.	_____
3.	_____
How I networked last month:	_____
Key people I met:	_____
1.	_____
2.	_____
3.	_____
\$\$ value of business this month I can track from past networking	
\$ _____	
How I plan to network for next month	_____
1.	_____
2.	_____
3.	_____



Words of great wisdom from Winston Marsh: “Be a better marketer of what you do than a doer of what you do,” have stood me in great stead for the last half of my professional speaking career. There are more great speakers who don’t earn a living because they can’t or won’t market themselves, than there are good speakers who make a great living because they can and do market themselves well.

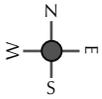
From Alan Weiss, I learned the awesome power of being a contrarian. To be a contrarian means to take a contrary position, which makes being perceived as distinctive, or different (a key to success in marketing), much easier. As Barry Urquhart says, “it’s better to be different than it is to be better.”

I also learnt from Alan Weiss that you should only talk business to buyers. I highly recommend Alan’s books ‘Money Talks’ and ‘Million Dollar Consulting’ to anyone who is serious about learning marketing, even though both books are about much more than just marketing.

Years of talking to a lot of people who weren’t buyers (couldn’t sign the cheque, or authorize its signing), and therefore wasting my time and theirs, gradually led me to the point of knowing exactly who my buyers were. Today, I only pitch to them. I’ve even developed a list of 14 questions to help buyers identify themselves. People who can’t say yes to these 14 questions are usually not my buyers.

Knowing why we’re distinctive, and being whatever that is, makes permission based marketing, a profound idea I learnt from Seth Godin, easy. If you don’t have Seth’s books ‘Permission Marketing’, ‘Survival is Not Enough’, and ‘All Marketers Are Liars’, you’re not serious about marketing, and, in my view, to not be serious about marketing is the beginning of the end of a career in professional speaking.

As a general rule, I market one-on-one (a principle I learned from Don Peppers and Martha Rogers), only to people from whom I have permission to do so, and even then, only in ways they are happy with.



Permission marketing has profoundly changed my business, taking away most of the pain and heartache, and reducing my working hours considerably, because I now have a relatively small but qualified buyer database I can stay in touch with myself, without the need to employ additional staff.

My main marketing tools are now:

- my monthly ezine
- a special quarterly report I write with other speakers
- staying in touch through phone calls, using notes relating to the last contact picked up from my buyer database
- free presentations for gatherings of 'clients of clients'
- articles in publications that my buyers read.

IAN BERRY ⊕

Don't Call to Sell, Call to Get an Appointment

Many people who cold-call (or even warm-call a referred prospect) fall into the trap of trying to say too much about themselves, and/or try to find out too much about the prospect, during the initial phone conversation.

The objective of your call should be to get an appointment. Don't try to close the sale on the phone, just try to get a half-hour in the prospect's diary. And before you make the call, send a brief introductory letter or email, attaching a relevant article that you've written.

DAVID PENGLASE ⊕

Business marketing is essential for professional services such as consultants, coaches, speakers and trainers.

Creating trust with prospects and clients is also essential, but how do you do that?

A 2005 Reader's Digest survey found that burns specialist and reigning Australian of the Year Dr Fiona Wood, AM, was Australia's most trusted person, followed by singer Olivia Newton-John and Tasmanian-born Crown Princess Mary of Denmark.

While this was the fifth year the survey had been conducted, this was the first time it had asked a statistically representative sample of people who they thought was the most trusted person out of a list of 100 well-known Australians.

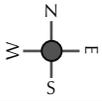
"The better known you are, the more important that ability to instil trust becomes. But as our first Most Trusted People poll shows, you don't have to be running for prime minister to be put to the test," said the article, which was published in the June 2005 edition.

Interestingly, women often do better than men.

For example, Prime Minister John Howard's wife Janette (ranked at 74) was more trusted than her husband (85), while model, mum, and charity patron Sarah O'Hare (43) was well ahead of her husband, media executive Lachlan Murdoch (93), and 'Home and Away' starlet and mum-to-be Bec Cartwright (59) was also more trusted than her partner, champion tennis player Lleyton Hewitt (73).

"If we don't know someone personally, we'll form a judgement based on what we know about them at the time," said body language expert Alan Pease in the article.

In terms of professions, ambulance officers, fire-fighters, and mothers were the most trusted, while politicians, car salesmen, real estate agents, psychics and journalists were the least trusted.



Fathers came in at number 8 and life coaches at 20, just behind domestic cleaners at number 17. Consultants, trainers, speakers and authors weren't listed.

So, how can you get noticed, and be trusted?

Here are my Top 10 Tips:

1. Get Involved In Community Service

Offer your time, expertise and skills to those who need it most, community or not-for-profit groups.

2. Network

Increase your circle of influence by networking with others.

3. Ask For Help, Introductions or Referrals

Nothing will get you noticed and trusted quicker than asking your trusted 'Circle of Influence' for help in meeting new people.

