

How To Use Public Speaking To Get More Clients

A Step-by-Step Guide

**Web Design/Development
Business Marketing**

What's Inside This E-Book

This e-book will take you step-by-step through finding, making and following up with speeches to position you, and your business, as a web development expert.

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Why Speak?

This is a very easy question to answer.

Giving keynote speeches to an audience of your target market very quickly establishes you as an expert in your field.

It's been my experience that nothing will **generate well-qualified leads that convert to sales** better than those people who have heard you speak on your topic of expertise.

There's a range of reasons for that, but mostly it's down to 2 factors:

1. You are **getting yourself known** to your target market
2. You are **perceived as an expert** when you speak publicly on a topic (unless you're the worst speaker ever).

The personal nature of a speech also puts you in immediate contact with your market - to meet you they don't have to make a call, write a letter or send an email. The person simply has to come up to you at the end and say hello.

And it's that face-to-face meeting that's important. Now you're not just another web designer/developer, but a real live person who they (hopefully) like and trust.

Educate Your Market

Look upon it as a way to educate people on the pros and cons of having a web site. Speaking to a group of business-people is a great way to teach them how to ensure they receive the best possible web site for their business. You're doing them a terrific service.

How To Find Speeches

Finding groups to speak to is a very simple process – don't make it any more difficult than what it is.

How we find speeches is incredibly simple: we simply review the various business organisations in our state, make contact and offer the speech.

The organisations we approach include:

- Rotary
- Lions Club
- Chambers of Commerce
- Business Network Functions
- Business Industry bodies (i.e Masters Builders Associations)

To find additional potential targets you can also review Trade publications (including web sites), review speaking industry publications (including web sites) and complete general web searches.

How To Approach Target Organisations

When we give speeches related to web design or Internet business we provide them free of charge. What this means is that we're in high demand for those speeches!

And that makes it very easy to gather bookings.

Step 1:

We enter all potential contacts into a contact database (we use ACT!).

Step 2:

When we get to 100 contacts we write a letter to the contacts (**see "Example Pitch Letter" – Pages 19 - 20**).

(Please note that the letter includes some critical information – testimonials, web site address for more information, details of speech topics....all included to aid your credibility and gain the attention of the contact. Be careful not to promote yourself rather than demonstrate the value you could provide.)

Step 3:

Await phone calls asking to book you!

It's that easy!

On page 21 you'll find a Booking Form to use.

I have also included a **pre-booking email template (page 22)** to send to those who ring to enquire for more information.

Following this is a **pre-booking example letter (page 23)** to use for the same enquiry.

Step 4:

Once we've completed a speech for 1 person from our mail-out of 100 letters, we'll send a second letter to the people who didn't respond previously ("**2nd Pitch Letter**" – **Page 24**). This letter, which includes a testimonial from the person for whom you completed your most recent speech, along with possible speech topics, should be very brief and act as a simple reminder.

Step 5:

I've never used step 5 because the previous 4 steps work so well! Step 5 is simply this – telephone each of the people you have previously mailed and offer your services as a speaker.

Follow up with a Thank You letter including a list of 3 speaking topics and what benefit they would provide to the audience.

What To Do When Someone Says “Yes”

Remember, the goal of the speech is to provide fantastic information and value to the listening audience. But just how can you be sure that what you will talk about is relevant or even wanted by the audience.

Easy! You ask.

Use the **“Pre-Speech Questionnaire” (Pages 25 - 26)** to find out exactly what your audience is interested in (and what backgrounds they have) so you can tailor your speech to be exactly what they want and, in turn, so you can position yourself as well as possible.

That’s the simple way to not only providing a relevant speech, but in positioning yourself as a true professional in the eyes of the organisation you’ll be speaking to.

On page 27 you’ll find an **“Event Progress Sheet”** that you can use to systematically keep in contact with each booking contact.

On page 28 is a **“Speech Introduction”** that you provide to the MC of the event.

Speech Preparation

If you have never done a speech before you need to know that your speech preparation is critical.

What I do is write out my speech as 1 page tidbits.

I then type it up.

