

From the Soapbox to the Stage



**How to Use Your
Passion to Start a
Speaking Business**

The Speaker's Platform

What is it and How do you Build it?

Why develop a speaking business

- Work for yourself
- Backup if things change
- Additional income stream
- Position your passion
- Change lives
- Use what you know
- A feeling of fulfillment
- Are you living your purpose?

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What is it and How do you Build it?

Stay encouraged

- You're not a speaker...
- Dream as big as you can
- Don't let the crabs pull you down
- Hang out with encouraging people
- Spend time with speakers
- Don't quit your day job just yet

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What is it and How do you Build it?

Where does your passion lie?

- What would you do if time...
- What do others consider you...

Imagine who your passion can help

- What problems can you solve for them?
- How can you make their life better?
- Hang out with them

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What is it and How do you Build it?

What is a speaker's platform?

- Message
- Products or services
- Following
- Clients

First develop your niche

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What is it and How do you Build it?

First steps, once you decide

- Develop your skills
- Take some college courses
- Find a mentor/trainer
- Videotape yourself speaking
- Join Toastmasters

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What is it and How do you Build it?

Build Your Content

- Make a list of all your topics
- Start with a soapbox - blog entries
- Write or rant, it's OK
- Create outlines of your topics
- Write articles
- Build speeches or lectures
- Teach others how to do something

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What is it and How do you Build it?

What products can you create to share your message?

- The modern-day soapbox: blog
- Books or eBooks
- Videos
- CDs
- Digital downloads

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What is it and How do you Build it?

Build your following using Web 2.0

- Develop a social media “footprint”
- Network with like-minded people
- Build an email mailing list

Get clients to hire you

- Speak for free – get practice
- Speak at conferences – get noticed
- Send proposals to organizations

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What is it and How do you Build it?

Why should speakers have books?

- Self-Publishing is easier than ever
- Increase your income
- It adds to your credibility/notoriety
- People love to have a piece of you
- No typing necessary!
- There's nothing like holding your book in your hands!

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What is it and How do you Build it?

Become your topic's "go-to person"

- With the media
- With your local audience
- With your peers
- Across the Internet

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What is it and How do you Build it?

Getting on television

- Find the producers
- Introduce yourself
- Throw them “bones”
- Be available
- Get noticed locally
- Create a public access show

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What is it and How do you Build it?

How to really “work” LinkedIn

- Build an effective profile
- Join groups to connect & engage
- Build your own group
- Engage everyone who connects
- Search for ideal connections
- Create an effective headline
- Add each completed job to profile

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What is it and How do you Build it?

Hartford Springfield Speakers' Network

- Open to anyone
- Meets 1st Saturday of each month
- Enfield/Longmeadow Holiday Inn
- 1 Bright Meadow Blvd.
- 9 am start time
- HartfordSpringfieldSpeakers.com