4. Find a Coach or Mentor

A coach or mentor can fast-track your career, keep you accountable to your goals, and give honest, independent advice.

5. Join or Set Up a Mastermind Group

Link up with others who have a similar goal, passion or purpose in life.

6. Have Your Photograph Taken

If you want to be noticed and trusted, people need to see your face. Have it done professionally, and make sure you have both digital and hard formats available.

7. Write Articles

Share your unique knowledge, expertise and insights through articles. These could be for a trade magazine, a local newsletter, or opinion pieces for major newspapers. Keep to around 600 words (or better still, find out what your target publication prefers), ask someone to edit your work for you before you send it, and include your contact details at the end, together with that professionally done photo, if appropriate.

8. Give Presentations or Speeches

Public speaking or running a seminar is the quickest way to get noticed and trusted fast. There are thousands of community, business and industry groups looking for speakers every day. Overcome your fear, and turn your unique knowledge into an entertaining story with some 'take-home' advice for your audience.

9. Get Quoted In The Media.

The media has a big impact because of its broad appeal, and a reach you couldn't possibly duplicate with a direct mail campaign. It also delivers credibility by way of the perception of third party endorsement.

10. Write a Book

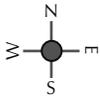
A published book, no matter whether by a big-name publisher or self-published (do it right and you'll enjoy big advantages) is the fastest way to build credibility, trust and profile.

TOM MURRELL ⊕

Keep it personal – even if everyone on your database is getting the same thing! One of my most successful tools has been a fun postcard. I use it to send to new contacts as a follow-up, as a giveaway on the conference tables when I speak, and as a prop in my presentations.

CANDY TYMSON ⊕

One of
my most
successful
tools has
been a fun
postcard.



7 Keys to Building a Successful Speaking Business through Referrals

1. Ask your clients, prospects, friends, and family

- At the conclusion of a successful presentation, using an evaluation form, and in your follow up letter/phone call
- Describe who you think might benefit to avoid the “I don’t know anyone” reply
- Thank people for referrals even if they don’t work out; reward those that do

2. Stay in touch with clients and prospects – and not just to sell them something

- It’s about being top of mind - an article, postcard, photo, or a surprise
- Get them on your ezine list
- Give them something they value, but won’t necessarily pay for

3. Get testimonials, and include them whenever and wherever you can

- Always get feedback and evaluation on your work
- Even with clients who know your work
- Thank people for their feedback
- Keep them up to date
- Always ask for permission to use their comments

4. Adopt the abundance mentality

- Most leading speakers with integrity emphasise this
- Give clients and colleagues more than they ask for
- Give out information and referrals yourself – what goes around, comes around

5. Be very, very good at what you do and who you are

- Not just during the event, but also in the administration before and after it
- Be and look professional at all times
- Make people want to be proud to be associated with you

6. Develop a system to manage the referral process

- Database management
- Standard letters and forms
- Basic business discipline

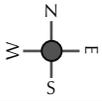
7. Learn from others – ask, research, read, and experiment

ANNE RICHES ⊕

Early in my speaking career, I got some great advice from Keith Abraham CSP and I've often repeated it to others. Success in professional speaking isn't about motivation – everyone who gets into speaking has that! It's about momentum. You need to get your career going by speaking everywhere you can, and taking it one step at a time until clients start calling you instead of you calling them.

For many speakers, there's the dilemma of "When do I put my fees up?" Getting this one wrong can result in lost opportunities or lost income (I'm not sure which is worse). The advice I received from Keith Abraham CSP was so simple and obvious – you put your fees up when your diary is full. And once you start knocking back work because you're already booked, it's amazing how you get even more work. Clients even move dates to suit your schedule!

KAREN SCHMIDT ⊕



The Speaker's Compass

As Winston Marsh has said many times, some of Australia's best speakers go hungry because they either do not or cannot market their services. It really doesn't matter how good a speaker you are. If you can't market, or don't give marketing a high enough priority, then your speaking business will either plateau or more likely die over time.

Many speakers spend the bulk of their time "doing the business," and neglect the crucial component of ongoing marketing. This is particularly true for speakers who win large contracts that extend over a long period of time. They sometimes fall into an attitude of complacency, and when the contract is nearing an end, they suddenly realise that they should have been marketing all the way through to set up the next group of bookings!

Set aside a certain amount of time each week to devote entirely to marketing activities. Many speakers devote one complete day each week to marketing activities. Others just make sure it happens, without scheduling a specific time.

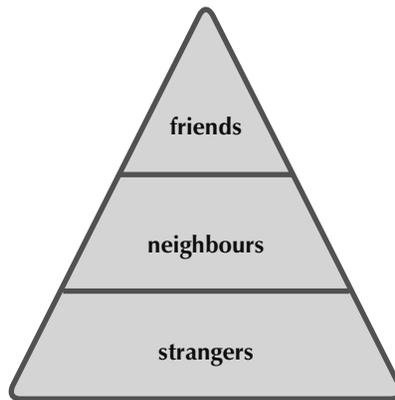
No matter what method you use, understand that you are in the marketing business. A great speaker with no audience is no use to anyone!

