Robert: Hello everyone this is Robert Middleton at Action Plan Marketing. Today we are going to talk about speaking as a marketing tool. I met Vickie Sullivan on the Internet several years ago, bought some of her tapes and was very impressed by her expertise.

Vickie is nationally recognized as the top market strategist for experts on the professional speaking circuit. With her background in positioning, political issues, fundraising and creating a corporate speakers bureau for a non-profit health care association, Vickie found her niche packaging the brilliance of experts to make a bigger impact.

Let me give you the context of what I will be interviewing Vickie about today.

By the way, Vickie, welcome. I’m really glad you’re on the call with me.

Vickie: Thanks so much. I am really thrilled to be here, Robert.

Robert: We are going to have some fun today. This is one of my favorite topics. We have both worked with experts, independent professionals, or what I call InfoGurus. One of the best ways for InfoGurus to market their services is through speaking. We will be discussing the best strategies on how to attract new clients using speaking as a marketing tool.

Vickie, where exactly do we start with all of this?

Vickie: I think the best place to start is a little bit of market intelligence. The whole game of speaking as a marketing tool has undergone some major changes. I think people need to go in knowing what those changes are so they can make their decisions and choices accordingly.

Robert: Sounds good.
Vickie: The first big change is the change in the audience. The audiences are becoming very, very sophisticated. What I mean by sophisticated is that they have had access to many speakers before you. They now have an attitude or perception about speakers in general that I think your folks need to know about.

Robert: Okay.

Vickie: First off, you need to know that people are becoming very sensitized to pitches. There is a huge backlash out there that if people feel that you are pitching them in any way, shape, or form they go to the host organization immediately and complain.

It use to be that people would put up with more pitching from the podium, and say, “Hey, that is just the cost of hearing the speaker,” but no more. Folks are very sensitive to it. They see it as a betrayal. It gets very personal, they say, “I came here. I paid money. I’m spending my time to learn something. You had better give me something of value, don’t just pitch me.”

Robert: We are going to learn how to still find out how to market yourself appropriately despite the fact that pitches are frowned upon these days.

Vickie: You bet. There is a way to do it. You have to know how to do it up front but you do not want to fall into that trap.

Robert: Ok, great.

Vickie: Another thing you have to look at is there are so many speaking opportunities out there. The second change going on is the number of opportunities out there and the dependence on experts like your folks for their content. So what has happened really is the sales process has kind of reversed itself. They need us as much as we need them.

Folks need to know going in if they are interested in your topic. They will start selling you on speaking to their group. You need
to have very clear parameters to make sure you know what opportunities to accept and what opportunities to not accept because not all opportunities are created equal. That is the second huge change that I am saying.

The third huge change is what really moves an audience to act. It used to be that you could give someone an article, and say, “If you want this article, give me your business card. If you want to sign up for a newsletter, give me your business card, or go sign up on the Internet,” because people are being so inundated with information, online newsletters and these kinds of things. They are very reluctant to give up their personal information.

Robert: Now Vickie, I have to say that in my experience, I found that I can get about 80% of the cards using that technique still. It sounds that it might really vary depending on the kind of audience you have, whether it is a conference or a chamber of commerce.

Vickie: It can vary.

Robert: I found it still works, but I think it is interesting for you say that you are finding it is not working as well as it use too.

Vickie: I think that it can work. I think you just need to put the idea on steroids, so to speak. Instead of asking for an article, don’t say you are going to give people an article, do something interactive with the audience and offer to give them the findings or the results of that interaction. That makes your providing them much more real, much more valuable, much more tailored to that particular audience. They are going to jump on that with much higher percentages.

Robert: Can we get into that a little more later?

Vickie: Sure!

Robert: Ok that is great. Keep going. What is next?
Vickie: Those are the three changes that I think people need to know. If you go in with that context, you are already ahead of the game. What you have to do in order to make the whole system work is you really have to change the mindset that you approach these speaking engagements.

A lot of experts look at speaking engagements as an end-all and be-all. They will say, “All I have to do is give a great speech and the world will come knocking on my door.” That is not the case anymore. The marketplace is too crowded. There are too many experts out there and there are too many ideas.

Robert: I’m not sure that was ever the case. No one knocked on my door. I had to knock on other people’s doors.

Vickie: Exactly. If you use the speech as a focal point for other marketing activities; if speaking becomes more integrated into all the other marketing activities you are doing, then you have just turbocharged your entire speaking effort.

What you can set up, and this is really exciting I think, is getting clients because you ever hit the podium. You can set it up to do that if you just have the right system.

Robert: When you talk about other things integrated, what other things are you talking about specifically other then the speaking?

Vickie: For example, one of the things I told my clients to do all the time when they go out and speak, I don’t care where they are speaking at, I don’t care if it is a national convention all the way down to a Rotary Club or Chamber of Commerce, I suggest to my clients that they do what I call “packing the house.”

Do not depend on that particular audience to give you business. The invitation to speak itself, having people hear you speak in and of itself, can be a very potent marketing tool.

I am going to make up details here... Lets say a business coach knows people that are kind of sitting on the fence, or they have
clients who rave about them. They think they are the best thing since sliced bread. Invite them to that speech because what will happen if you get your fans into that speech, they will create the buzz for you.

They will be networking with people and they will say, “Well, what brought you to the Chamber of Commerce meeting?” And your raving fan can say, “I am here because Robert Middleton rocks! He is the best thing since sliced bread.”

**Robert:** That’s what they all say!

**Vickie:** Of course they do!

**Robert:** This is a great idea. I absolutely agree. Invite the people on your list anyway. It really gives some synergy to the whole promotion.

**Vickie:** Here’s the even better thing. What happens is the host organization sees the bigger crowd, they see the up-tick in registration, and they get the impression, “This speaker is a draw. This speaker is a popular speaker.”

Let me tell you something. These communities are very small, so if you get that kind of reputation going around in your local community then you are in the power position.

**Robert:** Makes sense, very good idea.

We talked a little bit earlier about... Often when I am talking to my InfoGurus and coaching them, helping them with their marketing, and talking to them about talks, the number one issue is, “What the heck do I talk about?”

We think that would almost be a given, but it really isn’t. And I would like to address that a bit. What kinds of topics, what kind of angle gives a topic the most interested and attracts the most people, what have you discovered?
Vickie: That’s a great question, Robert. The first thing that I discovered is that many experts approach their topic coming from the wrong perspective. Instead of looking at what can I talk about, the question really is, what are the audience’s hot buttons?

