

PracticeBuilding SuccessSystem

Helping Health & Wellbeing Practitioners

Achieve Remarkable Business Results

The Step-by-Step Marketing System
to Help Grow Your Natural Therapy Business

Step 03
Create Your Marketing System

Module 03B
Speaking

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Introduction

Dear Therapist,

I am very excited to show you how to use speaking to grow and sustain your natural therapy business. It is possible to build a successful practice without speaking, but it is so powerful and effective that I strongly encourage you to consider it!

As an interesting example, a past president of the International Coach Federation would only mentor-coach coaches who agreed to use speaking as part of their marketing strategy! If they couldn't commit to this, she simply would not coach them!

The main reason why speaking is so effective is due to the concepts of "**experience and exposure**." For example, instead of meeting one person at a time at a networking event, imagine speaking to a group of 50 people, all of whom are in your target market and want what you have to offer. You are exposed to many more potential clients at one time!

And, this type of exposure is far more powerful. You are considered an expert when you speak. You get to learn and teach about what you treat. You get to provide value and allow the audience to experience you as a powerful, knowledgeable, giving, caring person who can help them solve their problems.

Of course, it's up to you, but I think these are some pretty compelling reasons to choose speaking as one of your three "Engine Activities" for your Marketing Train!

In this class you will learn:

- The specific reasons why speaking is so incredibly powerful.
- Who to target for potential speaking opportunities.
- Exactly how to approach these organisations.
- How to follow up to increase your chances for being accepted to speak.
- How to conduct an effective talk.
- How to funnel people into Two for One Assessment Consultations.

Speaking can take on many forms, such as presentations, workshops, informal talks, brownbag lunches, or even teleclasses. In order to teach this class best, I focus on speaking to associations and use examples related to that.

So, even though this class focuses on securing speaking engagements with associations, you can use these same methods for securing speaking engagements at companies, doing talks to networking groups or conducting public seminars. The strategies I teach on how to gain exposure, establish credibility, add value and funnel to the Two for One Assessment Consultation in order to secure new clients remains the same!

Good luck, have fun and please email me to share your Speaking Success Stories!

Be Remarkable



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Definition

I define speaking as any time you talk to an organisation, association, company or other group of people, typically for a low or no fee. Workshops, brown-bag talks, presentations and teleclasses are all forms of speaking.

When speaking, your purpose is to:

- Share your knowledge.
- Provide value.
- Allow the audience to experience you.
- Invite them to consider hiring you as their therapist.

Your goal is to deliver an excellent talk so people want to register for a Two for One Assessment Consultation with you. When you do this effectively, you will get new clients. The more you do it then the better you get and the more your business will grow!

In addition to using speaking to secure Two for One Assessment Consultations, it is also highly effective for other objectives, such as securing more speaking engagements, meeting potential Strategic Alliance Partners, uncovering long-term clients and more. When you are in the front of the room and deliver a compelling, informative, value-rich talk you open the door to unlimited possibilities!

Benefits of Speaking

Below is a summary of how and why speaking is so powerful. I encourage you to spend some time thinking about these benefits. The more you can personally feel and believe in the benefits, the more likely you are to take the action necessary to secure speaking engagements!

Increased Exposure

The first reason why speaking is so effective is because of the tremendous exposure. Specifically, exposure to a group of people who want and need what your treatment provides. **It is important that your audience be congruent with your target market.** For now, just realise that exposure is everything. In general, assuming a therapist is competent, the therapist who is exposed to the most prospects congruent with his/her target market and niche, is the most successful therapist. Sometimes the most successful therapists are not necessarily the best therapists, but their clients think they are the best and that is what counts if you are looking for a full practice.

The Audience Experiences You

Speaking is one of the most effective ways for potential clients to experience you. When you speak, you are seen as a knowledgeable expert who can help them solve their problems and achieve a specific result or benefit. When a well-crafted, educational and inspirational talk is partnered with an offer for a Two for One Assessment Consultation, you have a 1-2 combination that is unmatched by any other marketing strategy!

You Are the Expert - People Hire Experts

Speakers are generally viewed as an expert on the topic about which they speak. While this certainly varies from speaker to speaker, the very fact that you are in the front of the room makes you distinct from those who are listening. What a tremendous way to gain "instant" credibility!

You have a captured audience who, before you even begin your talk, is looking to you for insight, guidance, knowledge and direction. As long as you deliver a good talk and develop a connection with the audience, you can position yourself and your treatments as a possible "solution" to their "problem."

