

**Get paid to speak!**

FabJob Guide to

# Become a Motivational Speaker



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# Contents

<b>About the Authors .....</b>	<b>10</b>
<b>Acknowledgements .....</b>	<b>11</b>
<b>1. Introduction.....</b>	<b>12</b>
1.1 What Is a Motivational Speaker?.....	13
1.2 Benefits of a Speaking Career .....	14
1.3 Inside This Guide .....	16
<b>2. Getting Ready.....</b>	<b>19</b>
2.1 Come Up with Speaking Topics .....	20
2.1.1 What Types of Topics Are Motivational? .....	21
2.1.2 Do a Skills Inventory .....	22
2.1.3 Do a Life Experience Inventory .....	23
2.1.4 Do an Interests Inventory .....	26
2.1.5 Find Out What’s Hot .....	27
2.1.6 Brainstorm for Ideas.....	27
2.2 Develop Your Areas of Expertise .....	28
2.3 Create Speech Titles .....	30
2.3.1 Using More Than One Title Per Speech .....	30
2.3.2 Coming Up With Titles.....	31
2.4 Check Out Your Competition .....	31
2.5 Identify Your Benefits .....	33
2.5.1 Answer the “So What?” Question.....	34
2.5.2 Give People What They Want.....	35
2.6 Know Your Target Audiences.....	36
2.6.1 Audience Characteristics.....	36
2.6.2 Will They Pay Me to Speak?.....	37

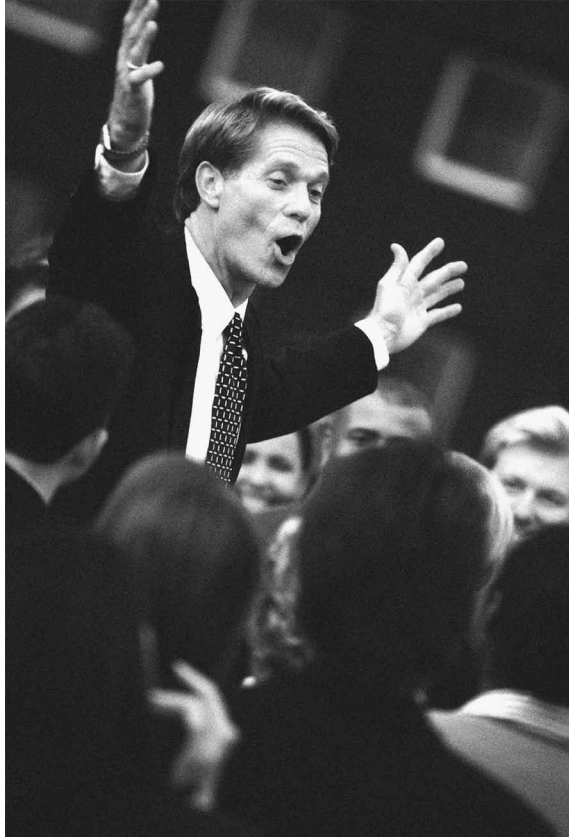
<b>3. Speechwriting</b> .....	<b>39</b>
3.1 Hiring a Speechwriter.....	39
3.1.1 Finding Speechwriters .....	40
3.1.2 Speechwriting Costs.....	41
3.1.3 Working With a Speechwriter.....	42
3.2 Writing Your Own Speech.....	44
3.2.1 Before You Begin Writing .....	44
3.2.2 Find Material for Your Speech.....	46
3.2.3 Organize Your Material .....	50
3.2.4 Write Your Speech .....	51
3.2.5 Speechwriting Resources.....	56
3.3 Copyright.....	57
3.3.1 Copyrighting Your Speeches.....	57
3.3.2 Using Material From Other Sources .....	58
<b>4. Speaking Skills</b> .....	<b>60</b>
4.1 Traits of a Good Speaker .....	60
4.2 How to Improve Your Skills .....	62
4.2.1 Get Speaking Engagements.....	62
4.2.2 Ask for and Use Feedback.....	63
4.2.3 Record Yourself.....	63
4.2.4 Take a Course .....	63
4.2.5 Consider Joining Toastmasters .....	65
4.2.6 Work With a Coach.....	66
4.2.7 Read Articles and Books About Speaking.....	66
<b>5. Setting Up a Speaking Business</b> .....	<b>68</b>
5.1 Getting Started .....	68
5.1.1 Choosing a Company Name.....	69
5.1.2 Legal Matters.....	71
5.1.3 Setting Up Your Office .....	73

