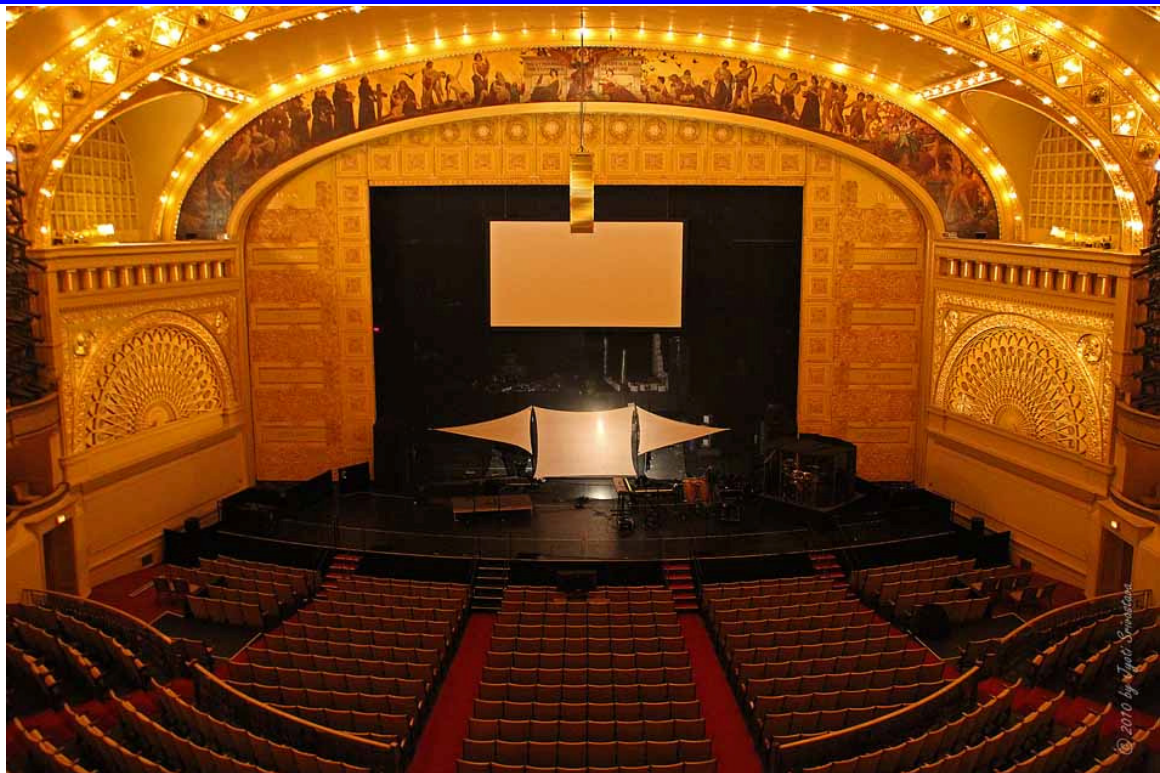


Dental Consultant Master Academy
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Action Sheet – Week 42
Five Step Process to Speak and Sell Part I



I. Think about a time when you first spoke in front of a group of people. Write down when and where that was.

Were you paid to speak to the group? Did you receive an honorarium?

What was the outcome? Positive or Negative? Explain why it was either of these.

If you were not paid to speak, did you receive a grade? What was the grade?

II. You have approximately 11 seconds to make a great first impression when you begin to speak to your audience. Always create a strong first few statements to begin your speech. Start out with a bang! Get the audience to interact with you right away or share a very impactful story right when you begin speaking.

III. List 2 speaking gigs you can do for free:

IV. Create a list (Consider this your “wish list”) of conferences you want to speak at. Find the contact persons name, and contact information. Create a spreadsheet with this contact information and begin to call and promote your speaking courses.

V. List one or two products (services at least), that you can speak to sell:

FIVE STEP PROCESS TO SPEAK AND SELL

- | | |
|--|--------------------------------|
| 1. Planet front of auditorium | = “Plan your speech” |
| 2. Books stacked on left of auditorium | = Book it! |
| 3. Kraft Mac n Cheese on back of auditorium | = Kraft Your Speech |
| 4. Rock lodged on right side of auditorium wall | = Rock Your Talk! Take Charge! |
| 5. Middle of the room the chairs filled with money | = Make Money! |

Write down how much you want to earn speaking this year:

Write down how much you need to be paid to speak to accomplish this goal:

Write down how much you must sell at each speaking gig:

Write down how many days you will need to speak to earn this much?

How many calls you plan to make each day, week and/ or month to get this goal accomplished:

Create an excel spreadsheet which includes the following:

- Name of Speaking event:
- Name of contact person: (Include their best phone #, email, etc.)
- Date of speaking event:
- Location of speaking event: (Name of hotel, etc. include the address and phone #)
- How much you will be paid
- How long will you speak for: (Include time when breaks will be held)
- What product can you promote to sell at this event:

- What type of conference special can you create to sell this product:
- Plan to have a form to sell and at least have people opt-in:

VI. Your talk must be client centered. Write down what problem(s) you will solve during your speech:

Go to www.amazon.com and search for the book POP by Sam Horn

VII. List three hot titles for speeches you can now craft.

Write a date on your calendar when you will have your first speech crafted by:

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