Omnidirectional Microphone & Audacity Sound Editor

I then record my speech using an **Optimus Omnidirectional Microphone** (you can buy them for about \$20 at your local electronics store. I also have a headset with microphone that I occasionally use – that was \$25 from my local store) – it has a plug (\$3) that connects the mic lead to my laptop – in conjunction with a terrific free sound editor program called “**Audacity**”: <http://audacity.sourceforge.net>.

The sound editor software has a handy timeline so you can see exactly how long your speech will take.

From there I can see how long the speech will take and can start to chop and change my notes to ensure the speech is a better length.

Re-record & Check Timing

Then it's back to recording the speech again, checking the timings and re-editing my notes.

I find recording my speech a huge help as it enables me to adjust my writing so the speech is more natural. It's quite often only a subtle change of a word or 2, but the impact can be substantial. I've found my speeches sound far more natural since I started doing this.

Practice, Practice, Practice

Once I have the speech written out and I'm happy with it (and its length) I'll then practice, practice, practice.

And once I'm happy with that and have a fairly good understanding of what is in the speech I'll then write notes onto 3" x 5" cards. These cards contain keywords that act as a trigger for the entire speech.

(On pages 29 – 30 you'll find an **example segment of a speech** and how this segment might be reduced down to just key points.)

That's a few hours preparation for a speech (usually much more) but the benefit will be that you'll sound very smooth, polished and professional.

Structure The Speech

Okay, now speeches have 3 sections. The beginning, the middle and the end.

But what I'd like to talk about here is how you structure the speech to meet both the wants of the audience and the needs of you as a business-person.

The speeches I do to attract qualified leads are structured very, very carefully to position me as an expert with loads of credibility. Every single part of the speech has been developed to perform a particular function.

Speech Example

Here's an example for a speech that achieves this:

Audience

Rotary Club Members

70 members, 62 are self-employed business-people – mostly professional people.

What they want

What they want is a speech that is relevant to their business, is entertaining and that informs them of successful business strategies.

What I want

I want 3 people to approach me after the speech and ask me to review their current web site/look at developing them a new web site.

This is how I've structured the speech:

The speech structure

Introduction

I always like to start with some humour to get people's attention (or something slightly controversial). The start of your speech is critical.

Body of speech

The body of the speech contains 5 sections which are detailed as "Business Lessons".

1. Back Yourself – this 3:17 minute section details the case of when a client rejected our web design proposal and said if we thought the web site could be so good that we could do it for ourselves and be his Internet distributor of his online product.

We did and the site became a huge success.

Positioning – the audience see that we can do what we say we'll do and that we have the experience of a hugely successful site.

2. Perseverance – this 2.52 minute section details the training and work I did leading up to being approached to write my first book.

Positioning – this lets the audience know that I have written a book, that the book sells for a mammoth \$247 US, that it has been very successful and that it has won awards.

All very credible stuff.

3. Think Differently – this 3:21 minute amusing anecdote relates the story of how we came to manage one of Australia’s highest profile multi-millionaire businessmen.

Positioning – the audience now knows we provide a range of services and that we have contacts and credibility second to none.

4. Standing Out – short (2.10 minute) story about standing out in your marketing. I use the specific example of what the effect guaranteeing our services 100% has had on our business.

Positioning – the audience now knows we fully guarantee our services.

5. You Have To Find The Right people To Work With – here I use the ‘Back Yourself’ story to illustrate the point, along with a new case study of how a client selected us with terrific results and I finish with an example of people who use another client (high-profile) for getting quality results.

Positioning – this demonstrates our expertise and commitment to results. It also showcases our association with a high-profile client, further aiding our credibility.

Conclusion

The conclusion ends with a self-deprecating joke and directs the audience to resources for further information:

- back of the room (material including brochures and printouts)
- speak with me afterwards, and
- online survey.

The audience received a quality speech focused on demonstrating how to gain maximum potential from their web site, along with examples of the strategies in action. Importantly, they have also been educated on our range of services, expertise and previous results.

Very importantly you need to **entertain** your audience. If you can entertain and inform at the same time you'll be a very successful and popular speaker.