You Are Held in High Regard

What is the #1 fear in the world? You got it, public speaking! Do you not hold people who speak in high regard? Most of us do, because I know how hard it is.

So again, by virtue of you speaking, you already have credibility and a bit of admiration from the audience! You are positioned so much more effectively than meeting someone at a networking event, for example.

Builds Your Database

Speaking allows you to build your database of prospective clients. Every time you speak, you should aim to get 50-70% of the audience to subscribe to your electronic newsletter/Ezine. Once they are on your newsletter list you can start building a relationship with them. Over time, your subscribers become clients! (See the module on Ezines for more details on this!)

How to Secure Speaking Engagements

The process described here is for securing free talks. I use delivering a presentation to professional associations as the example. Do not limit yourself to these groups, however!

This same process can be used to secure other types of speaking engagements, such as to businesses and corporations. You can also use these guidelines for your own workshops, seminars and teleclasses.

Step 1 - Identify Potential Audiences

To get the best results, focus on finding speaking engagements where you can speak to your WHO, about your WHAT. In other words, you want **the audience to match your target market** as closely as possible. And your **topic should be about what it is that you treat**.

For example, if you are a naturopath who helps babies with allergies, which is a better audience, a mothers group or the local Chamber of Commerce?

Or let's look at a massage therapist who specialises in teaching baby massage. Which is a more powerful group to speak to, a Probus Club, or the National Association of Independent Financial Planners?

All the groups are a great audience but both the Mothers Group and the Probus Club both have people who have a vested interest in babies. One being mothers and the other being grandparents. You can bet either will know someone who could use your service. The latter two groups might have a few people who would be interested but you are relying on luck being on your side.

Here is a real-life example of how speaking to your target market makes a huge difference in your results!

Example

From my own experience I have spoken with Rotary groups and I have spoken with women's groups. I only got one good piece of feedback from the Rotary group and that was from a woman who thought my talk was inspiring. Most of the audience were conservative businessmen whose eyes just glazed over.

However, when I speak to large groups of therapists, the group inevitably contain a high percentage of soul-o-preneurs in the audience, they connect with me, are more than happy to sign for my newsletter and love the concept of my products. Not all therapist groups are for me either, I'm sure if I got up in front of a group of clinical physiologists and started going on about building a business when I relate better to the touchy feely therapists, I'm certain I wouldn't do so well. The lesson is know your target audience.

Step 2 - Outline Your Talk(s)

Notice I say outline your talk(s). That is all you want to do for now. If you already have set presentations, GREAT! Good for you! If not, don't worry about it yet. Right now, just focus on creating an outline for your talk, so that you can secure an engagement to deliver it.

The outline of your talk is crafted from a combination of your WHAT and HOW. The topic of your talk should be about what people get from your treatments (the results/benefits they receive, and/or problem it solves) and the body of your talk is a component of your How (your treatment structure or methodology.)

Ready – Fire – Aim Approach

Now, there are numerous ways to learn how to create and deliver a truly effective, dynamic, powerful talk. I am a fan of the “Ready-Fire-Aim” approach! In fact I'm the Queen of the Ready Fire Aim Approach. Without it I don't think my business would be that far down the line. In fact this material is a good example, the very first teleclass series I ran was in this style. I went out and sold the teleclass series, then developed the material as the series progressed. If you wait for everything to be perfect, then nothing will happen. My Remarkable Me programs was the same, sold it then developed it.

I recommend that you do not spend hours and hours and hours crafting an eloquent, professional speech. I believe in ACTION and if you try to perfect a talk before you even get an engagement, you may never take the action necessary to get one! Outline your talk in enough detail so that you have the confidence to begin contacting organisations. Once you secure an engagement, then you can develop your talk more fully!

Foundational Talk

I recommend you begin with one “Foundational Talk.” This is your “purest” talk that you most want to give. It is perfect for your Who and What. It is clear, simple, yet still delivers impact. Ideally, your Foundational Talk should be easy to tailor for each particular group. You can always add more topics later as you gain confidence, knowledge and experience.

Title

An effective title should be concise, interesting and compelling. It needs to describe what you will be speaking about and be relevant to your audience. A very effective way to do this is to describe the benefit or result they will get or the problem that you will be addressing.

Subtitle

A subtitle allows you to further clarify and describe your topic. Some of the easiest and most effective subtitles begin with “How To.”