Let’s go back to the business coach. The business coach, instead of saying what are my topics, the first thing you do is you look at what is the audience’s hot buttons?

Robert: Define hot button.

Vickie: For an example, if that business coach is talking to the Chamber of Commerce, the first thing she needs to do is talk to that chamber about who the audience is, what their make up is. She needs to say, “What issues have you covered in the past? What surveys have you done that the members say are the chief challenges in their business?”

Robert: That is the emphasis, the challenged, the problem, the predicament, the issues, the pain. What are they facing? What are they complaining about? What do they want information on to solve those problems? That is were we are getting at.

Vickie: Exactly. What’s the buzz, Robert? What are people talking about? The second thing that the InfoGuru needs to do is say, “What is my unique take on that challenge,” not, how do my topics fit but what is my unique take on that challenge because the speaker wants to be seen as the strategic thinker.

If you change people’s perspective and you change their mindset, they are immediately attracted to you. They just can’t help but think, “I need this person’s thinking.” That is what starts the whole “it” attraction and the interest.

You look at number one, where’s the pain? Number two, what is your unique take on the pain? The third thing that you do to come up with a topic is start listing, three, five or whatever.
I am a big fan of three because most of these speeches are 30
minute, 45 minutes, maybe an hour. What are the three things,
the three myths, the three realities, the three big changes
coming up, the three solutions? What are the three things that
will solve, will address, that pain?

You approach the marketplace from that perspective: “the top
three changes coming up in small business growth,” or the “top
three things your website must do to convert traffic,” whatever
your expertise is.

Robert: Three sounds like the manageable number. I like that.

Vickie: I like three because you can go deep.

Robert: Very good point. Some people give the 27 ways - you can’t go
deep with that.

Vickie: That is the worst thing. I am so glad you said that Robert
because that is the very worst thing that experts and InfoGurus
can do. If they go a mile wide and an inch deep, they have not
established their expertise. They have not shown the people in
the audience that they know stuff.

What they can say is, “Listen folks there are 5,000 different
ways to do this. Here are my recommendations.” That puts you
in the power position.

Robert: It has taken me many years to understand this. I want to do
workshops, not just talks on one topic, the marketing message,
which I think is so important. I can talk about that for three
days and work with people for three days. They will probably
get more value then the 20 topics I often cover. It is easy to fall
into that.

From that, we have an idea for a topic and a title. Where do we
go from there? How do I find all of these places that could book
me? I know there is a lot. I know certain businesses there are
more opportunities than others. Can you just address that?
Vickie: Sure. Opportunities are everywhere. You just need to know where to look. The first place that a lot of InfoGurus need to look is in their own backyard. There are Rotary Clubs all over the place. There are Chambers of Commerce.

Robert: Kiwanis, Lions and other service clubs as well.

Vicki: There is also what I call “women in minority groups”. There are a lot of women’s networking organizations. There are a lot of minority groups. Here in Phoenix, Arizona there are the Latinos, accountants’ groups, that kind of thing. There are a ton of different associations and groups.

The place that you find them a lot of times will be at the Chambers of Commerce. This doesn’t happen with every Chamber of Commerce, but this is an excellent place to start. You want to go to the Chamber of Commerce and find out if they have a list of professional in-service organizations. Some do, some don’t, but it is definitely worth a phone call to find out for sure.

Robert: They will sell that to you and you don’t have to be a member to buy it either.

Vickie: Exactly.

Robert: The other thing I did, Vickie, is I went to the library and said, “What directories do you have of professional groups in the area?” I found a few. It really depends on the town or city you are in, but with a little searching, they are out there.

Vicki: Also look at the newspapers, look at the calendar of events in the newspapers. Any organization worth their salt is going to put their weekly or monthly event in the newspapers.

Another way you can do it is just through your networking. Do you know how many people have fans, clients who love them and are active in associations and groups? What better way to
get the speaking engagements, or find the speaking engagements if your client can tell the program chair, “Listen you really need to get that Robert Middleton. I am telling you what, he rules!”

Robert: All you have to do is make a list of these people, or send them a letter, or call them and say, “I have a topic. This is what it is about. I am looking for opportunities. Do you know organizations in the area?”

When I started my business I did networking like that and found tons of groups very, very quickly.

Vickie: Here’s a way to put that idea on steroids. Instead of leading with a topic most InfoGurus can really connect with their network about, some of the stuff they have already done. In other words, they can have a conversation like, “We have done such great work together. I really want to get this point of view out into the world. I’m ready to start a revolution. I am ready to redefine what it means to do ______.

Robert: Vickie, I love that point of view. I say that the way of marketing for an InfoGuru is through “evangelism,” which is that kind of attitude. I really have a message. It makes a difference. I want to get it out and help people, and I am enthusiastic about it as opposed to, “I need to give talks because someone said that is a good way to market myself.”

Vicki: Exactly.

Robert: That is not going to do it very well. Is it?

Vicki: It is all in your attitude. It is all about where you are coming from and how you are approaching the whole speaking. What’s interesting is that people who have already bought into your perspective will buy into this. They say, “Hey this is a purpose bigger then us.” When you are contributing to the greater good, nothing but magic can happen.
Robert: The heart of this goes back to more then the title. It is your message. What do you want to convey? How do you want to help people? And then, you craft that into three major points. But it is the thing you really stand for. It is also the thing that will lead them to your business. Obviously your talk has to be related directly to your business.

I have to throw in this one little thing because it is so good. I heard when Anthony Robbins started he got into NLP and got very excited. He is ten times more excited then the average person. Tony Robbins went around and looked for groups in the Los Angeles area and said, “Some weeks I was speaking for breakfast, lunch, and dinner five days or six days a week giving my talk.”

He was so committed, so evangelical about that message that everybody wanted to have him. That was the start of his business. That just grew and turned into big seminars and tape programs. It started with talking for free in front of Kiwanis, Rotary, women’s groups, Chambers of Commerce and professional associations.

Vickie: Speaking is a conduit, I tell clients this all the time. Speaking will create whatever you want to create from it. You just have to be clear about what you are wanting. If you attach your business, and I truly believe this Robert, to the greater good, you say, “I am on the planet to redefine ____ and I am using business coaching, speaking, CDs and educational products to do that.” The speaking is a conduit.

What happens is you are putting yourself out there and the people that buy into your ideas will buy into you. You will also repel the people that are not workable for you.

Robert: Repel or push away.