Adding Value

Adding value to your speech is an important aspect that will result in additional leads and referrals.

There are numerous ways to add value to your speech with 'take-away' information:

- **Handouts** - Overview of speech, About us information
- **Directions** to obtain further information
- **Case Studies** of the examples you speak about
- **Audio CD** of speech (very easy to record your entire speech with "Audacity" and burn to a CD)
- **'How to' documents** (How to find a web developer, How to develop a web site for your business, 10 tips for web site success, etc)

(Pages 31 - 33 have a hard copy survey sheet along with a section that the audience can use to request further information.)

One important part of my closing remarks is a request for the audience to go to my web site and complete an **online survey** on how they would assess my presentation (if they do not receive the hard copy survey form: **Please note** that the hard copy survey form is different to the online survey form. I have done this to provide you with some more ideas on the questions you might ask and the information you could give away.).

Example online survey

www.tailored.com.au/example-survey.htm

One Minute Poll

I use [One Minute Poll](#) – an excellent and easy online survey system. [One Minute Poll](#) starts from \$49.95 for a yearly subscription (that's the plan I'm on) for unlimited survey and unlimited questions with a maximum of 250 responses per survey.

The higher priced subscription (top price is \$79.95 per year) allows unlimited surveys, unlimited questions and 5,000 responses per survey.

This does 3 things:

- It gets the audience to visit my web site
- It gives me fantastic feedback on the presentation so I can make it better and better for future audiences
- It demonstrates our professionalism and commitment to quality.

Follow Up

Your follow up is critical to ensure the ongoing success of speaking engagements. I look upon the follow up as essential for 2 main reasons:

1. We get a lot of speeches via referrals
2. We get quite a number of repeat appearance requests

Your simple follow up can be achieved like this:

- Follow up with a phone call the next day with the person who booked you to ensure they were happy with the speech (gather feedback)
- Follow up with a post event letter (**see page 34**) that includes a survey specific for the person who booked you (**pages 35 – 36**).
- Place contacts details into your mailing list for future contact.

Getting Started

I have tried to make this e-book as simple and easy to follow as possible.

I've provided various examples – some with our details included – so you have a range of examples and applications to choose from.

Part of our business is managing public speakers (one of our speakers charges \$6,600 per speech), along with generating speeches for me (Brendon) as part of our ongoing marketing strategy.

What this e-book contains is the **very same processes we use** to secure speeches and maximize each speech to the advantage of our business.

Getting started is as simple as posting off some letters and making some phone calls.

Before you know it you'll be a public speaker!

Good luck.

Brendon Sinclair

Appendix

Example Pitch Letter

Name
Address
Suburb State Postcode

date

Hello Name

Are you looking for someone to speak at your next [type] meeting?

Outrageous. Vibrant. Entertaining.

Expected to be enthralled by the presenter only to be disappointed? Seems everyone wants to be a 'professional speaker' these days but not everyone is cut out for it. Just because someone has a great resume doesn't qualify them for the job.

Your members want to be entertained. They want practical, take-home information. They want more than to listen to someone's life story.

Well, have we got the man for you!

- Brendon Sinclair started Tailored Consulting on his own, working from home. Six years later and he has established one of Queensland's most successful web development firms. Clients include the Queensland Government, Gold Coast Marathon, CareFlight Queensland, Masters Games, Mills Transport...the list goes on..
- He owns and manages one of Australia's most successful health product web sites (it once sold a staggering \$250,000 in 2 hours!).

- In July this year he commenced another online business that now grosses \$10,000 a day!
- His first book 'The Web Design Business Kit' has sold more than \$1 million in the first 12 months! And it's just won the Web Design Library Award for **Best Book in the Web Industry for 2004.**

Brendon's signature presentation – **How The Dumbest Businessman In Australia Became Successful** - takes you on a journey of Brendon's success as he lays out the strategies implemented and the lessons learned.

(Brendon has other speech topics specific to Marketing, Internet Business and General Business.)

As a successful businessman passionate about assisting others to achieve success in their lives, Brendon Sinclair adds enormous value to any function with his engaging and entertaining presentation.