Do you see how your How (your treatment methodology) fits in here? Virtually each step of your How could be the topic of a talk.

Key Points / Body

Make a list of 3-5 results/benefits your audience will receive from coming to your talk. They can be the same or similar to your What, no need to reinvent the wheel.

Examples

Example of a Foundational Talk for a business coach like me who helps small business owners secure more clients:

Example

Be A Client Magnet!

How to Attract More Clients Without Lowering Your Fees

In this informative and action packed talk, you will learn:

- Three secrets to effortlessly attract more clients to your business.
- Why 80% of small businesses fail, and how to insure you succeed.
- How to increase you fees without losing a single client.
- How to overcome objections and close the sale more often.

Example of a Foundational Talk for a life coach who specialises in helping parents with demanding jobs find more time for their families and themselves:

Example

Finding Time For The Important Things

How to Balance Your Demanding Job with Your Important Life!

In this thoughtful and provoking session, you will:

- Finally believe that work/life balance is actually possible.
- Learn 3 simple things you can do right now to “find” a minimum of 2 extra hours each week.
- Learn how to use the time you do have to make your relationships with your spouse and children more fulfilling and rewarding.
- Understand that it’s really okay to put yourself first.
- And much more!

Step 3 – Research Possible Organisations

I find doing searches on the internet provide great resources.

Other great sources are libraries. Searching journals. I'm amazed how many different magazines and journals there are that support all sorts of different groups and organisations. Many organisations have conferences, both regional and national. They have local chapters which always need speakers. Again you might not always secure an immediate booking but you can leave your details for future events. If your WHO and WHAT are strong enough you will find these organisations start coming to you.

Keys to Success

Remember, success in this area takes "good 'ol fashion elbow grease." It requires that you roll up your sleeves, research the organisations that are appropriate for you, visit their website and contact them. I will teach you how to do this, but you have to do the work.

What separates the winners from the losers, in our opinion, is that the winners are willing to do the work!

Step 4 - Contact Potential Speaking Opportunities

There are a number of ways to make initial contact with your offer to speak. I have found that the **Call-Mail-Call** approach works best!

Step 1 - Call

It is good to begin with a phone call, if nothing more, than to insure the contact information is correct. Some people are afraid to start with a phone call. If this is you, it's time to let go of that fear!

These organisations and associations want and need speakers... you! You are not selling anything. You are providing a service and giving value to their members. Have the attitude that you are doing them a favour, not the other way around!

Here is a sample script of what to say when making your calls:

Sample Script

"Hello. My name is () and I am a speaker and a therapist. I would like to send you some material and offer to speak to your group. Can you tell me where to send it and if you prefer physical mail or email?"

They might simply give you the name/address. If you want to stop here, fine. But the more dedicated, disciplined and confident you are, the more success you will have! I recommend you try to engage the person in further conversation. For example ask:

"Do you have a minute to answer a few questions for me?

Do you bring in speakers to your group?

Might you be looking for a speaker who speaks on_____?

Can you tell me a little bit about your group?

I have a very powerful talk on _____ that I think your members will LOVE! I am willing to do deliver the talk to your group for (free/low fee) as an opportunity to give value to the group and expose my services. I promise to be very professional and give tremendous value to your group. How do I learn more about speaking to your group?"

Step 2 - Mail

After you have called to confirm the mailing address, send a Speaking Inquiry Letter. I recommend you TEST both email and regular mail. The major benefit to email is that it can be easily forwarded. Your inquiry may need to be forwarded numerous times before it reaches the appropriate decision-maker and email makes this much easier.

The benefits of mailing a letter are that it is often more noteworthy and you can include additional information that they will actually read, or at least scan. Ideas of things to include are: a bio, articles you have written, a brochure, written testimonials, examples of media you may have gained, a cassette or CD recording of one of your talks, etc.

Critical Success Factors for Your Inquiry Letter

Potent, Yet Brief

We recommend that your initial letter be powerful and include the necessary components, while still being brief. Success in this area requires you have a system. You need to follow up and be persistent. The goal of your letter is to open the door. It is similar to a resume, where the goal is to get an interview. In this case, the objective of your letter is to get their interest and lay the foundation for a successful conversation.

Share Your Experience

The person who books speakers (such as the program director of an association or the HR director of a company) needs to feel confident about your abilities. Their reputation is on the line. They want to bring in speakers they believe will deliver a powerful, effective, relevant talk. Do not be bashful about sharing your experience.