5.2	Finances .....	80
5.2.1	Start-Up Funding.....	80
5.2.2	Keeping Track of Your Money .....	81
5.2.3	Taxes .....	83
5.2.4	Contracts.....	83
5.3	Preparing for a Speech.....	87
5.4	Employees and Contractors.....	88
<b>6.</b>	<b>Getting Hired .....</b>	<b>90</b>
6.1	Who Hires Speakers? .....	90
6.2	A Potential Employer’s Greatest Fear .....	91
6.3	How to Approach Potential Employers .....	93
6.3.1	Calling Potential Employers .....	93
6.3.2	Preparing an Information Package .....	101
6.3.3	Other Ways to Approach Them.....	115
6.3.4	Invite Them to See You Speak.....	116
6.3.5	Following Up.....	118
6.4	Producing Demo Materials .....	119
6.4.1	Producing a Video Demo .....	119
6.4.2	Producing Audio CDs.....	127
6.5	How to Get Employers to Approach You .....	129
6.5.1	The Importance of Being “An Expert” .....	130
6.5.2	Get Media Publicity.....	132
6.5.3	Get Published.....	138
6.5.4	Use the Internet.....	143
6.5.5	Network With Decision-Makers.....	147
6.5.6	Get Free Speaking Engagements.....	148
6.6	Preparing Proposals.....	152
6.7	Rates of Pay .....	154

<b>7. Types of Employers</b> .....	<b>157</b>
7.1 Best Ways for Beginners to Break In.....	157
7.2 Conventions, Conferences, Meetings, and Trade Shows.....	158
7.2.1 Speaking Opportunities.....	159
7.2.2 What These Employers Want.....	160
7.2.3 How to Improve Your Odds of Getting Hired .....	161
7.2.4 How to Find Out About Upcoming Events .....	162
7.2.5 Association Contact Information .....	163
7.2.6 Network With Employers .....	163
7.3 Seminar and Training Companies .....	165
7.3.1 Opportunities With National Companies.....	165
7.3.2 Local Seminar and Training Companies .....	167
7.3.3 What These Employers Want.....	168
7.3.4 How to Improve Your Odds of Getting Hired .....	169
7.4 Corporations, Government Agencies, and Non-Profit Organizations.....	172
7.4.1 Types of Opportunities .....	172
7.4.2 What These Employers Want.....	175
7.4.3 How to Improve Your Odds of Getting Hired .....	178
7.4.4 Potential Employers .....	181
7.4.5 Rates of Pay .....	182
7.5 Continuing Education.....	184
7.5.1 Potential Employers .....	184
7.5.2 What These Employers Want.....	186
7.5.3 How to Improve Your Odds of Getting Hired .....	186
7.5.4 Rates of Pay .....	187
7.5.5 How to Apply.....	187
7.6 Schools and Colleges.....	190
7.6.1 What These Employers Want.....	190
7.6.2 Potential Employers .....	191

7.6.3	Rates of Pay .....	193
7.6.4	How to Improve Your Odds of Getting Hired .....	194
7.7	Cruise Ships.....	201
7.7.1	Types of Opportunities .....	201
7.7.2	What it Pays.....	202
7.7.3	What These Employers Want.....	202
7.7.4	How to Improve Your Odds of Getting Hired .....	203
7.7.5	Potential Employers .....	204
<b>8.</b>	<b>Speakers Bureaus .....</b>	<b>206</b>
8.1	How a Bureau Works.....	206
8.2	Getting a Bureau to Choose You .....	208
8.2.1	Getting Into a Bureau’s Database .....	208
8.2.2	Becoming a “Preferred” Speaker.....	209
8.3	A Few Cautions About Bureaus .....	212
<b>9.</b>	<b>Being Successful on the Job .....</b>	<b>216</b>
9.1	Ask “What Else Can I Do?” .....	216
9.2	Sell Products.....	217
9.2.1	Producing Your Own Products .....	218
9.2.2	Selling Other People’s Products.....	219
9.3	Connect With Other Speakers .....	219
9.3.1	Subscribe to SpeakerNet News.....	220
9.3.2	Speakers Organizations .....	220
9.3.3	Develop Relationships .....	221
9.3.4	Speaking Coaches.....	222
9.4	Go the Extra Mile.....	223
9.5	Present Your Own Seminars .....	224
9.5.1	Deciding Who Your Audience Is.....	226
9.5.2	Choosing the Best Date and Time .....	227
9.5.3	Booking the Location .....	229