DAVID PRICE ⊕

Focus on the Right People

Some web site owners focus all their marketing efforts on getting “traffic” (web site visitors) from search engines such as Google. This might be exactly the right strategy for some web sites, but it’s entirely wrong for others. If that’s your only strategy and it doesn’t suit your business, you’ll waste a lot of time, money and effort.

To solve this problem, first understand the relationship that you have with your web site visitors. Broadly, they fall into three categories:

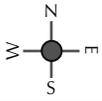


The top group, which I call “friends”, are your customers – that is, people who have paid you in the past for your products and services.

At the bottom are “strangers” – those who’ve never heard of you before. They may have found you through a search engine, by reading an article on another web site, by finding your web address in a newspaper, or by some other means.

The “neighbours” are those who’ve heard about you, but are yet to become customers. For example, they might be the people on your free e-newsletter mailing list.

You need to market differently to each group.



Of these three groups, which is the largest? Well it's most likely to be strangers, of course. And that's why many web site owners focus all their efforts on attracting these people to their web site.

However, the catch is, these people are also the most difficult market to convert into customers. They don't even know you, let alone like you, or trust you – yet. So it takes a much more concerted sales effort to convince them to buy from you.

On the other hand, the easiest people to convince are your existing customers – your “friends”. People who've bought from you in the past are much more likely to buy from you again. Even if it's the smallest of the three groups, it might be far more responsive – and hence far more profitable.

So when you consider possible marketing techniques, keep in mind whether you're marketing to friends, neighbours, or strangers.

In my experience, most web site owners make the mistake of too much “stranger marketing” and not enough “friend marketing”. Focus on your customers, and you might just discover a gold mine of profits waiting for you right under your nose.

That doesn't mean that you shouldn't market to strangers. Some web site owners do very well with their “stranger marketing”, but it does require a lot of work.

The aim of this marketing is to move them up the hierarchy. One effective way to market to strangers is to make a “softer” offer than a direct sale. In other words, instead of pushing your products or services directly at them immediately, start by offering something else, like an e-book, an article, a special report, a free sample, or some other introductory gift.

By doing this, you initiate a relationship with them, turn them into a “neighbour”, and eventually convince them to buy from you, so they become “friends”.

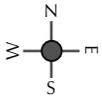
GIHAN PERERA ⊕

The biggest challenge for me when I started my speaking business was always going to be the marketing aspect. I'm fortunate enough to belong to the Queensland chapter of NSAA, which is also the home of marketing guru Keith Banfield, from whom I have learnt an enormous amount. After hearing him present at one of our chapter meetings, I implemented a data-capture system that has worked extremely well. It's very simple, and I can't believe I didn't think of it myself. Every time I speak, hold workshops or even MC, I ask everyone in the audience to fill out an information form, which I usually place on the seats beforehand and collect at the end of the event. The sheet contains a brief self-assessment activity for people (so that it doesn't look like it is all about me), offers them a free subscription to my monthly newsletter, and also asks if they have, or know of, other speaking opportunities or workplaces with professional development needs. Not everyone fills it out of course, but this simple procedure has significantly increased my data base, and constantly generates leads.

IRENA YASHIN-SHAW ⊕

It's important to employ a variety of marketing methods, rather than choosing just one. I use a combination of regular newsletters, free speeches, occasional phone-arounds, my web site, individual consulting, media exposure, writing articles for journals, and so on. However, the best marketing advice I've heard is this: people do business with people they like. In both my business and personal life, I've found that being friendly, approachable and personable brings success. We need to be meeting people, and then using the basic social skills of asking questions, being genuinely interested in them, making conversation, smiling and being genuine. These are more important than any single marketing strategy. It is crucial that we do these things not just to "get more work" but because they fit with our value system. If we are genuine, work will eventuate as a by-product of our approach.

KIRRILIE SMOUT ⊕



Creating Rivers of Referrals for Your Professional Speaking Business

“The smartest way to build any business anywhere in the world is to work off client referrals.”

In today's marketplace, our clients have so many choices when looking to purchase professional speaking services that it's no wonder they get confused. One of your goals in business should be to create a point of difference that makes you unique, memorable, and drives a wedge between you and your competitors, making the choice an easy one for your clients. The by-product of this action is the creation of 'rivers of referrals' for your business.

create a point of difference that makes you unique, memorable, and drives a wedge between you and your competitors

Build your business from referrals. It's a great point of difference.

Ever since I started my own business, I've built it on referrals. We had unlisted office and personal telephone numbers, so if we hadn't worked off referrals, we would have been out of business a long time ago. This approach has given us a unique point of difference. Apart

from this benefit, it's the most powerful form of marketing available, and more importantly, it's very cost effective. Listed below are a number of different strategies you can use to gain referrals from your clients, whether it is a new client, or building your profile in your established niche markets:

KEITH ABRAHAM ⊕

9 Steps to Gain More Referrals from Your Clients

1. Plant the seed with your Client

- Let your client, or prospective client, know that you like to work off referrals in your business, and so if they're totally happy and satisfied with the product and service you have provided to them, you would appreciate them referring you on to their friends and associates.
- What you're doing is creating an understanding right up front that you work off referrals.

