

**Dental Consultant Master Academy**  
evolve ■ emerge ■ influence

**Transcript - Week 41**  
Jumpstart Your Speaking Business

Hello, this is Debbie and welcome to this week's video training video.

Last week I talked about how to create your speech and I asked you to begin writing at least your 1<sup>st</sup> course outline. This week I will talk about who to send your bio and course outlines to, when to send the outlines and how to find the people you want to send your information to and how to begin rockn' your talk. First of all, be sure to write at least 3 course outlines that you can send to meeting planners. Today I will also want you to be thinking about who you will send your course outlines to and what you can do while speaking to keep profits coming back to you.

So let's get started with today's video!

Who will you send this information to? The answer is who do you want to speak to? I wanted to speak to dental societies and all of the national dental meetings so I went to the ADA website and figured out who the meeting planners were. I created an excel document which includes all the information: the name of the dental society or meeting, their website address, the contact person's name, their phone # and email address. If they do not have an email address listed I call and speak to the director 1<sup>st</sup>. Back when I started speaking there was not as much information online and I made a lot of calls. I actually hired a virtual assistant who called for me and submitted my information. Once the information is sent to the correct person, you will make a call to follow up, make sure the correct person has your information and ask when the committee will be meeting to choose their speakers. I keep this information on my excel sheet for the next year. Many of the dental societies will have dentists who volunteer for this position so each year you may be sending your information to the previous committee chair and this is when your follow up call is very important. Most of the time, the previous dentist will email with a response that tells me who the correct person is to email. It works beautifully if you are sending to the same societies and associations year after year because they do get to know your name.

My assistant lived in Canada so she began spreading my information throughout Canada and my first speaking gig was in Canada. In 2001 I received \$1,500 plus my travel expenses to speak at a small dental society in Smithers, British Columbia, Canada.

I look back and that and I feel sorry for those dentists because I have come so far since that time. Since 2001 when I first spoke at a conference, I have had several coaches help me with my speaking.

At this time I can tell you that the best person I know for you to work with on your speaking is Katherine Eitel. I highly recommend her! Also check out Vanessa Emerson who handles getting your information out there for you. For a fee she does this.

I also want to mention that when I chose to get out there and speak I joined Toastmasters and also the National Speakers Association.

I can not speaking highly enough about how much Toastmasters help me get a foundation for how to speak in front a crowd with a calm level of confidence using my tone, language and body to convey my message. The National Speakers Association is filled with top name members and they will teach you a lot about how to market your speaking.

There is this great opportunity to not only share your important message but this is a great time to get out there in front of hundreds of thousands of people who you want to hear you message. This is how you can change the lives of others and really become an influencer in your niche!

In the beginning of your speaking career, you can just get out there and do your webinars or start a podcast each week or monthly to develop a following and get your message out there! You do not need to do what I did and mortgage your house to get the money to set up your own speaking events. I do not recommend doing what I did 14 years ago!

Always think about selling your products at these events whether you are doing a webinar, podcast or live event. This is another big marketing tool I did not have under my belt in my first 10 years as a speaker. I made the mistake of thinking that I could just go out there speak and people would just want me to be their consultant. Boy was I wrong on that one!

Now I want to speak to you about how to become an industry leader in the spotlight this year **IF** that is what you would like to do. I am going to show you how to kick it up a notch with getting out there and also market those products you have developed.

I want you to think about the change that you can make when you are on stage. This is not only about making money but think about the change you can make in possibly a million people when you share your message in not only all the various products we have talked about and I have shown you how to develop but think about the various ways that you can deliver your message live!

When you receive letters from people and comments on your course evaluations from people thanking you for delivering your message and when they tell you how much you have made a difference in their life, this is when you know you have made a difference. This is when you really wake up each morning ready to take on the world and do more of what you love to do!

Now there are some big challenges that may hold you back from getting your message out there and number 1 is that no enough people know about you.

I mean that you are the best kept secret. It is possibly hard for people to understand what you do or maybe they don't know how to get your message and/or products. I will talk more about this later.

Possibly you are not getting your message out to the masses because you have not leveraged yourself. What I mean by leveraged is that you develop a business so that when you are busy making money, that you still have time to do all the other things you love to do in your life! Do you want to spend more time with your family or go on more vacations? Well, this master academy has thus far shown you how to develop a lifestyle that can give you all of these things if you desire to have more of them in your life.