9.5.4	Setting the Registration Fee.....	230
9.5.5	Marketing the Seminar .....	231
9.5.6	Registering People .....	234
9.5.7	Preparing for the Seminar .....	238
9.6	Conclusion.....	240



## 1. Introduction

As the voice comes over the loudspeaker, the room falls silent. Some heads are bowed. Others are tilted upwards. The only sound is the static of the loudspeaker and the powerful voice booming over it. I feel goose-bumps rise on my arms as Dr. Martin Luther King Jr.'s famous "I have a dream" speech begins. When the recording ends, it is clear that no one in the room has been unaffected, although it has been more than 40 years since Dr. King delivered his famous speech.

Throughout history, great speakers have literally changed the world. Dr. King did it. So did Jesus Christ, Nelson Mandela and Mahatma Gandhi. Elizabeth Cady Stanton's reading of the Woman's Bill of Rights began the movement that eventually gave women the right to vote. President John F. Kennedy's speech that one day man would stand on the moon made people believe what had once been impossible. Busi-

ness leaders such as Anita Roddick, founder of The Body Shop, are known almost as much for their powerful speeches as they are for their management skills.

It is no wonder that some of the brightest and most talented people in the world dream of becoming speakers. As the preceding examples show, many people famous for their speech-making have been leaders in fields such as politics, business, or religion. However, people from a variety of backgrounds have been able to make an impact as professional speakers.

Some successful professional speakers are former Olympic athletes or Fortune 500 CEOs, but many others come from more humble backgrounds. Before becoming speakers, they may have been stay-at-home moms, small business owners, or even students who dared to dream of having a fabulous, rewarding career as a professional speaker. Information about many successful speakers and some of the techniques they have used to achieve their success is included throughout this guide.

No matter what your background, this guide will give you the information you need to become a speaker who makes a difference.

## 1.1 What Is a Motivational Speaker?

Just as the job title suggests, a *speaker* is anyone who is paid to speak in front of an audience. A *motivational speaker* aims to motivate audience members to overcome challenges, achieve their dreams, and improve their life.

Even if you are a beginner, you may already have some speaking experience under your belt. For example, have you ever:

- Made a class presentation?
- Given a toast at a wedding reception?
- Trained a group of new staff members?
- Done a reading at your church or house of worship?
- Spoken at a meeting of a club or association?

If you have experience with these or any other types of public speaking, you have already taken the first step towards a career in this field. This guide will help you get paid for what you have been doing for free.

Speakers are hired by companies, conference organizers, associations, and other groups to speak at conventions, seminars, meetings, dinners, and other events. In chapter 7 of this guide you will find details about the various organizations that hire speakers, including contact information for potential employers.

Usually, a speaker is hired by an organization to do a single presentation, which may range in length from 20 minutes to one or more days. (Excellent speakers may be invited back for future presentations.) For those who prefer the security of a regular paycheck, there is the opportunity to earn a steady part-time or full-time income as a “trainer” for a seminar company. Details about what a speaker does, rates of pay, and potential employers are included throughout the guide.

## **1.2 Benefits of a Speaking Career**

There are many reasons why speaking is a popular career choice. The benefits of a speaking career include:

### **No Experience Is Necessary**

The speaking business is one that almost anyone can enter. No special education, experience, or connections are needed to get started and succeed. (In this guide we will show you how to get experience, and explain how to make those important career connections.)