Vickie: Exactly. So what happens is the people that don’t buy in, the people that could be who the worst client of the year goes to, those folks are not going to waste your time. The whole idea of
speaking as a marketing tool can really create some wonderful and qualified leads because they have already bought in.

Robert: I absolutely agree. Now, I have a message I am excited about it. I have created a list of all of these organizations. How do I approach them, and what kind of materials do I use? What is the strategy that you find the best to do that?

Vickie: I do now know how many of your InfoGurus know this already, but a lot of groups operate on a school year. That means that they have elections in the spring. They will still have meetings in the summer, but the summer is really an organization time. The new board is kind of coming on board. They hit it full force when everyone is back from vacation.

Some of these groups are more organized then others. The first question you want to ask of these organizations is, Where are you at? Have you already planned for the year? Have you planned six months out,” that kind of thing.

Robert: So who do you talk to? Do you call first usually? Is that your recommendation?

Vickie: I’m a big fan of calling first because people are more apt to return your phone calls if you say, I’m calling about the Rotary Club.

Robert: Just say “I am calling about the Rotary Club,” you don’t even have to say I am talking about giving a talk to you’re a Rotary Club.

Vickie: I’m calling Susie Smith. I’m calling about the Rotary Club. Nine times out of ten they will return your call because they are in a leadership position and they think, “Okay, this is my heart work. I am going to return this call.”

These people are very serious volunteers. They do not shirk their duties because they are in a leadership position. You want to talk to the president, and the first question you want to ask
the president is, “Are you handling the programming for the Rotary Club or do you have a program chair?”

That is the first question you want to ask because you don’t want to get into a big spiel and then find out they are not the ones making the decision. In some groups, the president does double duty. Some have a board member doing that. It depends on the size of the group. You have to figure that first thing out.

You don’t want to send out any materials blind until you find out who you need to send them to.

Robert: Otherwise they are going into a black hole. They get the materials and say, “Why did we get these?” It is like a cold mailing. It’s better if they expect the materials. How do you sort of pitch the topic to them so they will be more interested?

Vickie: Here is how I do it. This is what I tell my clients and this is all in Get those Bookings. What you do is have a conversation something like, “Hi Susie Smith. My name is Vickie Sullivan. I am a business coach with ______ point of view.”

You don’t say you’re speaker. That is the kiss of death because when you say speaker that has such a connotation that they start turning you off. You don’t say, “I’m an author, I’m a speaker, I’m a business coach,” you say, “I am a strategic advisor to a Fortune 100 Companies that do ______.”

Robert: “I am a marketing consultant that works with Independent Professionals and helps then attract more clients.” That’s your basic marketing message, solution-oriented message.

Vickie: That is the audio logo that you talk to everyone about. You start with that and you say, “I’ve been doing some research.” Or “I have noticed some big changes in ______ and I am making presentations to groups who would be interested in these findings. I am calling you to find out if ______ topic is something your members would be interested in.”
Robert: This is brilliant. You really position yourself as an InfoGuru, bigger picture then as a speaker but as a problem solver. That’s very good.

Vickie: Exactly. Your attitude is, “I have these findings or I have this original thinking, or I have this cool stuff and I am just trying to see if there is a fit here. If there isn’t I am not going to bother you because there are plenty of other people that have it.” See what I am saying?

Robert: Absolutely.

Vickie: You come in not arrogant, but just, “This is what we have, and we are making presentations about these findings and wanted to see if this is appropriate information for your group.” They will say yes or no, or they will say, “We have a ton of marketing topics. We don’t want this.” Then you can decide if you want to push it or not.

You can say, “I totally understand. I know that marketing is a popular topic. What is your organization doing about dealing with _______ issue?”

That will kind of jar them a little bit. They will say, “Wait a minute. We are not dealing with that issue.” You can say you are not dealing with it because it is not important to your members, or the members already have that covered? They will say, “Well no, I haven’t really thought about that.”

There you have another “in” to continue the discussion, to the extent that you can talk “shop” with these people to the extent that they start buying into your point of view. And that is where you get ahead of the pack.

Keep in mind that these folks are deluged with possible presenters. Not only are they getting cold calls but they are getting a ton of referrals from other board members and other members.
The organization membership knows who is planning for the speakers. That is why if you have any raving fans out there, if you have anyone that thinks you do great work, a recommendation from them is going to be ten times better than any kind of cold call you can make.

**Robert:** If they make a call first and then you get in touch with them, you are going to have better luck.

**Vickie:** Exactly. I also tell my clients, “Let’s pick the low hanging fruit first. Let’s do the easy stuff first. Leverage the easy stuff to the hilt. See how many opportunities you generate from that. Then if you have to go cold call, do that.”

I am going to get on a rant here and get it off of it very quickly, Robert. The biggest mistake that InfoGurus make is that they naturally assume they have to cold call in order to get these speaking engagements. They just assume it.

I had a client, John Warner out of North Carolina. He is so wonderful. He had a sales background. I did some work for him and I said, “John, you have hundreds of thousands of dollars in revenue just waiting to be picked up. Quit making a bunch of cold calls. Do the stuff over here and get this revenue.”

He said, “Oh Vic that’s fine, I am really glad that you found that for us. Now how many sales calls do we need to make a week?” I said, “John, put down the phone! There are these opportunities over here.” He generated $800,000 in new revenue from low hanging fruit because he gave up the idea that he had to cold call in order to get speaking engagements, that he even had to cold call to get clients.

**Robert:** He already had relationships, connections and potentials.

**Vickie:** He just didn’t leverage it out.
Robert: He wasn’t leveraging it. That’s a very, very good point. You could do a whole talk on just that I think.

Vickie: Well, that is all about *Springboard Marketing* that’s on my website, what people do when they look for speaking engagements and how to find speaking engagements. The first misconception is they are thinking. “I have to go out and make a bunch of cold calls.” Nothing could be further from the truth. They’ve got speaking engagements in the palm of their hands but they just don’t know it.

Robert: Great.

Vickie: You can tell I am very passionate about this.

Robert: We’ve connected with someone who might be through a referral or a connection, it might be a cold call. We have some interest in our topic. What do we do next? What is the best material to send? Often this has to go through a committee. Something has to happen before they say “Yes, let’s use you.”

Vickie: You bet. I will tell you what you do. I am a big fan of making it personal. What I do is I tell people to have a template. You can fax this. You can email it. I would have a template that says: “Dear Susie Smith, great conversation. Based upon our discussion here is what I am recommending for your group.”