2. Tell referral stories at meetings

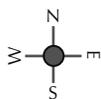
- Share stories of other clients that have been referred to you for your services. Water the seed you planted at the first meeting. It may be as simple as relating a situation about some of your clients that have been referred to you. Once again, we are clarifying the picture that you prefer to work off referrals.

3. Check if the client is 100% totally happy and satisfied with you

- After you've completed the sale with your client, check if the client is totally happy and satisfied with their purchasing experience. Remember, unsatisfied clients don't give referrals.
- Mention to your client that some of their friends and associates may be interested in finding out more about your products and presentations over the next few weeks, and that you would be happy to send them some information, or meet with them personally.

4. Asking for referrals from your clients

- Before you ask for referrals think about how you will approach your client. You could simply say, "Do you know anyone who would benefit from our services as much as you have?" You may want to share your preferred client profile with them.



5. The four ways to contact the referrals

- There are four ways to contact the referrals that you've been given: you can call them, and use the client's name as a point of reference; the client can call them, prior to you calling them; your client can write to them with your details or brochure, and then you follow up with a call; or one of the best ways, but also the most difficult to set up sometimes, is a three way meeting between you, your client and their associate.

6. Think about your approach to the person who has been referred to you

- Write out your approach and script it, but don't read off the script, word for word. Prepare yourself mentally so you can make the best possible impression.

7. Contact the prospective new client

- All referrals have a shelf life, so don't take too long to contact them. See the sample of a scripted approach, we've used with sales people from a number of different industries on the next page.

8. Feedback to your client

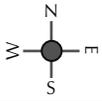
- It's important for the continuation of the referral process that you complete the loop and contact your original client to let them know what happened with the referral. Once again, thank them for their support in helping you build your business. Who knows, they may even have another referral for you.

9. Reward your clients who give referrals

- Always remember, what gets rewarded gets repeated. If you want to encourage your client to give you additional referrals, write them a thank-you note, or send them a small gift. Whether anything happens as a result of that referral or not, reward them.

⊕ SCRIPT for approaching a prospect who has been referred to you

1. Hi, my name is (Your name, from your business name) - You don't know me, but your name has been given to me by John Smith. He asked me to give you a call because he thought you may be interested in receiving a brochure on the services we provide.
2. (Prospect's name), have you got a moment to talk now?
3. If the response is "No" - That's okay. - When's a good time to call back? or can I send you some information? What's your address?
4. If the response is "Yes" - Great! We've been providing services to John recently, and he thought you would be interested in some of the presentations we provide to our clients.
5. If the response is "No" - That's okay. Would it be alright if I touched base with you from time to time and provide you with updated information? Yes - Great. What I'd like to do is send you some information about our services.
6. (Prospect's Name), I'll put this information in the mail to you, or I can email it, then I'll give you a follow-up call to make sure you received it, and to see if there's an opportunity for us to get together at some stage. Is that okay?
7. (Prospect's Name), what's the best address to send this information to? [Check Spelling of Name & Address (including email)]
8. Thank you for your time today (Prospect's Name). I look forward to speaking with you soon. Bye. [Hang Up Last]



Referral Gaining Opportunities from Existing Clients

Here are just a few:

- Give your clients two of your business cards – one for them, and one for a friend or associate.
- Plant the seed with your clients. Let your clients know that people are being referred to you on a regular basis, and if they're totally happy and satisfied, ask if they will be happy to refer you to friends, family and associates. Create the right expectation with your clients. This could be done through your newsletter.
- Organise a "bring a friend night" for your clients. Let them know you're having a special evening, featuring an interesting speaker with a popular topic, and encourage them to bring a friend or associate. It's important that you capture the friend's name for future follow-up. A great way to do this is to ask everyone in attendance to provide their business card to be in the running for a lucky door prize.
- Ask your clients for referrals. "Who do you know who could benefit from the services we provide?" If they enjoy your service and products, encourage them to tell their friends and associates.
- Print on the back of your business card, "The greatest compliment we can receive is when our clients refer us on to their friends. Please give this card to a friend or associate for a special gift when they visit our business."
- Get out into your marketplace and promote your business and services. Take the opportunity to speak to groups like the Chamber of Commerce, Rotary Clubs, Apex, or networking organisations in your local community. Create a profile for yourself so that people know what you do, how you do it, and how people can benefit from using your services and your products.

- Welcome new clients that have been referred to you, either in your business newsletter, or on a special board located in your business. Make a big deal about it. Remember, it's your responsibility to build the expectation in your clients.

You create your own unique position within your market by asking for referrals. Creating rivers of referrals for your business is about working smarter to build your client base, and in turn, maximising your marketplace potential. Now is the time to capitalise on the great loyalty you have developed in your existing clients.