### **Low Cost to Get Started**

Unlike other occupations that can cost thousands of dollars to enter, you can become a speaker no matter what your current financial situation.

### **High Income Potential**

Successful established speakers earn up to \$10,000 or more for a single keynote (20-60 minute) speech. A talented beginner can earn as much as \$1,000 per speech.

## **Booming Industry**

The speaking business is a multi-billion dollar a year industry. Although speaking jobs are rarely advertised, there are plenty of opportunities for newcomers. (In this guide we will show you how to find out about those unadvertised jobs.)

## **Opportunity to Make a Difference**

Speakers can inspire, motivate, and uplift. They can help businesses and individuals to achieve greater success.

## **Excitement**

Many people consider speaking to be a glamorous career (although, like all “glamorous” careers, it can involve hard work). As a speaker you are the center of attention during your presentation, and you may receive gifts and invitations as “part of the job.”

## **Opportunity to Meet People**

People are attracted to speakers who make an impression on them. As a speaker, you may meet interesting people you would not otherwise meet.

## **Opportunity to Travel**

While some speakers prefer to remain in their home community, others have the opportunity to travel around the country or around the world.

## **Freedom**

As a speaker, you are no longer part of the nine-to-five grind. Even if you have steady work through a seminar company, you can usually take time off when you want to. If you become a self-employed speaker working for a variety of organizations, you can speak on the topics that interest you, and turn down work you don't want. You can even work from home when you are not speaking.

If any of these benefits interest you, read on to find out how this guide can help you succeed as a motivational speaker.

## 1.3 Inside This Guide

A student who wanted to know the secret to achieving success went to a wise woman who had studied the lives of successful people from all walks of life, including business leaders, explorers, inventors and, of course, motivational speakers.

“Oh, wise woman, what is the secret of success?” asked the student.

“Good judgment,” she answered without hesitation.

“How do I get good judgment?” asked the student.

“Experience,” said the wise woman.

“But how do I get experience?” asked the student.

“Bad judgment,” she replied.

This story is based on a quote attributed to many wise people (including Rita Mae Brown, Will Rogers, and Anthony Robbins) that says the good judgment that comes from experience is often the result of learning from our mistakes. In this guide my goal is to help you avoid common mistakes so you can achieve the success you want more quickly.

If you are experienced as a paid speaker, this guide will help you achieve greater success. If you are a beginner, this guide will give you what you need to get started. Even if you have never spoken in public before, this guide will show you many opportunities to gain experience and break into this industry.

Following a brief introduction, chapter 2 covers some important preliminary steps to prepare you for becoming a motivational speaker. The remaining chapters of the *FabJob Guide to Become a Motivational Speaker* also cover:

### Speechwriting

You will get tips for writing your speeches and discover how to get speeches written for you if you don't want to write them yourself.

## **Speaking Skills**

This chapter describes the traits of a successful professional speaker and gives suggestions to help you improve your own speaking skills.

## **Rates of Pay**

You will discover how to set your fees, and learn ways to increase your income.

## **Getting Hired**

These information-packed chapters are the heart of the guide. They share industry secrets with advice on:

- Who is hiring (including opportunities speaking for seminar companies, corporations, continuing education departments, conventions, cruise ships, colleges, schools, and more)
- What each type of employer wants
- The best ways to approach potential employers
- How to get potential employers to approach you
- The easiest ways for beginners to break in
- How to improve your odds of getting hired
- How to get paid by organizations with “no money”

## **Speakers Bureaus**

In this chapter you will learn about people who can find work for you.

## **Setting Up a Speaking Business**

This chapter includes information on where to get free advice and assistance.

## **Being Successful on the Job**

In the final chapter of this guide you will discover a number of ways to increase your business including advice about how to put on successful public seminars.

## **And more!**

This book includes many ideas to help you achieve even greater success in this exciting career.

If you are a beginner and want to get the most from this guide, we suggest you read through it all.

If you are an experienced speaker, you may want to skim certain sections. However, we think you will find some valuable information even where you don't expect it. For example, even if you know what topics you want to speak on, the ideas in the section on how to come up with topics could substantially increase your income.

So let's get started...