I would put that one-line title (for the talk). I would put a paragraph that has two or three bullet points, a paragraph no longer then two or three sentences, then three or four bullet points. I would attach your bio, and that’s it.

What the best thing about this kind of speaking versus the big national association, the national convention speaking, is you don’t have to have high dollar tools, high dollar one sheets that are four colors and all of that stuff.

You don’t have to have that to get to this market. It is a very easy and cost-effect way to speak. But you have to be smart
about it and you have to be able to have something customized enough and be able to create the copy enough. A lot of the time you are just changing the words in the template and then you are sending it out but it looks very personalized.

**Robert:** What do you think about also including a list of places you have spoken, if you have done that, and testimonial quotes?

**Vickie:** Of course you can do that. In fact you can say, “I want you to know these findings have met rave reviews from groups such as ______.” or “Similar groups research has been conducted in this industry and so and so found this to be an excellent addition to their program.”

**Robert:** I was talking to a service provider yesterday. We had a conversation and then she sent me some emails, one of which were testimonial quotes. At the end of reading those testimonial quotes I thought, “How can I not use this person?” If you have good testimonial quotes about how good your presentation was or how good it helped them, they can be very persuasive.

**Vickie:** How you do that is you want to make sure that the testimonials have something specific such as, “ranked best speaker of the year,” or “You kicked off our year to such a strong start.” or “People were buzzing for hours afterwards.”

You want to have facts that support the opinion. You just don’t want to have opinions with a name.

**Robert:** Okay, Good. That’s what you send. You send out some material (by email) and just wait and pray, right?

**Vickie:** Absolutely not. I got through this with the “talking to strangers system”. You never, ever leave a conversation with the ball in their court. Never. In their conversation, one of the last things you do is you go over the game plan. You say, “Okay, Susie Smith I am going to send you this information and you’re going to pass it along to your committee... You guys have a committee
meeting next week.. so I should probably call you a week from this Friday to find out how the committee wants to proceed.”

She is going to say, “Yes that is a great idea.” Then you lock down the time. You say, “I am around at around 10:00 o’clock. Are you around then? Lets put that in our schedules.”

You set the appointment so you can go to the gatekeeper and say, “I talked to Susie last week and we made an appointment to talk at 10:00 o’clock today. I am calling for my appointment.”

Robert: That is one of those little brilliant things. Everyone should be jotting that down and noting it. As you say, never leave the ball in their court. Nail it down. Get an agreement for the future like a phone appointment. It’s just more likely to happen. People like to be taken care of that way as opposed to it just being left in the air.

Vickie: Also what happens is they plan around it and, lets go to the dark side for a second.

Lets just say that Susie Smith forgot about you or had to schedule something over you. Here is what usually happens. Either they are going to drop you an email saying, “I had to schedule something but I want you to know the committee loved it. You are in the final cut,” or, when you call there is a little bit of guilt now because they have blown you off. They think, “Oh my gosh I have spent time with this person, I have to got to call them back.”

It puts you at the top of the roster of things to do when they get out of that meeting.

Robert: This doesn’t mean, of course, that every conversation you have and every package of materials is going to turn into a talk, but it increases your percentage rate or your hit rate.
Vickie: It’s just the idea of little things working together to create a big thing. If you have all of these little nuances that go into it, it creates more of the result you want.

Again, it is all about getting a systemized approach to it. If you leave it to their chance, they are busy; they are not going to follow-up. You have to keep the ball in your court.

Robert: Okay, great. You follow-up and ultimately they say yes. Earlier on in preparing this you have this question, what to ask decision-makers before agreeing to speak.

Sometimes people will approach you or they will try to push you in a certain direction. You don’t want to give a talk to the wrong group with the wrong topic as that is really not going to help you. How do you make sure you go in the right direction?

Vickie: I am so glad you brought that up, Robert. I will tell you again. Number one, not all speaking opportunities are created equal. Number two, because the InfoGuru is doing other things like providing the service or providing the product, they are not just a 100% marketer. It is very easy to let speaking be such an energy drain that all you are doing is speaking, but you’re not getting anything in return. You really must be strategic about this.

The first thing you want to do is you want to really be clear with people and say, “I am giving these findings to you on a volunteer basis. I am waiving my fee. I am volunteering to give this to you because I believe if people hear these findings they are going to move, to act.”

You want to ask them the question, “What is considered over promoting? What is considered within the bounds? What can we do to redefine how people grow their business,” for example? In your case, “what can we do to help your group redefine how they market your business?” Use your example.
You want to have a really direct conversation with the prospect before you agree to speak. But first, you have to generate interest. Say they come back and they say, “We want you to speak.” You have to fight the urge of doing a happy dance! You can’t say, “Yea, I won. I got the speech!” You still have to be strategic.

What you do is you say, “I am so thrilled that folks find this content to be of value. I’m more then happy to volunteer my time. I am more then happy to give you guys the information to use. I want to see how we can join forces to really make a difference. If I just give a speech and they hear the information they are not going to do anything with it and nothing changes. Your membership does not grow. Your members’ businesses do not prosper and I want to make sure we do not do that.”

“How do we promote the event beforehand? Can I invite people to register to your event? Tell me how we can work that out.”

Let me tell you something. You go to a host organization and you say, “I want to help promote your event,” they will be doing a happy dance! They love to hear that kind of stuff. It also positions you as a member of their team. You are not just an ordinary speaker. You now are partnering with them to make sure they get the biggest attendance ever.

You say, “Listen I have a couple of folks that really want to check me out. Can I have a couple of guest passes?” Nine times out of ten people are going to say okay because you prefaced by saying, “I am happy to volunteer my time. I am happy to volunteer my findings, etc.”

In fact, this is what I do a lot. I tell people, “I am more then happy to give away my market intelligence because I think it is so important that the marketplace knows what is going on with speaking.”

It is free. I am giving it away. You want to look like you are the expert that is being magnanimous and generous.

Here are the small things you are asking in return. You want to find out how many people are going to be in the audience. You want to say, “What is your average attendance? What month do you get the biggest attendance?” You do not want to be in one of the months where they get ten people vs. fifty.

**Robert:** i.e. the middle of August or late December.

**Vickie:** Thank you. On planet Vickie, we do not speak the month of December. I do not speak the month of August. I will say I am not available because those are where the lowest attendee months are.

If I am going to come out of the bat cave and give a speech, I want to be in front of some people. My marketing motto is, “I only speak about ten times a year because my passion is working one-on-one with people.”

It has to be a really great opportunity, like the recent Mark Victor Hanson Mega Speaking event, for me to come out of the closet and go out there and speak.