I also want to make sure that you are not just filling up your webinars and speaking courses with a lot of people and then no one is interested to buy what you have to offer.

I want to make sure that you are converting these followers whether it is from your website, a webinar, a podcast or a conference you are speaking at, into paying clients.

In the past 5 years I have spent a lot of time learning how to speak and sell. I have spoken 3-5 days a month and found something that works to sell what I have to offer. I have grown my list by speaking to thousands.

I am not able to package this in a box to give you but I have packaged all of these past 41 weeks into the do's and don'ts to make you more successful much faster than I was able to do.

I want you to be memorable. I want you to be authentic. Just go out there and be YOU! I want you to leverage yourself and I want you to convert what you are doing into sales. Why is this important? Because there are thousands of other people doing the same thing you are doing right now! There are so many dental professionals, dentists, even people coming out of plain ole life coaching programs who want to do what you are setting up your business to do.

So who are your competitors?

Number 1 is your direct competitors. I like to say Co-petitors because if you have established your niche correctly then no one else does what you do, like you can do it! Number 2 is indirect competitors. These are the people who do something similar to you but in a different market. These are those speakers you see listed on the dental meeting speaker program who are not dental professionals but they may speak about nutrition, law and ethics and even maybe they are a psychologist with a particular message at the same event you are speaking at. Number 3 is a replacement. This is when someone comes along as a real game changer for your market.

Maybe you are talking about social media but now you have someone else a big marketing company who is able to do exactly what you are doing but they have a piece of software to do exactly what you have been doing. Now I don't want you to be real concerned about your direct competitors because I have reason to believe that you have the knowledge to be the leader in your market, in your niche. You are the one that stands out.

Now back in 2000 I was only known in my community in Orange County California. This is because I was very active with the dental hygiene society in my area. I served on all of the volunteer committees and I attended the state dental hygiene meetings as well.

Now in 1998 I got married to the man I currently call my husband. He was a top executive at Dryers Ice Cream in Southern California but shortly after we were married Dryers reorganized their business structure and he was out of a job. Now remember, I was married to this top executive, we lived in a very nice house with a pool and all the extravagant toys. But my new husband was now out of a job. We sold that big house and moved into something smaller, one that I could now afford to make the payments on and as I mentioned I volunteered for all these committees in my dental hygiene society. My husband Greg was very supportive and instrumental in suggesting that I start my own consulting and speaking business and I begin to not just raise money for my dental hygiene society but to turn my knowledge into my own profitable business.

So out of this bad situation, selling this gorgeous house, my knowledge acquired as a volunteer my speaking business was born.

I started out speaking about oral health related to systemic health. I have talked about this before because my mother died from endocarditis from a heart infection a year after she had her mitral valve replaced. This all seems to have been the plan for my life. I have had so much joy spreading this important message. I have been able to always support my family in any crisis because of the speaking and consulting business I started in 2000.

And I want to provide you with the knowledge and wisdom that you don't have to go out there and mortgage your house to get your name know as a leader and influencer. There is a better way and especially today with social media, having a website and just the internet in general. It is so much easier to get your name out there today versus 10 or 14 years ago. So my hope in this program is for you to A get visible, B get new leads for your business and C generate revenue.

Here is a pop quiz. Close your eyes because I am going to read something to you. Here are a couple of questions that I want you to answer either true or false. Here comes question #1: I am known for the results I help people get.

#2: I am known for a certain personality or style: #3 is this I have one talk that will be able to consistently sell my products or service. #4 is I have a signature system or series. #5 is 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. So now let me ask you this “How did you do?” Some of you are saying “Yey I am not doing too bad!” but you may still see some areas where you want to improve. Some of you are screaming “AHHHHHHHHHHHHH! You just ran out of the room shrieking because you feel like you are a failure. Well, you must know that you are in the right place because we are here to work on this and you have me to personally support you. You have our monthly access calls to get personal help and know that I am here to answer your emails and just support you to answer all of these questions with a “True” not a false.