If you'd like Brendon to speak at your next meeting please contact Tailored Consulting on (07) 5598 4898.

Yours sincerely

[name]

"Brendon is a brilliant business presenter. His presentations are clear, concise and motivating. He offers advice freely and with great knowledge, whilst at the same time ensures interest with... his wit and his energy"
Tweed Business Group

Booking Form

Your Details

Company Name: _____
Contact: _____
Address: _____
Phone: _____ Fax: _____
Email: _____ Web site: _____
Mobile: _____

Event Details

Event Name: _____ Date: _____
Venue: _____ Time: _____
Address: _____
Number of Attendees: _____ Theme of event: _____
Speaking Topic: _____ Length of presentation: _____

Marketing Collateral

We have a range of marketing collateral available to you to help promote the event and/or [name] as a speaker. Please indicate below what you will require.

Brochures ___ How many? _____
Postcards ___ How many? _____
CD of high resolution images? ___ Media information? ___

**Simply complete the form above and fax back.
We'll confirm the details as soon as possible.**

Pre-booking email template

Subject: [name] as speaker

Hello [name]

Thank you for requesting information about [name].

[name], I have just posted off the additional information as requested.

Should you require any further information please contact me any time on (xx) xxxx xxxx or name@domainname.com.

I look forward to hearing from you.

Kind regards

{Signature}

Pre-booking example letter

Name
Address
Suburb State Postcode

date

Hello Name

[name] – motivational, entertaining, inspiring

Thank you for your enquiry about [name]. Please find enclosed a sample of [name's] brochure, postcard and a more detailed review of his speaking topics.

[name] has the ability to adapt his presentations to the audience, which means you get exactly what you want. He is an animated speaker, drawing the audience in with his practical theories, real life examples, and witty humour. [name] is definitely not a run-of-the-mill speaker and would no doubt motivate and inspire your event attendees!

Please have a look over the attached information. I will be in contact with in a few days to see if I can be of any further assistance.

Please contact me if you have any questions or require further information. I can be reached on (xx) xxxx xxxx or name@domain.com.

I look forward to speaking with you soon.

Kind regards

[name]

[title]

encl.

2nd Pitch letter

Name
Address
Suburb State Postcode

date

Hello Name

We recently sent through a letter regarding [name] availability to speak at your function or meeting. [name] is a terrific speaker who can provide great value for your members/team/etc.

[business name] recently had [name] speak and they described him as

“testimonial here”

His presentation can be tailored to meet the needs of your audience to ensure the best possible speech. As mentioned his topics included:

- How to do this and this
- How to do that and that
- Why you must do this and that

Please contact [business name or contact name] on (xx) xxxx xxxx for more information.

Kind regards

[name]

[title]

encl.

Pre-Speech Questionnaire

1. What is the event being held for?

2. When is the event?

3. How did you first hear about [name]?

4. What would be the appropriate dress code for the speaker?

5. How many people will be in the audience?

6. What are the characteristics of the audience?

Age _____

Sex _____

Occupation _____

7. What's the main objective of the event?

8. What key topics or issues would you like the speaker to talk about?

9. Do you have any other suggestions or advice for the speaker?

10. What are your contact details? Name + Postal + Email + Phone

Event Progress Sheet for...

Event Name: _____

Event Date: _____

Contact: _____ **Phone:** _____

- Phone call / Email inquiry to us __ / _____ / 200
- Email sent to inquirer
- Letter sent to inquirer
- Follow up call to inquirer __ / _____ / 200
- Booking Form received __ / _____ / 200
- Booking Confirmation letter sent with Pre-Speech
Questionnaire
- Follow up call if required
- Sent pre-event letter + requested material
- EVENT __ / _____ / 200
- Follow up call __ / _____ / 200
- Sent letter + survey & reply paid envelope
- Follow up call

Speech introduction

[name] Information Sheet

AV Requirements

[name] does/does not use a power point presentation when he addresses an audience.

All [name] requires to entertain and educate his audiences is:

1. Microphone (lapel if available)
2. An MC to introduce him

Other:

Glass of water
Lectern/table for notes.

[name] tends to wander the stage when speaking.