**Robert:** That is great. That gives people a better idea of what they have to do to set up the best conditions for you to speak and to get the maximum impact.

**Vickie:** Let me tell you something, if the host organization isn’t willing to partner with you, that’s a clue. That’s a clue that they are not taking this seriously, that they are not going to help you and you can always back out.

You can always say, “I am so thrilled that you are pleased with this information. Unfortunately, my scheduled has filled. The nature of my business is that I can only speak ten times a year, and those slots are already filled. Thank you so much for considering me.” You can say that kind of thing.
Robert: Say in this case, we have gotten booked, are all set and have set things up. We are going to invite some people and promote it ourselves. Do everything possible. What else do we need to do before the speech to get full value for the audience and for yourself?

It might be beyond the scope of this conversation to talk about speaking skills, but what are some of the main things to consider and prepare for to make sure the talk gets the job done?

Vickie: The first thing you want to do is you want to look at what’s around the talk. We talked earlier about packing the house. What are you doing to get decision-makers in that audience so that you are assured that if they like what they hear they are going to hire you and they are going to buy your products?

InfoGurus that have product lines need to look at bulk sales. They need to look at what buyers can they invited to that audience that would be interested not in just buying one set of information products from them, but 100 sets or 150 sets. Again, pack the house.

Also, take advantage of the invitation. Are there people you want to interview in order to customize the talk? This is a wonderful idea. Use the power of the invitation to open doors to people you have always wanted to meet.

For example, if I’m giving a speech on business growth (I am a business coach and I am giving the top three trends of business growth and I’ve always wanted to meet Mr. Big Cheese), you can go to that industry that Mr. Big Cheese resides in, and say, “I’m giving a talk at the Chamber of Commerce and you are one of the market leaders in this community. I am giving a talk on ________. I am doing some research to customize the talk and wanted to get your views on ________.”
Understand this now, Robert. This is not a sales pitch. This is an informational interview. What can we do with informational interviews? We can ask intelligent questions. We can show our strategic thinking, which can be the beginning of a beautiful relationship.

One of the things that I suggest in the **Speak to Sell** model is that you go to the host organization and say, “Who are your movers and shakers? Who are the people that really are opinion leaders because I want to quote them in this speech. I want to get their views. I want to go after the collective wisdom of the group.”

**Robert:** That is really brilliant. One thing is we don’t get too many calls like that asking for our wisdom. We can put it in a talk so getting a call like that would be welcomed in most cases, right?

**Vickie:** You bet. The movers and shakers are usually the ones that are most open to new ideas. They are the ones that can usually buy. If the movers and shakers can’t buy I would take a look at the entire group.

I had this one situation I will never forget where we were talking about me speaking to this group, and I said, “What are some of your biggest challenges?” She said, “One of my biggest challenges is getting money from this group. Nobody has any money to spend. I can’t even get $15 a year for membership.”

I thought, “red alert.” My services are a lot more then $2.50. I am going to have a problem here. I told her straight. I said, “I am more then happy to speak to your group, but I just don’t think they are going to use the information.”

“They are not going to be able to use the information. I don’t think this will work out. I don’t want to get them all hyped about something they can’t do, that breeds frustration. Let’s just not do this.” That host understood that. Look at what I didn’t say. I didn’t say, “Oh wait a minute your people can’t afford me
so therefore I am not going to speak.” Have some finesse about it.

Robert: Right. Have some class.

Vickie: Be gracious. Some things that folks say to other people never cease to amaze me.

Robert: Let’s sum up a couple of these things just in bullet points, things to do before the speech to get value.

Vickie: First thing you want to do is you want to pack the house. You want to leverage the invitation by having great conversations with people. The third thing you want to have is what I call a next step. You want to ferret out the people who are seriously interested in working with you, and those who are just accepting free information.

I call this “drive-by products or services,” stay with me, this is kind of weird. When I go speak at National Speakers Association Groups, I speak to chapters all over the country and throughout Canada. I will make myself available to those audience members after the speech. I say, “If you want a one hour strategy session I will give that to you for half price.”

In fact, I will even offer that to your audience Robert. If someone calls and says, “I bought Robert’s CD and I want my one hour strategy session,” we will give that to them for half price. They just need to go to the website, email us and we will take care of that.

This is what we call a next step. What happens is, you are speaking and you are saying something to the effect, “You know there are a lot of people who may have questions to these findings. You may have questions about how this applies to you specifically. I will be around after the speech or you can call my office in a week and we can set up one-hour strategy sessions.”
It is really great if you can get the host to promote this. What I have done before is I have shared the revenue with the host. This can be a fundraiser for the Chamber of Commerce. Say you are offering something for $100. Tack $25 on top of it. Make it $125 and the Chamber will promote it for you because they are getting shared revenue. Do you see how that works?

**Robert:** Yes.

**Vickie:** What is really great about that is not only now are you built to get revenue from that speech which you were not planning on doing, but you are now talking to people who, of the entire audience, are the most serious about working with you. This gives you an opportunity to show them a sampling of what you can do.

You want to be ethical and give them the full value for that hour. Whatever you do, you cannot sales pitch during that hour or it will only hurt you. After that hour say to them, “Ok, here’s some of the issues we have uncovered in this hour. We covered ______. I would love to work with you on these issues. Is there any kind of opening for that?” If you have done your job during that hour there usually is.

**Robert:** These are essentially the things that happen after you give the talk.

**Vickie:** Actually, setting up the next step is what happens before the talk. You have to set it up because if you bring it out during the talk without setting it up with the host you’ve blown your leverage.

**Robert:** How has the host group communicated this next step to the audience before the talk?

**Vickie:** Beautiful. When they are promoting their meeting they say, “Robert Middleton will be available after the speech to give individual help. Contact him if you are interested.” You know what happens, Robert? Some of the people who are so
enamored by your website or enamored about the talk will contact you before the speech.

Robert: That’s brilliant. It is almost too simple. It is just a few words that can get people to respond to you. I have found that I have given talks, people heard about the talk, went to my website, didn’t attend the talk and hired me anyway!

Vickie: You bet. That is the power of the invitation. Another thing that you can do before the speech, again I have this in *Speak to Sell*, put it on your website. Put it on your calendar of events.

Tell some of the people that you are wanting to work with further, “You know what, I have a speech coming up. I am looking for war stories.” Do you know what kind of branding you create for yourself when someone has invited you to speak? Take advantage of that.