Communicate Your Topic

Describe the different topics you can speak about (I recommend 1-3 topics) and communicate that you will customise your talk to the needs of the group. See the sample Inquiry Letter at the end of this section for ideas. The decision maker must "see and feel" how your speaking will benefit their group.

Sample Speaking Inquiry Letter

Dear <recipient name>,

My name is Margaret Gill and I am a professional business coach, consultant and speaker. I would love the opportunity to speak to The National Association of Natural Therapists.

My specialty is helping small natural therapy business owners increase their revenue and profitability. To date, I have helped many business owners grow their business and 80% of my clients over the last four years have been natural therapists.

I speak on a variety of proven sales and marketing strategies that can help your members significantly increase the success and profitability of their business. Please visit my website www.margaretgill.com to read the many testimonials I have received for my talks. I absolutely promise you, that your group will leave my presentation:

- Inspired to take action.
- Empowered from learning 3 proven techniques to grow their business.
- With more belief and confidence in themselves to improve their business!

Below is an overview of my most popular presentation. I feel it would be of great interest to NAONT members. Of course, all my talks can be specifically tailored to meet the needs of you and your group.

Attracting Clients Effortlessly!

In this informative and inspiring talk, you will learn:

- Three secrets to effortlessly attract more clients to your business.
- Why 80% of small businesses fail and how to avoid the common pitfalls.
- How to increase your fees without losing a single client.
- How to overcome objections and close the sale more often.

I have spoken to intimate audiences of 20-30 and am equally comfortable in front of groups of 200 or more.

I will follow-up with a phone call next week to discuss the possibility of presenting to your group. Thank you for your time. I look forward to speaking with you.

Yours sincerely,

Margaret Gill
info@margaretgill.com
03 5348 2552

Step 3 - Call

It is critically important that you follow up your Inquiry Letter with a phone call! In fact, if you are not willing to make follow-up phone calls, I'll even go as far as to say don't even bother writing and sending an Inquiry Letter!

The best way to follow up is with a phone call. I do not recommend that you send another letter or an email. It is important to mix your "touches," as people respond differently to different forms of communication. In addition, you cannot possibly secure a speaking engagement without having a conversation, so once your initial inquiry is made via letter it is time to get on the phone!

Securing Two for One Sessions from Your Talk

OK, so let's say you have secured a talk. Imagine that you are going to speak to "The National Association of _____ (Insert your Who)." Your topic is "How To _____ (Insert your What)."

The purpose of your talk is to gain exposure, provide value and offer Two for One Assessment Consultations. It is NOT to secure clients. It is to secure Two for One Assessment Consultations. I go into this in further detail in the Master the Two for One Assessment Consultation modlue. For now, remember that the primary goal of your speaking is to secure Two for One Sessions!

Critical Success Factors

As you can imagine, there are many factors that will determine your success rate in securing Two for One Sessions from a talk. I have listed the four most important factors. The level at which you perfect these will determine your success. This makes the difference, for example, in 5% of the audience registering for a Two for One Assessment Consultation vs. 20-40% or more!

Audience

When the audience is congruent with your target market, more people will be interested in having a Two for One Assessment Consultation with you. It is that simple.

Delivery

How you deliver your talk (called "platform skills" in the speaking world) is critical in determining whether or not you secure Two for One Assessment Consultations. While there are literally hundreds of resources on improving your speaking skills, I have found the following five factors are the most critical in order for your audience to want to engage in a Two for One Assessment Consultation:

You must build trust and make a personal connection with the audience.

The audience must learn (or relearn) something.

The audience must understand how you help your clients.

You and your service must be fill a gap or a need.

The audience must feel inspired.

Offer

If you have achieved these five objectives in your talk, your audience will be receptive to an invitation of a Two for One Assessment Consultation. I find that when done correctly, you can expect approximately 20% of the room to take you up on your offer. When done really well, you can expect around 80% of the room to take you up on the offer. These percentages are what we call

“conversion rates”. Once you work out your conversion rates, it becomes very easy to do the maths and start to project how many talks you will need to complete to keep your practice full.

The best time to make the offer is after the body of your speech and before your closing. The reason is that the audience has heard enough to make an informed decision and you can end your talk with a powerful conclusion instead of with an offer.