Sample Introduction for the MC

The guest speaker today is Brendon Sinclair. Brendon is recognised internationally as a leading Internet expert and will be speaking today on how to use the Internet and web sites as a viable business tool.

As the author of the best selling 'The Web Design Business Kit', the SitePoint Tribune – a newsletter with 130,000 subscribers – and hundreds of published articles, Brendon is highly regarded as an expert in the field.

He also owns and manages several successful e-commerce stores, giving him a unique insight into this exciting area of business.

Brendon is also an excellent dancer, superb golfer and a great kisser. He also writes his own introductions.....please welcome Brendon Sinclair.

Speech Example

Think A Little Differently

You guys heard of a Sydney guy called Justin Herald? Justin is the founder of Attitude – one of Australia’s better known t-shirt companies and the author of “Would you like Attitude with that?”

He’s listed in BRW at \$15 million and has retired from the day to day running of the business. He spends a bit of time these days doing business and motivational speaking.

A couple of years back the marketing division of my business was managing a couple of local athletes and having a bit of success. One day I took a call from Justin who said he’d heard some good things about us and wanted to have a chat.

We met in a Sydney pub – just like Princess Mary and her Frederick! – and Justin asked if we’d be interested in managing him now he’d retired from Attitude.

We had a chat about the commission we’d get and the conversation went something like this.

Me: “We usually charge 20%.”

Justin said “No, I’m not paying you 20%”

I’m there thinking “Great. I’ll have to justify everything and we’ll negotiate and maybe reach an agreement.”

I was just about to start when he said again “No, I’m not paying you 20%.....I’ll pay you 30%.”

I thought Geeeee, I’m a good negotiator. Tough but fair!

You see Justin’s thinking was a little different from the average guy. His thinking was if he gave us 30% then we’d be working real, real hard on his behalf and ensure he gets as much work as possible.

He was thinking the exact opposite to the way a lot of people think – “How can I pay this guy as little as possible?”

He was thinking “What do I have to do to get this guy working for me at top pace – that’s it: I’ll pay him way above the industry norm and he’ll be very, very effective for me.”

Thinking differently in business is critical because most businesses fail. So if you do the same as everyone else, chances are you’ll fail.

Think outside the box. You’ll be more successful if you do.

Card

The card for this speech segment – that is the card I’ll refer to during my speech - of the speech might look like something like this:

Lesson: Think Differently

- Heard of Justin – who he is
- BRW \$15 million
- Managing athletes – “Heard good things”
- Sydney pub – Mary
- Commission 20% - justify
- “Not paying you 20%.....I’ll pay 30%”
- Tough but fair
- Not how do others do it

- Most businesses fail, expand on why and how to think differently (brainstorm, research, review, etc)

Hard Copy Survey With More Info Request Facility



Thank you for your attendance.

We would appreciate if you would take a little time to complete the enclosed survey form and either post it back via the Reply Paid envelope or give it to the speaker. It should not take more than a few minutes of your time as the survey has been designed to be quickly and easily answered.

1. Did you find the topic:
(Please circle)

Not Relevant *Mildly Relevant* *Relevant* *Very Relevant*

2. How would you rate the speaker on the following aspects of the presentation:
(Please circle)

Professional	Poor	Below average	Average	Above average	Excellent
Entertaining	Poor	Below average	Average	Above average	Excellent
Exciting	Poor	Below average	Average	Above average	Excellent

Informative	Poor	Below average	Average	Above average	Excellent
Persuasive	Poor	Below average	Average	Above average	Excellent
Impressive	Poor	Below average	Average	Above average	Excellent

3. How would you rate the visual aids used in this presentation?
(Please circle)

Poor Below Average Average Above Average Excellent

Additional comments

Tailored Consulting is committed to providing the best possible service to all clients. We value your input in helping us make a better business. Thank You.

To obtain copies of information discussed tonight please see overleaf.