Again, it is about using speaking as a conduit. Don’t just depend on the audience for business. Use it as a branding event as well.

Robert: Fantastic. We have the topic. We have the people. We have set things up ahead of time. We are at the day of the talk. You have something here... “three attitudes the audience has about your program that you as a speaker need to manage.” What are you talking about there?

Vickie: Yes. You need to know coming in that there are three obstacles that the audience has in working with you. What you do during the speech is you address these obstacles.

The first obstacle is a lot of times, this sounds weird so stay with me, the audience does not make the connection that you are available to help them. They are there in learning mode. They are there in networking mode. They are not there to shop for a business coach. They are not in the shopping mode. You have to help them make that connection. “Yes, I do this for a living. Yes, I do work for clients. Yes, you too could be a client.”
I do that through interactive exercises. I do that with client stories. You cannot come out and say to people, “I can help you.” That is pitching.

Robert: “Recently I was working with a client who had a similar problem that we are talking about. What we did was _____ and so something that you can do as well is _____.” Then they think, “Oh she’s worked with people like me producing that result.” It is very clear but it is not overtly pitching.

Vickie: Also you can say, “In my research of this industry, here are the three big problems. Have you done this before? I have done this before.” When you tell a story about a client, make the client the star. Say, “When the client learned ______, magic happened.” Then you are relating it back to them. People get that you helped them, but they liked the fact that you made the client the star.

Robert: Very good. That is attitude one.

Vickie: Attitude two is “you can’t help in my specific situation.” Everyone thinks they are different. Everyone thinks they are unique. Everyone thinks that their situation is not in the industry, and you really cannot tell them differently. What you have to do is you have to show them that you can help in their situation. You do that with rhetorical questions.

For example, you can say, “How many of you have felt ______? Has ______ ever happened to you?” Then you go into a client story. One of the things that I talk about in Market Intelligence when I give speeches about what is going on from an intelligence standpoint in the professional speaker circuit. I will say, “If you knew this, would you have made different choices?” They say, “Yes.”

I didn’t tell them, “You have to make different choices.” Rhetorical questions allow people to open up, and say, “Okay, they could help me in this situation.”
Also, interactive exercises. I have an exercise where people are differentiating their content. This is in a larger format when I am doing about two or three hours. I will have an interactive exercise where people are differentiating their content. If I differentiate someone’s content right there in front of everyone, I have proven my case that I can work with them.

**Robert:** Can you clarify “differentiate your content?”

**Vickie:** Sure. One of my key strategies is if you have a unique point of view, if you have a way of looking at things, you have to bring that forward. The biggest problem InfoGurus have with speaking is they are giving the same information that everyone else gives and that has a huge backlash effect.

**Robert:** I see that in the talk, you are showing how they can differentiate the content of their talk, their presentation. You actually do some work with them right there in the workshop.

**Vickie:** Exactly. I give them an exercise that is right off *Your Position of Power*. I have a whole system of how people not only differentiate their content but how they package their identity, how they create what I call the manifesto that creates a platform for all sorts of speaking and selling. I have developed a whole system on that. I just bring a small piece of the system into the workshop so they can see, “this works for me.”

That is the second attitude is the speaker is really good but they cannot help me in my specific situation. Here’s the kicker. This third attitude trips so many people up. That attitude is, “I now know everything the speaker knows; therefore I can do it myself.”

**Robert:** Yes, that is the kicker.

**Vickie:** They think, “Okay, I know their system. Now I can do it myself.” This is a killer. Here is what I suggest InfoGurus to do. It is very difficult to do, but if you can master this you will overcome this hurdle.
Robert: Okay. We are up to it.

Vickie: You have to stop data dumping. You have to cut back on the information that you give your audience, and here’s why. Number one, you are not doing them any favors. You are just overwhelming the audience. If you overwhelm the audience, they are paralyzed. They cannot act. If they cannot act they cannot move forward and use you (your services). You are not helping them. If they are paralyzed, they cannot execute. If they cannot execute, you have done nothing to improve their condition. You’ve done absolutely nothing.

I tell my clients to cut back on the content. You have to give stories and examples to let the brain breath. Let people catch up. Let people look at how they can apply your content to their situation. That is why I like three points for a 30-45 minute program. Don’t go into a long list, just do three points but make them so nuanced and so differentiated and so unique that you can do in real deep with this. You are then leaving people with specific ideas but you are also leaving them space to want more.

Robert: They realize there is a whole lot more to learn about but we’ve learned so much about just a few things.

Vickie: The biggest problem, the biggest fear that InfoGurus have in my opinion is that they are afraid that they are not giving enough. There is such a heartfelt desire to educate people.

Robert: I have been very guilty of this.

Vickie: So am I. I am the world’s worst. You can only imagine. I start on a roll and it is like, “Oh Katie, bar the door.” It’s horrible.

Robert: It is one of those things, do what I say not what I do every time. I think the whole point of telling stories; having audience interaction; getting them comfortable with you as opposed to ten more pieces of data, is a better way to go.
Speaking as a Marketing Tool
Robert Middleton Interviews Vickie Sullivan

Vickie: Exactly. The power of rhetorical questions cannot be denied. If you can ask a question that will lead people to buy its amazing. One of the questions that I ask is called the different choices question. If you knew this, will you make different choices? Would you have done something different?

I usually make this point when I am talking about the power in market intelligence. If you know what is going on in the marketplace before everyone else, how you can create more value? You can get hired value, more speaking visas, that kind of stuff.

I will give them a piece of market intelligence. I will then stop and say, “Folks, was that helpful to know?” They say yeah! I say, “Would you have done something differently with that piece of information?” They say yeah! again. This is the power that market intelligence can give you in your speaking efforts. The power of the rhetorical question.

A business coach can ask, when you hear this Audio Logo from someone, how attracted are you to work with them? People say, yes I am real attracted. This builds the value of builds the business case for having an Audio Logo. I am just using this as an example. Do you see what I am saying?

Robert: Yes.

Vickie: It is the power of rhetorical question can get you past this third hurdle but you have to have space for it. If you are reeling twenty seven different items, you don’t have the space for that.

Robert: This might be a good time to talk about the famous PowerPoint presentation. I have a little saying. I call it the end of civilization, as we know it. I am not a big fan of PowerPoint. I never use it. I use the flip chart with a few things.

I know PowerPoint can be used well. Often it is this whole thing about content. “Well I have 39 Power Point things to do in 27 minutes, obviously I have to cover them all.” What is your take
on PowerPoint, overheads and visuals?

