Speaker:
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"International Speaking: Myths and Realities of the International Circuit" 05.08.09

Joe cocker
"I get by with a little help form my friends"
- Learn the industry & the biz, be where the players are
- The most interesting assoc.
- A lonely business

Getting help
- "Most products don't have egos"
- GSA the Federation, eSpeakers
- Get involved, find out who can help
- Invest in yourself
  - Physical heal thyself
- Mentors & coaches
  - Choose carefully
  - Find someone who is 2-3 steps ahead of what you do, not 10 steps ahead
- Shop up!

Remember
- We all stared somewhere else
- Try to pick up the best for you and your clients

Other markets
- You need to have success in your own market first
- **Own your own first**
- Is it your business or your ego?
- You must go there and spend
- Walk across your clients' bridges
- **Macro trend: network & alliances win**

Bats, balloons & arrows
"Experts who speak"
- No matter how many topics you can offer, you will win any business at all
- But it must be targeted
- One you getting inside, you can sell "everything"
- All the info is out there
- Your value is experience or analysis
- Going up the food chain
- The journalists ladder
  - Tactics & to dos
  - Trends & strategies report
  - Analysis and opinions

Getting: lucrative
- How pricing really works
- Be unique
- Very targeted

Product R & D
- What you say:
  - Experts who speak
  - Original work
  - New to this group
    - But must be original
- How you say it
  - Relaxed, real & respectful
  - Keep talking with the people
  - "The more I know, the more I realize how much I don't know....and how much my audience does."

Getting good content
- "Your have got great promotion material it's word of mouth that's killing you"
- The 4 E's
  - Education
  - Entertainment
  - Engagement
  - Empowerment
- Your experience "systematized"
  - Have courage!
- Statistics and sources
- Personal stories & experience
- Practice / Analyse / Edit

On Freitag for the family
- mistakes
- content
- marketing
- pricing
- Other markets

Several Myths
1. This guy knows all the answers; or the right answers for you
   - Learn to ask the right questions to the right person
2. The "circuit"
3. Being famous
   - We want to become a "household name"
   - You need to be famous to your target market, not to the whole word
   - You only need to be famous to the people who hire you and give you money
4. Agents and bureau's
   - Build your own business, your own name
5. "hallway benchmarks"
   - How is your business?
   - Days your "competitor" is booked = - 100/3
6. "It's different here"
   - For every market in this business

Realities
- Much more competition
  - More outlets
  - The real experts have got good
- Sophisticated clients
  - Read an hour a day is BS
- No one can sell YOU until you can
- Know where your fit in the market
  - Trainer vs speakers
  - In the market
- Your best brochure is your last talk
- Better = busy = busier and better
- **Macro trend: customer intelligence**

Opportunities
- Much bigger market
  - More outlets
- You don't need much
- Pick a target you resonate with
  - Talk to the group/people who you know
- Content is beating delivery
  - Must have something to say!
- Demand for "local" will increase

Knowledgeable to expert
- Find your credible voice
  - Find your personal bride to your expert knowledge
- Have a point of view
  - Be prepared to defend it
- Create a persona
- Read what they don't
- Synthesize to what they do know
  - Don't tell them what they already know
- Courage to say what they won't
  - Be a truth teller
- Doing some original research
- **Micro trend: personality is the brand**

Mistakes
- Brochure is better than the speaker
- Grandiose claims backfire
- Seizing a premature spotlight
- You are always on stage

Some thought on building your business
- positioning
  - What do you to?
  - For whom & why?
- The 2 Basic questions:
  - Why this topic for this audience?
  - Why this speaker that topic?

Marketing
- Inform them
- Take anything you can do well
- Refer everything else

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