

Dental Consultant Master Academy
evolve ■ emerge ■ influence

Action Sheet – Week 41
Jumpstart Your Speaking Business

1. Three Key Types of Competition

- ◇ Direct competitors
- ◇ Indirect competitors
- ◇ Replacement

Answer True or False:

1. I am known for the results I help people get.
2. I am known for a certain personality or style:
3. I have one talk that will be able to consistently sell my products or service. +
4. I *have* a signature system or series.
5. I am *known* for my signature system or series.
6. People can repeat my catch phrases back to me:
7. I am often asked to speak on stage, at telesummits on webinars and podcasts.
8. I have a product or service that I can sell at any time that does not require me to do anything in person to deliver this.
9. I have multiple streams of income.
- 10 My income is exactly where I want it to be.

Three Keys to Change the Above Answers to be True:

1. Visibility in your specific niche and with your potential ideal clients. This is about creating the opportunities to get visible.
2. Capitalize on your visibility. Make the most of your time on the stage.
3. Monetize what you are doing up on stage, in a webinar or podcast.

Ways to Be Memorable:

1. Brand identity
2. Be unique
3. Be polarizing
4. What words describe YOU?
5. Be consistent
6. Be conscious of where your brand shows up

Review Your Course Titles Developed in Week 40:

- ◇ Is your handout in alignment with your brand?
- ◇ Do the colors, font and words used to describe your course representative of your authentic brand?

Roadblocks:

- ◇ Be your authentic self and people will connect with you and love you!

Speaker Resources:

Katherine Eitel - <http://www.katherineeitel.com>

Vanessa Emerson - <http://www.vanessaemerson.com/speakersandtrainers.html>

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

National Speakers Association - <http://www.nsaspeaker.org/>

Speaking and Consulting Network (SCN) -

<http://www.speakingconsultingnetwork.com/>

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