Now is when I will give you three keys to change these answers to one that makes you say “True” to those questions I just asked. Number one is that you need to rock your visibility in your specific niche and with your potential ideal clients. This is about creating the opportunities to get visible. YOU can create these. You don’t have to wait for someone to tap you on the shoulder and tell you “I have chosen you to come on my stage. Come step on stage!” And you don’t need to mortgage your house to visible. Number one is that you create your own breaks in life. We are not living in Hollywood. Number two is that you need to capitalize on that opportunity. Number two is that you need to know what to do in that moment on stage to make the most of your speech. How can you help the audience to want more of you? And the third thing is to monetize what you are doing up on stage, in a webinar or podcast. None of what you do means anything solid –anything sustainable if you are not feeding your bank account and not able to pay your bills. To serve at a high level you need to make money. You can not serve at a high level when you can’t even put food on your table or pay your own bills. You need to feel safe and secure in your home so that you can turn around and serve with great value to others.

I want you to think of your visibility as your brand identity. This is how you will become known and remembered in your industry, your marketplace. Your brand identity is really what people are saying about you when you are not in the room. Nothing is the worst thing said when you leave the room. The worst possible thing you can do is leave a room, leave a podcast or webinar and on one says anything about you.

So let’s talk about how you leave the room and have people talk about you. How do you get people to remember you?

You want to get visible while you stand out, while being authentically you. Here are six keys I want to share with you about this now: Number one is that you want to keep your brand identity simple.

If explaining who you are and what you do, who you serve takes nine hours then you probably are doing something that is too complicated and it won't be remembered. Keep it simple. Be unique. Number two is Understand how you are different from your competitors. Maybe it is the way that you deliver your message or products. It may be the price point you deliver it at. It may be your style but you want to look at your points of uniqueness. Number three is be polarizing.

A lot of times we are trying to be likeable and palatable to the masses and this is not how we become wildly popular and catch others on fire about you. Look at how your opinion may differ from the traditional way your industry niche operates or a trend going on that you are not so hot about. Not only be aware of those feelings and opinions but explicitly share them on social media, your blogs, in your speeches and get out there and shout it loud. In that moment of being polarizing you are also going to find those people who love you just for being who you are. Now also want are some short and punchy phrases that people will use to explain you? What words come to other people's mind when they hear your name mentioned or see you on stage? Think of one or two similar words and write them down. Think of some words that you can think of that you will use and then people can repeat back to you. Have you ever watched Rachel Ray on the Food Network? What are some of the Rachelisms that you remember about her? I think of her and the word "Yummo" when I think of Rachel Ray.

Be consistent. This is one of the biggest mistakes I see is people constantly changing their topic or their brand. This is how people become absolutely known for nothing. Once you find what you are good at and you find your memorable phrase, your polarized points, be consistent and then we will talk about giving your ROCKN' Talk.

Start to be conscious of where your brand personality shows up. Look at yourself and ask "Do I have consistency?" and "Am I truly expressing my personality in these various areas of my business?"

So good back now and look at the program titles, your course titles and decide if they are in alignment with what I have just discussed.

Look at the colors you use, the fonts, the word choices you use, the types of partners you partner with, the venues you hold events at and even the pictures you post in social media and even in your blog and on your website.

These are just a few examples of how you can further your brand and start expressing yourself in a way that is simple, consistent, memorable, polarizing and go to your action sheet for this week where I have these written down for you.

Now, let's talk about some of the roadblocks that may be holding some of you back.

Number one is that you are playing small. Think about this, are you letting other people take the lead in your niche? Some of you are still throwing spaghetti at the wall and you are trying different things and not being consistent. Many times people are trying to be cool when they are up on stage or on a video or teleclass. When you can let go of what other people are thinking about you and just be you, this is when you will truly connect with you audience and they will think you are cool any ways.

Figuring all of this out now can really get you more profitable today than you have ever dreamed of.

At this point in our master academy I want you to think of one product that you can sell and not have to put a lot more time and effort into this. Write this down and then write down that you can sell 15 of these each month. If you have just one product that you can sell for \$100 then and you can sell 15 each month, you will have \$1,500 each month that you have leveraged.

So let's turn your message into a rockn' talk and see you profitable and living the type of life you really enjoy PLUS get paid for what you love doing! Everyone, have a great week and I will see you on next weeks video. Bye for now!

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