REQUEST FOR EXAMPLES

Name	Company
Address	Position
Suburb	Fax
Postcode	Email
Telephone (Bus)	Date
(Home)	

Please provide me with a copy of the **Tailored Consulting**:

- | | | |
|-------------------------------------------------|-----------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> Business Origin Survey | <input type="checkbox"/> Business letters | <input type="checkbox"/> Copy of today's presentation |
| <input type="checkbox"/> Commonality Survey | <input type="checkbox"/> Client Profile Sheet | <input type="checkbox"/> Tailored Newsletter |

My preferred delivery is:

- | | | |
|--------------------------------------|-------------------------------------------|---------------------------------------|
| <input type="checkbox"/> Post | <input type="checkbox"/> Facsimile | <input type="checkbox"/> Email |
|--------------------------------------|-------------------------------------------|---------------------------------------|

Note: Please allow 3 working days for delivery by post. All other deliveries will be completed within 24 hours of receipt of this form.

Please place this form in the **Reply Paid envelope** and:

- Post to **Tailored Consulting**, or
- Give to speaker.

Thank you.

Post Event Letter

Name
Address
Suburb State Postcode

date

Dear [name]

Hope all is well – it was nice to meet you yesterday.

I'm glad you enjoyed the presentation – I certainly enjoyed presenting to the audience and chatting with them after the breakfast/lunch/dinner.

If you have a spare moment during the next few days I'd appreciate your assistance. Please find enclosed a short questionnaire that gives you the opportunity to let me know what you thought of the presentation. Any feedback – whether good, bad or otherwise is very welcome.

As discussed, I would also appreciate a testimonial from your organisation in regards to the presentation. If this could be provided on your letterhead I would be very grateful.

Thanks again [name]. I look forward to receiving your feedback and working together in the future.

Kind regards

[name]
title

encl.

Post event survey (person who booked)

Presentation Satisfaction Survey – To person Who Booked Speaker

Thank you again for booking [name] to speak at your event. Please take a few minutes to complete the survey below. Your feedback is important to us.

1. Were you satisfied with [name] presentation?

_____ Yes _____ No Comments:

2. Were the objectives of the event met?

_____ Yes _____ No Comments:

3. Was the feedback you received from event attendees mostly positive?

_____ Yes _____ No Comments:

4. How would you rate [name] against other speakers you have heard?

(Please circle)

Excellent Good Average Poor

5. Please rate the service you received from us prior to the presentation.

(Please circle)

Exceeded my expectations
Provided me with all I needed
Did not meet my expectations

6. Are there any upcoming events or colleagues within your organisation or the industry that might like to learn more about what [name] has to offer?

Event 1: _____

Contact: _____

Event 2: _____

Contact: _____

7. If possible, we would love to obtain a testimonial regarding your satisfaction with [name] presentation at your event.

(Please write your comments on letterhead and post them to the address detailed).

Thank you. We appreciate your feedback and assistance.

About Tailored Consulting

Tailored Consulting is a specialist web development firm based on Queensland's Gold Coast with a client list including the Gold Coast Marathon, CareFlight Queensland, JustinHerald.com, numerous Gold Coast resorts and Mills Transport. Also owning and managing one of Australia's most successful health products web sites, Tailored Consulting is widely considered to be one of Australia's premier web firms.

Brendon Sinclair, Founder and Executive Director of Tailored Consulting, is the author of **"The Web Design Business Kit"**, acknowledged as the authoritative book for web development firms. He is also a contributing author to several online specialist publications and writes one of the highest circulation newsletters on the web - "SitePoint Tribune" (130,000+ subscribers).

Brendon Sinclair also owns Tailored Management, a boutique speaker management business representing some of Australia's leading public speakers.

For More Information

If you have any questions or comments regarding this e-book, or would like to contact us, please contact us at admin@tailored.com.au or on (61) 7 5598 4898.

Office:

1136 Gold Coast Highway
Palm Beach QLD Australia 4221

Ph: 61 7 5598 4898 or Fax: 61 7 5598 4602

Postal:

PO Box 952
Palm Beach QLD Australia 4221

You can also visit us at [**www.tailored.com.au**](http://www.tailored.com.au).

Brendon's personal web site, developed specifically to discuss web design/development marketing strategies, is at [**www.brendonsinclair.com**](http://www.brendonsinclair.com).