It is important to convey confidence and professionalism when offering Two for One Sessions. They are not doing you a favour, **YOU ARE DOING THEM ONE!** You must get this in your mind and really believe it in order to attract the right people. You want to sound confident, articulate and passionate. Your time is valuable! You are extending them a unique opportunity. Please remember how people view speakers (Page 5&6) and offer your Two for One Assessment Consultation accordingly.

Sample Language for Offering a Comp Session

Note: You do not need to use this exact script! The specific words are not as important as your professional posture and confidence when making your offer.

Sample Offer Script (NB in my instance I offer a complimentary session)

“I have a unique opportunity for some of you in the audience today. As you know I am also a professional business coach, and I work 1on 1 with business owners like you to dramatically increase their revenue. As a special offer, I am extending to you an invitation to schedule a complimentary consultation to discuss how my system may help you grow your business.

It is free and you are under no obligation to hire me in the session. In fact, I am very selective about whom I work with anyway. But I will be happy to meet with anyone who is serious and committed to significantly improving the profitability of their business. There is a clipboard in the back of the room with the time slots I have available. Just fill it out and I promise you we will have a great session together.”

Then, begin the conclusion of your talk. Isn't that powerful?!?

Two for One Session Registration System

As noted above, the simplest way to get people to register for a Two for One Assessment Consultation is to have a sign up sheet on a clipboard. All you need is their name, phone number and email. If it is a really large audience, having them put their card in a bowl may be more effective.

A copy of the format I use follows. The trick is to not play around with the format. This is the one that works and I've broken the rules and found out that this format works. In fact I've had people phoning me days later trying to get on the clipboard form. Don't mess with the system!



abundant
private
practices

Are you ready to EXPLODE your practice in 2008?

Register for a Complimentary Session with Margaret to determine if there is a fit.

THURSDAY, 11th October 07

Time	Name	Phone/Email
2pm	_____	_____
3pm	_____	_____
4pm	_____	_____
5pm	_____	_____

FRIDAY, 12th October 07

Time	Name	Phone/Email
11am	_____	_____
12pm	_____	_____
1pm	_____	_____
2pm	_____	_____

DO NOT KNOW YOUR SCHEDULE? Sign below and Mz Margz will contact you.

Name / Phone / Email

Summary

Would you agree that you now have a very, very strong foundation for using speaking to grow your business? Becoming a polished, professional speaker takes time and commitment. If you are really committed to being an accomplished speaker and using speaking to grow your natural therapy business, I recommend you dedicate yourself to becoming a professional public speaker with the National Speaker's Association. Not only will you get lots of clients, you will also have an opportunity to get paid for your speaking!

If you do not aspire to this level, that is okay! Use the guidelines I have provided to secure free speaking engagements as a way to market your natural therapy business. It's effective and fun!

Speaking Resources - Books

Enhancing Your Presentation Skills

Till K. Kahrs

The How-To of Great Speaking - Stage Techniques to Tame Those Butterflies

Hal Persons

Training to Imagine

Pat Koppet

Speak and Grow Rich

Dottie Walters and Lilly Walters

Be Heard Now

Neil Glickstein

Speaking Resources - Organisations

Toastmasters <http://www.toastmasters.org.au/>

National Speakers Association www.nationalspeakers.asn.au

Robert Rabbins RealTime Speaking <http://www.realtimespeaking.com/>

Matt Church Videos Available Online

<http://www.mattchurch.com.au/onlineshop.html>

Plan Your Speaking Strategy

Hopefully you see the benefit of using Speaking to grow your natural therapy business. Use the following page to plan out your next steps and then get to work!

My objectives for using Speaking to grow my business are:

Some of the potential audiences I can speak to are:

Ideas I have for my Foundational Talk are:

My next steps are:

The concerns or challenges I have about Speaking are:

My strategies to overcome any concerns or challenges are:

Implementation Schedule and Checklist

Use this chart to create a timeline for working on Speaking. In the TARGET DATE column indicate when you want to do each task. Use the ACTUAL DATE column to indicate when you actually complete it and then “check it off!” Use your coach to get feedback on your letter and hold you accountable!

TASK	TARGET DATE	ACTUAL DATE	√
Identify potential audiences			
Outline possible speaking topics			
Develop Foundational Talk			
Research speaking opportunities			
Call to confirm address			
Write Inquiry Letter			
Send Inquiry Letter			
Make Follow-Up Phone Calls			
Fully develop Foundational Talk			
Practice Foundational Talk			
Prepare materials (sign up sheet)			
Deliver a great talk!			

Gratitude Sheets

This week I am grateful for:

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