Vickie: I think visual aids are very important but I think visual aids are the most misused things on the planet. I think people want to throw the baby out with the bath water by saying PowerPoint is terrible. I just say there are terrible PowerPoint users.

Robert: I am just a ludite as far as that goes.

Vickie: Yes. The tool is valid. You just have to use it right. The way you use PowerPoint is just a way of people organizing their thinking.

I have to get on a rant here and then I am going to get off. I cannot stand when you have 15 different lines of copy on one PowerPoint slide. No! You put a graph...

Robert: Everyone is trying to jot down every word on the Power Point.

Vickie: True. The only thing that the PowerPoint does is just a memory lock on what you are saying. PowerPoint also makes great handouts if, again, you use them properly. If you put to much information on PowerPoint people lose interest in your presentation because they already have all the notes.

What you want to do is to have no more then three bullet points. Put one or two words per bullet point. Let people write the notes down they want to write.

Robert: Very good. Vickie we have about 15 more minutes and we have a few more topics. We are trying to cover a lot in this. So far, such great information.

Vickie: I am so glad.

Robert: About the talk itself, you have another point here. What are the three things to do during the speech to attract more interest?

Vickie: The first thing you want to do is tell people upfront that they can have what they want if they just know what to do. You want
to give people hope. If you are a business coach and you are talking about business growth, you want to make sure that people know it is possible for them to have what they want.

Here’s the catch, they do have to do some different things; they do have to know the system; they do have to get different information; they have to do something to get it but there is hope for them. That is the first thing.

The second thing that you do during a speech is that you give the brain space to make its own conclusions. This is where the stories come in. This is where the rhetorical questions come in. The second thing you want to do during a presentation is to plant the seeds of interest.

To do that, you are making a nuanced point and you are giving examples. You are giving illustrations. You are doing interactive stuff if you have time, but you are giving the brain space to make its own conclusions.

The third thing that you are doing is you are giving nuances or what I call critical beliefs that allow the audience to see your strategic thinking. In other words you want the audience to leave thinking, “Wow that person knows what they’re talking about.” Or “Wow that person can really help me.”

The way that you can do that is going an inch wide and a mile deep. You want to have nuances. I call them critical beliefs. In fact, I am the same way about critical beliefs that I am about market intelligence.

On my website, if you go to resources on my website at www.sullivanspeaker.com, you will see an online tutorial, which is free. Use it until your fingers fall off of the keyboard! There is a online tutorial to help you create critical beliefs that are critical for you to have the content or those little nuggets of wisdom that will drive people and attract them to you.
That is what you have to do, is really build a case for interest. Give them hope. Let the brain come to its own conclusion. Allow the nuances to come in so people can see you as the solution to the problem.

Robert: Very good. People are going to have to listen to this about five times, I think. There is so much in here.

Vickie: That is what I have been told about my CDs. It seems like we edit them out so tight I have to listen to this 15 times.

Robert: Right, but it is really valuable. How about the Q&A? You have given this talk and done all these things you are talking about. Everyone is on the edge of their seats and believes that you can walk on water and help them with everything. We get the Q&A, the last 10-15 minutes of the talk. You say that can be used and leveraged to generated leads as well.

Vickie: Q&A rocks! You have to have Q&A. First of all, you have to realize that when someone asks a question, regardless of how negative that is, they are showing interest. A lot of people forget that and just focus on answering the question and they do not look at the interest behind it.

The first thing you want to do with Q&A is see the questioner as a potential lead. What they are really asking you is, “I have a specific situation and I am testing you to see if you can help me.” You have to know that is the hidden agenda, or, “I know more then you and I need to pontificate in order to prove that.” Both situations can be turned around to your advantage.

The second thing you want to look at with Q&A, this is straight off the Speak to Sell, this is one of the biggest secretes on Speak to Sell. You always want to start the answer with two words: it depends. “It depends on ______.” The reason why is because you are answering this unique situation agenda. You are giving them advice but you are not telling them it works for everyone. You are maintaining your position as a strategic speaker. You also can give them options.
The third thing you can do with questions (this is kind of dicey, but it works if you do it right), you can ask the bigger question. In other words when someone asks you a question, you can say, “I’m going to answer that question and then I’m going to answer a question I think you are really asking.” I will answer the question but the genesis of this question is really about _______.

They will say, “Yes, that is right,” and the audience is thinking, “She’s good.” You can use the power of Q&A to drill down and say, “Here’s where the real issue is. Let’s bring that out.”

Let me tell you something, Robert. You start calling the game on some of this stuff, you start bringing out the issues behind those questions; you are an instant guru with that audience. You have just been elevated to the highest pinnacle.

**Robert:** That is exactly what you are trying to do here.

**Vickie:** Exactly.

**Robert:** The talk is wrapping up. You talked in the beginning that you have to be careful about pitching. Yet you have set up the conditions where people think you are an expert, they feel good about you, all of these things. What do you do as a close? What do you find are the best ways to get cards, and email, and eList, what is your take on it?

I have certain things I have done, but I really want to know your take or what you have found works consistently so that a larger percentage ends up as clients at the end of the day.

**Vickie:** The first thing you do is you don’t save your pitches for last. You are doing minor seed planting throughout the speech.

**Robert:** For instance, I just have to say this. Notice that Vickie has mentioned many of her tape/CD programs and giving pieces of those throughout the talk. Right Vickie?
Vickie: Exactly.

Robert: Everyone should go to www.sullivanspeaker.com. She has a great website with a lot of useful information, and she has a lot of very affordable CD programs. You are modeling exactly what you do. You are giving a speaking engagement right now but it is virtual. Essentially, that is what you are talking about doing.

Vickie: Exactly. What you will notice is I am not saying, “Buy my stuff.”

Robert: Right. I can say that.

Vickie: That’s the point, Robert, which was my next point about after the speech. It is really about the power of the third party. This is when your closing should be a call to action. Not a call to hire you, but a call to act on something.

In one of my speeches, I have these wild stories which really brings out the personality so people feel like they know me by the time I’m done with the speech.

I have this wild story about the time I had to work in a honky-tonk biker bar to put myself through college. I was talking about how I ruled the place in 30 days and all of this stuff. The punch line of the story is when you go into the marketplace and creatively serve, you will be surprised what you get back in return. That is a call to action to go out and serve.

Then the host will come out and say, “Lets give a warm round of applause for Vickie Sullivan. Let’s not forget folks she has one-on-ones available. Don’t forget, folks, she has product in the back of the room...”