The 10 x 10 x 10 Formula for Business Growth

The Challenge

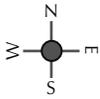
In today's hectic business world, the pressure to produce sales is higher than ever before, yet at the same time we have less time than ever before. To make matters worse, we spend less and less time with the people that count in our business ... our customers. And when we do spend time with our customers, they often tend to be the "high maintenance" ones that don't spend a lot with us.

So, how do you grow your business organically? One way is by taking the time you have available to tap into the sales and referral power of your existing customer base. I see so many businesses that have so much potential, but can't capitalise on it because they are too busy being busy.

The Concept

Regardless of your business, there are three key groups to focus your energy and efforts on for real bottom-line business growth. They are:

1. Your "A" Customers
2. Your "B" or "C" Customers who have the potential to become "A" Customers.
3. Your most qualified Prospects who have the potential to become "A" Customers in the next 6 to 12 months.



Who Are You Going to Work With in the Next 6 months?



Within each of these three groups, select ten people. If you work with these ten, focusing your attention solely on them, you'll be amazed at the increase in your sales.

You need to use your time wisely when it comes to building your business, so make sure you put your energy into working on the customers that count. You don't have time to work with hundreds of customers, and even if you did, they may not deliver the results you want, so concentrate on working on 30 proven or promising customers or prospects.

Why these three groups are critical to your success

So often, I see businesses that take their "A" customers for granted, and neglect them as they go about their day to day business. "A" customers are hard to replace, so it's critically important that you treat them like gold.

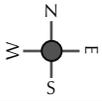
Now for the second group. Do you have some customers who only buy one product or service from you, rather than a number of products? Would it be possible to get them to do more business with you if you applied just a little more TLC?

The final group can be addressed by thinking strategically about your business. Take the time to identify and document the profile of the perfect customer for your business. Once you've done that, identify businesses or customers who fit that profile. Most likely, they're very similar to your current "A" customers.

10 Key Actions for Capitalisation

Once you've identified these 30 customers, take these 10 key actions for better business growth:

1. Over the next 30 days, contact each one of these people to evaluate what opportunities exist to do more business over the next 30-90 days.
2. Evaluate the reasons why your existing customers don't do business with you more often. Often it's as simple as giving them an update on your products and services. Your customers may forget about what you do, or pigeon hole you, believing that the one product or service that they currently use is all that you provide.
3. Take the time to review their plans and goals for the year ahead. This will enable you to identify how best you can add value for them with your expertise.
4. Think outside the box, and look for an article, a book, or a fact sheet to send to your customer or prospect as a way of both helping them, and staying in their mind.
5. Invite these people to a new product launch, or a customer function. Let your best customers sing your praises.
6. Load your customers' and prospects' telephone numbers into your mobile phone and from time to time make a "How's things?" call.
7. Every week, think about and plan your approach to your 30 best prospects. Ask yourself: "Why would this person want to do more business with me?"



The Speaker's Compass

8. Identify 10 key prospects, and then ask your existing customers if they'd be happy to refer you on to them or to set up a personal introduction.
9. At your next team meeting, have each sales person discuss what action steps they're taking to cement stronger relationships with your "A" Customers, and to convert your best prospects to future customers.
10. Once a quarter, have your whole team review these three groups to identify new opportunities, and to talk about unique ways to connect with them.

When you apply the 10 x 10 x 10 formula to your business, it can't help but continue to grow. Concentrating your efforts on the things that count is the key to business growth.

With the demands of today's business world knocking on our door, we need to approach our work smarter, spend time on activities that will return the best result, and work with customers who value our expertise, products and service.

And another thing ...

As we travel the journey as a professional speaker, we learn so much that has a profound impact on both our business and our lives. But if I was to narrow it down to just one idea, it would be this ... It doesn't matter how good a speaker you are, you need to be better at selling yourself as a speaker! With that advice in mind, here are some 'not-negotiable' activities that will improve your conversion rate:

Prepare Yourself for the Sales Meeting

- Have your information kits ready to go
- Research the client's company on the Internet
- Prepare quality questions before the meeting
- Look at your dress style – polish those shoes

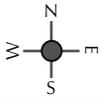
- Understand their industry, products, and current challenges
- Follow up on the information you may have sent them
- Send a book, or log them onto your email program
- Add them to your database, and your email lists
- Take time to develop new material, models, and concepts
- Make sure you're spending time on your own ongoing learning and development

During the Sales Process

- Understand their specific needs, motives, company products, and language patterns
- Make your proposal easy to understand, and use their style of language
- Send your proposal, together with recent client testimonials
- Write a thank-you note after the meeting
- Send a professional logistics sheet, including your terms and conditions
- Offer your client a book, or product package, for each delegate
- Follow up to make sure the logistics sheet, terms & conditions, and invoice were received

After the Presentation

- Send a gift and a note
- Follow up with a phone call
- Ask for referrals and a testimonial
- Implement a follow-up system via email
- Identify opportunities to work with that company again in the future
- Make another follow-up call one month later
- Add the testimonial to your website, with digital pictures and a 30-second audio clip.



The Zebra Marketing Principle

(How to “stand out” from the herd as a speaker)

In 1996, Kerrie Nairn asked me for some advice. “Max, how do I promote myself as a speaker without having a huge budget? I’ve heard you speak of the Zebra Marketing Principle. Can you please tell me more?”

Claire Halliday, a leading freelance journalist and author in Melbourne, recently interviewed me for a story she was writing, and, interestingly, asked me almost the same question (among many others!) that Kerrie had asked me ten years earlier. Isn’t it funny how, as speakers and writers, we find that things keep on ‘coming around again’?

This prompted me to write this article and share an updated version of the information and advice I gave to Kerrie back in 1996.

Claire’s Question #1: When did you first develop the Zebra Marketing Principle, how relevant is it to business today, and have you refined the principle as times have changed to keep it relevant? (Journalists often begin in a hurry, asking lots of questions all at once!)

In 1996, we produced a booklet titled “The Zebra Marketing Principle: How to stand out from the herd.” The stories from this booklet were then incorporated into my subsequent book “The Hospitality Jungle: The nine principles you need to succeed in hospitality.”

“Is it relevant now?” you ask.

Have you ever noticed that whenever sporting teams (and business teams) begin to slide, the cry is always “We need to go back to the basics.” My question in response to this statement is always, “Why leave the basics in the first place?” Hence, my other eight principles (along with the Zebra) are about getting ‘the basics’ right. All nine principles help you to stand out from the herd.

The “Elephant Principle” is about developing a better memory. A good memory for names and faces is very important in hospitality.

The “Panda Principle” is about developing likeability. All other things being equal, people prefer to do business with people they like – and all other things being not quite so equal, people still prefer to do business with people they like!

The “Spider Principle” is about building a network (and an ‘Internetwork’) of friends and business contacts. I quote my good friend Robyn Henderson, whom I believe is the best networker in the world.

The “Hog Principle” is about setting goals and targets.

The “Lion Principle” is about being the best you can possibly be.

The “Owl Principle” is about developing your listening, observation, and thinking skills.

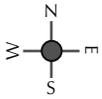
The “Kangaroo Principle” is about ‘bouncing back’ after failure. As speakers, we all have both large and small failures on a regular basis.

And the “Jackass Principle” reminds us that “If it’s to be, it’s up to me.” You have to get off your ‘Jackass’ and work on improving your personal and business skills.

Claire’s Question #2: How do I make my business stand out, and can you give me a couple of examples of ways in which businesses do this?

Using my own business as an example, firstly, I do it by marketing myself as “The Hospitality Doctor.” Whenever I speak to audiences, I wear a white doctor’s coat. It’s an inexpensive prop, yet it makes me stand out from the herd.

You have to get off your ‘Jackass’ and work on improving your personal and business skills.



Secondly, I've worked hard to become very, very good at using the Internet. I have a weekly e-mail that's read by 20,000 hospitality-industry professionals around the world. People subscribe to receive "Dr Max's Weekly Hospitality Industry Secrets, Tips, Tonics, Remedies, Scams and Medicines.

The e-mail doesn't try to sell anything. I make sure it's beneficial and interesting for readers. Numerous subscribers have written to me saying "As soon as we see your e-mail in our in box, it's the first one we open." While I'm not selling anything in the e-mail, I'm really selling "me" just by making sure I appear in front of my target market on a regular basis, and in an interesting and helpful way.

As a result of this, I've shared marketing ideas with audiences in the UK, Canada, Italy, Iceland, The Netherlands, Dubai, Brunei, The Maldives, India, Hong Kong, Singapore, Fiji, Singapore, Malaysia, Indonesia, Noumea, and throughout both America and Australia. Without the Internet, I'd have needed a budget the size of Coca Cola's to achieve this coverage. This is an example of applying the Zebra Principle when you have a low budget, or no budget.

I was stunned recently to receive an invitation to speak at a hospitality convention in Colombia. When I replied, telling them that I was unable to accept their invitation, I asked, "Why me, and how did they even know about me?" The exact words of the reply were: "We found out about you through voice of mouth from people in the industry. You are a well known person." WOW!

Twice I've spoken about Internet Marketing at the world's largest Hospitality Exhibition in Chicago, USA, where I was introduced as 'the Wizard FROM Oz'.

The Victoria Racing Club heard about 'the Aussie Wizard' who was teaching the Americans about Internet Marketing, and decided to get me on board. I'm currently working with the VRC as an Internet consultant. I'm working with Dr Stephen Silk, the GM for Strategic

Marketing, and Joe McGrath, the Marketing Events Manager. Our focus is on developing the Melbourne Cup Club.

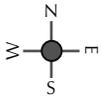
Claire's Question #3: How do you attract the media to YOUR business? Again, can you give me examples of ways in which businesses can do this?