That’s what the power of the third party goes. You just really modeled that, Robert, because what you just did is say, “Hey, go to her website. It has very affordable products.”
For this particular audience, because I always sort of diagnose and prescribe, I would vote for *Speak to Sell*. I would vote *Talking to Strangers* because they are going to have those sales conversations. I would also vote for *Your Position to Power*, just so they can have the manifesto and content down. I am not saying that the rest of the stuff will not be valuable, but if I had to prescribe anything to this audience it would be those three things.

Robert: Terrific.

Vickie: That is what you can do.

Robert: You can actually do that from the front of the room. Have it set up. Ask me what programs I recommend and you could say, “What would I prescribe is ______.” It is kind of softer and they are more likely to deflect to the back of the room and buy those programs. Very, very powerful.

Vickie: Another thing that you can do, and you can do this if you are doing longer formats where you have a break in the middle... When you come back from the break, the hostess will say, “Okay guys, lets come back into the room, now. Vickie, hit it.”

You are not going to go into a regular opening because this is just a break. You can say, “Folks I have just a couple of housekeeping items before we begin. There have been a lot of questions about these items, so I just want to tell everybody and get it off the table. First, people have asked about my One-on-One appointments. I only have two or three slots left. You need to go to talk to her. Here’s the price.

This is a good Q&A thing but you need to go talk to this volunteer in the back of the room to set that up. Secondly a lot of people asked me what would be the best for me. Given this audience, given the questions that have been going around in this room. I would recommend ______ for this reason.”
I will also say, “A lot of people have asked me the difference between product A and product B. Here’s the answer.” So everyone knows, okay, lets move on. That is not pitching. That is answering a question.

Robert: Yet it informs people, and it lets people know what might be most appropriate.

Vickie: Exactly, it is a housekeeping item. If you can make it into the context of something else it’s not perceived as pitching. If you hold up your book, and say, “This is my book.” If you say, “On page 34 of my book,” that is bad because a lot of host organizations say, “Don’t have your product anywhere near your speech.”

A lot of folks will give away their product. If someone answers a question, they say, “You just get my book. You just get my CD.” That is another way to draw attention to the products in the back of the room.

You can say something like, “You just received Speak to Sell which has a systematic approach of things to do before, during, and after every speech. Give this person a round of applause. They took a risk when you all wouldn’t do it.” Everyone kind of laughs and applauds, and you move on.

Robert: Remember, Vickie, a lot of people on this call don’t yet have information products. They do not have a tape, a CD or a book. This is another how-to interview we’ll do with someone on creating these things at this point.

Some of them are selling consulting services, selling coaching services, selling training services, so there is nothing to take advantage of immediately. You can have the “one-hour consult” or something like that. Are there any other tips for people who do not have products?

Vickie: I would say put together services as a package. I would have three levels. Again it is the power of three. The first level is what
I call the drive-by level. You get in, you solve the problem, you get out.

The second level is more of an assessment. Ok, we are going to do a deeper assessment of your situation and give you an action plan.

The third level is we are going to give you an assessment. We are going to give you an action plan, and we also going to help you implement it. We are going to give you support while you execute.

If you have those three packages, again, sprinkle examples of those three packages. Say, “We just did a market assessment on ______ and here’s what we found. If you knew something like that would you make a different choice?”

**Robert:** Would you have those to sell there? Do you give them a form, “Check the things they might be interested in. We will follow-up and see what is appropriate for you?”

**Vickie:** That is an excellent question. What you can do because a lot of the local groups do not have evaluations forms is you can come up with your own evaluation form and have something at the bottom of that evaluation form that says, “Would you be interested in _____?”

Where you have to be careful with this, this is a big change in the marketplace, you have to be careful if the organization already has evaluations forms. If they do, they are not going to be happy with them filling out yours. Evaluation forms are seen as a bother to a lot of the audience members. A lot of them won’t fill them out. To ask the audience to fill out two evaluations forms gets a little redundant.

**Robert:** You could have a card or something for them to fill out that’s brief.
Vickie: Exactly. Again this is planting a seed. What you can do is say, “Given this example, some of you may be thinking about market assessments. Put on the back of your business card ‘Market Assessment’ and we will send you the template.”

Just make it a housekeeping item and move on. Say, “How many of you would do something different if you have advanced knowledge of possible obstacles?” You are giving the example of that. Say, “In fact I have had so many questions about these market assessments, I am not even going to entertain them.”

I have this in Speak to Sell. This is kind of the take-away question, kind of like the take-away close. When you tell people, “I am not going to answer any questions about my services. That is unethical. That is pitching from the podium. Susie Smith over here would get a gun and shoot me. I could run fast but I can’t hide from Susie. Put on the back of your business card an asterisk and I will call you and we will discuss your specific situation, but please no questions about me or my services.”

Robert: In a way you are almost playing hard to get which is always a very attractive position.

Vickie: Also what you are doing by telling people what you are not going to do, you invite them to do something else. A lot of folks do not get that. A lot of InfoGurus might say, “Yes I want questions about my services.” I say no, you don’t.

If you cut that off at the pass by saying “I am happy to entertain questions after the speech, but during this, I want to really stay focused on content. I promised Susie Smith I wouldn’t pitch from the podium. I know you guys are really sensitive about that. No questions about my services or me. Just put an asterisk on the back of your calling card. I will call you individually and we will get your questions answered or you can see me after the speech. Either way.”

Robert: Great. Well Vickie, we could probably spend another hour about the fine points. I think we have covered so much value in this
talk. I really, really appreciate it. Is there any final, big point you would like to make before we wrap up today?

Vickie: Yes. Here it is. Your success in creating business from speaking is directly tied to the system you use to do that. To the extent that you leave this to change, you will not get business. You will just get applause. To the extent you have a systematic approach, you can implement like you are breathing (it’s got to be simple), will be to the extent you get real value to your speaking.

The marketplace is too crowded to leave speaking to chance. You can no longer give a good speech and expect people to respond to you. It is too crowded, there are too many speakers, too many messages. These meetings are every week, every month. You have to have a systematic approach.

To the extent that you have a systematic approach is to the extent that you, the InfoGuru will get full value from your speaking.

Robert: Vickie thank you so much, I wholeheartedly agree and I want to recommend to everyone that they run, don’t walk to www.sullivanspeaker.com if you want more valuable, in-depth information on what we have talked about today.

Vickie, thank you very much.

Vickie: You are welcome. It is my pleasure to serve. Thank you so much for inviting me.