You have to 'understand' the media. You need to know how it operates. You need to realise the media is like a 'hungry lion' that has to be fed. And it must be fed on-time (with an eye to deadlines). You need understand that you have to bait the media hook with interesting morsels – something that's different, current, topical and entertaining is always best.

You also need to realise that if a major story breaks, your news release will probably get pulled. For example, you probably don't remember reading about the 750th anniversary of Moscow, even though the event had been planned for five years, and the world's media had been extensively briefed. Unfortunately, Princess Diana died just as the anniversary dawned, and the following weekend, Mother Theresa died. Out the door went all the stories about Moscow!

As a speaker, I try to get free press wherever I go, with the client's approval, of course. This helps me, and helps the client. The very fact that I'm from 'out of town' means there's a good chance that I'll be 'newsworthy' for the media, even if it's just by being 'different'. I prepare news releases in advance, and now carry them on my USB storage device so they can be accessed easily, edited if required, and printed out in my client's office and sent to the media ready to publish.

As well, I've developed media hooks. I talk about the Boomerang Principle: "What you send out, comes back." I learned how to throw a boomerang properly with Australian boomerang-throwing champion Paul Bryden, and we developed an indoor boomerang. Sometimes I throw it in my presentations – it's a very Aussie thing to do, and always goes down well. I also use a whip in my presentations, and talk about



how this makes me stand me out from the herd, too. The media loves all this, because it's 'different.' As a result, I have newspaper cuttings from all over the world talking about this 'unusual' Aussie speaker.

Claire's Question #4: How do you get customers to keep your advertising flyers?

Many people who are preparing advertising flyers seem to forget the WIIFM (What's In It For Me) Principle. There needs to be a good reason for people to hang on to your flyers. When I speak to audiences, I give out a flyer that has a 'magic' trick on it. I explain how they can have some fun, I perform the trick, and I suggest they take it home or back to work, and try it. Then I ask them to turn the flyer over, and they find advertising for my books and products. I explain that by using the WIIFM Principle, and making them look good, I encourage them to become my marketers.

Claire's Question #5: Are your principles geared specifically towards people working within the hospitality industry, or can they be applied to any type of business?

My target market is the hospitality industry, however these principles are applicable to anyone or any industry involved in the 'people' business, which pretty much applies to everything, if you think about it.

Claire's Question #6: What's the biggest mistake people make when marketing their business?

Not having a target market.

Finally, I remember Kerrie asking me "Is there room in the speaking industry for one more speaker?" And I remember answering her by quoting Napoleon Hill: "The world has a habit of making way for those people whose words and actions show they know where they are going!"

MAX HITCHINS ⊕

The best advice I received was to read “Money Talks” by Alan Weiss. It’s challenging, particularly towards much of the “traditional wisdom” espoused by other senior speakers. And it is full of fantastic ideas and processes that you can use to build a successful speaking business.

MATT HERN ⊕

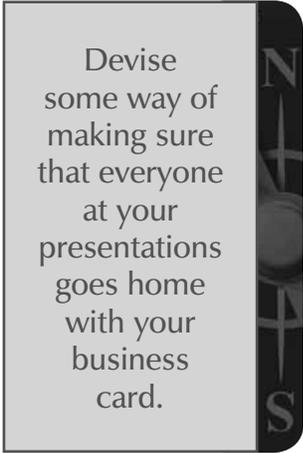
Business card marketing

Devise some way of making sure that everyone at your presentations goes home with your business card. I always do this whenever I speak about my favourite topic – metrication. I have the backs of my business cards printed with enough metric measurements to build a house, and I also include a small metric ruler across the bottom of the card.

I then arrange for a card to be handed out to each person, and we actually use the information on the card during my presentation.

Everyone goes away with a useful item for their purse or pocket, and I benefit by having a lot of my business cards – identifying me as a metrication expert – circulating throughout the community.

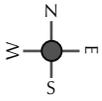
PAT NAUGHTIN ⊕



Devise some way of making sure that everyone at your presentations goes home with your business card.

The best marketing advice I’ve received was from Winston Marsh: “You need to be a better marketer of what you do than a doer of what you do.” It’s fantastic to have the speech, but if you can’t sell it to anyone, what’s the point?

DONNA HANSON ⊕



Create an Image

Create an image for yourself that no-one else can emulate. The best two ways to do that are to:

1. Be authentic, and have a logo, motto, topic and presentation style that truly represent you.
2. Change yourself to fit your created image! Live the lie! Change your family; change your friends. Invent your biography.

Either way will work, but (1) is much easier, and you're less likely to be caught out.

RODNEY MARKS ⊕

Consistency is the key with marketing. When you get busy, it's easy to neglect the marketing side of your business, and that will invariably cause an ensuing slump in business (and cashflow!).

Something that works for me is to send 3-5 marketing packs out per week – on a Monday – and follow them up by telephone on the Friday. In the early days, I used to send out 20 per week, but one day (after missing a Friday follow-up) I found I had 45 phone calls to make! I decided to cut back on the number, focussing on quality rather than quantity, and am now able to keep on top of the marketing easily.

MARIE FARRUGIA ⊕

In Dr Stephen Covey's inspirational book 'The 7 Habits Of Highly Effective People', he offers a bit of marketing philosophy in Habit #5: 'seek first to understand, and then to be understood.'

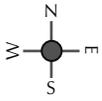
What are the main benefits you bring to clients as a professional problem solver?

Here are four marketing tips to bring your expertise to the fore:

1. Define the markets or industries you will target before making your presence known.
2. Attend member meetings, trade shows and conferences at the regional, national or international level, depending on your budget and time frame.
3. Subscribe to industry trade journals, and review back issues.
4. Offer your expertise as a writer by preparing client case studies that deliver value to the publisher, the focus organisations, and, of course, the readers.

In a short time, you'll be in a much better position to offer relevant solutions to those seeking your professional services.

ROB SALISBURY ⊕



The Power of Three Choices

Several years ago, I learned about the power of the Rule of Threes – saying something in three slightly different ways.

I've since learned about the power of this rule in relation to sales – thanks to Alan Weiss.

Alan taught me to give prospects three ways to say 'Yes!' to engaging my services, and the increase in my revenue since adopting this approach confirms how valuable this is in securing business.

In the 'old days', I would put a proposal to a client or prospect that basically said 'here's what you want, and here's what I'll charge'. Don't worry, I did use much more appropriate and professional language in my writing! Yet fundamentally, I can see now that from the reader's point of view, this may well have been the general perception of my proposal.

For some time now, I've been doing something quite different.

We all know that there's frequently a difference between what clients (or prospects) say they want, and what we come to realise (and they sometimes admit) they really need. And then, on top of that, there's often another level of service that they readily acknowledge would be really nice to have ... if only their budget would stretch that far. (A prospect recently said to me that I'd helped her realise she had 'champagne tastes but a beer budget'!)

So, here's how I submit my proposals now – thanks to Alan's sharing of his wisdom and insights:

In the Investment section, I provide the client/prospect with three options:

Option A - the lowest \$ amount

- meets the client's basic requirements (their stated wants)
- clearly will 'do the job' – but nothing else
- (My feeling if they took this option? OK)

Option B - the middle \$ amount

- addresses the client's real needs – as discussed during our meeting
- and is clearly a level of service they would love to have
- (My feeling if they took this option? Great! I believe it offers real value for money, and is a level of service I feel I can deliver congruently and professionally.)

Option C - the highest \$ amount

- covers their wants, needs, and 'ideal world' scenario
- extends service and deliverables well beyond what they originally said they wanted, but in doing so, clearly adds value and benefit to them
- (And my feeling if they took this option? Yippee! I'm thrilled to be delivering this high level of service over an extended period of time, and know it will provide the long-term results they're looking for.)

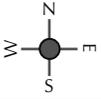
And now for the most amazing bit – the results of presenting the client with three options:

I've never had a client/prospect take Option A! Some 50–60% take up Option B, and – you guessed it – the rest end up taking the highest level of service offered, and are happy to pay the price for the additional benefits that this option brings them.

As Alan would say, this is simply changing the question from 'Shall we use Sandi?' to 'How shall we use Sandi?'

Thanks Alan – this is magic!

SANDI GIVENS ⊕



'Do what you love with people who love what you do.'

I can't remember when I heard it, or who originally said it, but these were the most powerful and most welcome words that came my way. It saw me through those tough times when the feelings of doubt would appear, eroding my confidence.

Despite the fulsome praise I would receive, and the knowledge that individuals had genuinely benefited by my words, it was the occasional criticism that seemed to penetrate through to my soul.

That is, until this simple statement, 'Do what you love with people who love what you do,' summed up the essence of effective marketing, focusing my attention like a laser on where I would be successful. It changed my life.

RICHARD BOSI ⊕

The best advice about marketing – outsource to people who are experts, and make sure they are on a performance contract. In other words, they incur a financial penalty if they don't deliver on agreed performance indicators.

SARAH CORNALLY ⊕

IT IS OKAY TO SELF PROMOTE

I REPEAT

IT IS OKAY TO SELF PROMOTE

I REPEAT

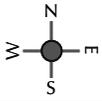
IT IS OKAY TO SELF PROMOTE

OTHERWISE

No one will know what it is that you do or how good you are at what you do. Not to mention what you can do for their organization.

When you believe in you, others do too.

ROBYN HENDERSON ⊕



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Thank you to all contributors for taking the time to share your wisdom, ideas, tips and strategies in this book. Many of you were great mates with Kerrie Nairn and on her behalf I thank you. This book is a wonderful legacy to the contribution Kerrie made to the National Speakers Association of Australia during her short life.

Robyn Henderson, CSP



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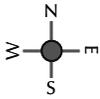
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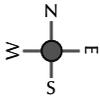
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