

**Dental Consultant Master Academy**

evolve ■ emerge ■ influence

**Transcript - Week 42**  
**Five Step Process to Speak and Sell**

Hello and welcome to this week's dental consultant master academy training video! Last week I talked about a few ways to get your speaker information out there and there is one more group that I want you to think about speaking to.

I am preparing to speak to the senior dental students at Oregon Health and Science University. We call this school OHSU for short. The dental students are a great place to start sharing your information. Use them to practice your speaking and you become a resource to them as you consistently show up and present lunch and learns throughout the year. You should have a marketing calendar written at this point and I think you may see that I have lunch and learns at the dental school on my marketing calendar. I am not looking at my marketing calendar at this moment but I think the example I gave you included this. I am doing a lunch and learn on June 2<sup>nd</sup> and on June 12<sup>th</sup>, they graduate. My plan annually is to get in front of the senior students at least two times during their last year in the dental school.

When I lived in Southern California, I not only held a lunch and learn at USC in Los Angeles for the dental students but I would go to the fraternity houses and present one evening each year. They ordered pizza and I spoke on a topic that I knew well and it was a topic that was near and dear to their heart. I left my information about my business behind with them, I also had a form they completed, and now they are added to my newsletter list.

You can do something as simple as order pizza. It is up to you but find out who the contact person is. There is usually one student who is in charge of organizing lunch and learns for all the dental students. Once you get to know this person you can inquire about the fraternities and if they have dinners at their house.

So today, I will continue to talk to you about how you can make a lot of money speaking. At this point, I am not sure how big you are playing. I mentioned one of the first weeks of the academy that you are a little fish in a big pond. You can play this entrepreneur game in a big way or you can let others play that role but today I will share with you how to get yourself out there to share your important message.

It is possible that others are less qualified than you to be in front of all these people but they are out there in a bigger way all because they know how to get visibility.

It is possible that some of you are out there speaking but you are not getting the type of traction like you want and that can be frustrating so this week is designed for all of you who may be in one or all of these situations.

You can turn your mission and message into a money making machine. After about five years of speaking at all of the national dental meetings in the US and Canada I was making more money than I did as a dental hygienist who worked four days a week.

I love to travel so I was out there speaking three to five days a week and doing exactly what I love to do! That is sharing my message-my mission! I will share with you these

next six weeks exactly what I know so you can go out there and make a lot of money sharing your message.

The amount of success you have speaking, and in any of these areas you have been working in this past year in the academy, is all about the decisions you make today. Your decisions today will determine your future success.

If no other areas of your business shift for success you acquire, then I hope the speaking can create a great future in your business.

Today is part 1 of a five-step process to not only make money but craft your important mission and share your message.

So let's get started working on your business now.

Are you aware that 70% of the information you hear today will be forgotten tomorrow so you have an action sheet to use for notes and keep track of the important areas of these business tools.

Now I want you to think about this. Have you ever spoken in front of a group of people before you began this consulting academy? I want you to think back to that time. Were you paid to speak to the group? I want you to write down if you have spoken who did you speak to and what was the outcome of that speech? Did you get a grade for a class in high school or college? Were you paid an honorarium? Did the attendees provide you feedback? What was the feedback? How do you believe you did? What would you like to do differently from this point forward giving speeches?

It doesn't matter if you have or have not spoken to a group before because what I will talk about today works well for either situation you have been in.

Speaking is an area of business that you need to have in your back pocket. Why? Well, the economy has shifted – we know that! I believe in abundance but there are more sharks fighting for fewer fish. This is just a reality. You can just make a good living speaking to dental professionals. Now I mentioned speaking to the dental students and you cannot expect to make a lot of money giving a speech at a dental school unless you are a keynote speaker at the graduation, but speaking to the dental students is like sprinkling a lot of seeds in your garden. Speaking to the dental students is about building relationships for the future of your business. You never know if they will be your client in the near future or if they are in a study club in a year or two, and then they invite you to speak to their study club. However, speaking to study clubs and at the dental meetings in general can be a great way to make a fantastic living. I am speaking about making money here.

If you are the person standing out, you have the attention of your audience, and while you have their attention, you are an influencer then people are going to want what you have and your business will thrive. It really is not that difficult to stand out. It is now easy for

you to stand out in the big pond because a lot of speakers don't know this. This is the important piece of information you need to know.

Your audience will make a decision about if they like you or if they will listen to the rest of your speech in approximately 15 seconds. That is the MAX! You actually have less than 15 seconds to grab the attention of your audience. Let's break this down to eleven seconds that you have for the audience to make assumptions about you. They are thinking is she or he successful? Does he or she make a lot of money? Are you married? Are you gay? They are wondering do I want to work with this person. Is this person going to eat me? You laugh but seriously, they have all these thoughts going through their mind when you first get up there in front of them! This is not to say that your audience is filled with horrible people but they are doing this because it is just human nature. Think of this as fight or flight. The audience is assessing if this is a good situation for them. We are going back to the caveman but these are real reactions people have!

Here is what you need to know. You need to have control over this in your presentation because if you are the right person they will want to hear you speak again, they will want to be your client.

Now the other reason why the methods I will share with you are so important is because there has been a shift in presentation style. You see there used to be this very traditional style, old-fashioned public speaking that was very formal and this has gone away. At this time in the world, the speeches given are more loose, free and authentic. Now good intentions and authenticity will only get you so far. This is a reality so I will talk to you about adding a strategy to your speaking.

Two quick things I want you to remember. These are two different ways that you can make money by getting out there and speaking and I want you to be aware of these. The first one is speak for free. I will use this example a lot this week and you can speak for free on monthly or weekly webinars, this may be two or more times during the year to the dental students. It can also be a study club that doesn't for some reason pay an honorarium. I spoke at a dental conference in San Diego, California for free in 2012 and 2013 - I did this for free and I will show you how I made this work for me financially.

Underneath this category, you can fill the room all by yourself but what works best for me doing a webinar is to use my list and I promote the webinars every time I send my weekly newsletter. I have also found Facebook ads work well and don't cost a lot of money to do. In San Diego, the man who held these conferences promoted this and I just showed up. It was someone else who worked hard to fill the room. This is a best-case scenario. The second way is to be invited to speak. Some dental associations or a group sends you a letter, an email or calls you to invite you to speak, you are paid an honorarium, and many times, you will get your travel expenses paid for. Being paid to speak is another avenue to speaking. This will begin to happen when dental associations, these various organizations, begin to hear about you.

First, I am going to talk about speaking for free and it does not matter if the people in that room have never heard of you. It does not matter if you have never spoken in front of a room before, and here is how you can turn this situation into something great, because it is possible that this one speech can really launch your business into outer space and you now become a huge success from this point forward!

In 2010, I learned how to speak for free in front of groups; I sold my eBooks and programs while I was there in front of the group. This is how I made money speaking at these free speaking engagements. Making money while speaking for free can happen for you but the number one question here is are you ready to start doing that now? By the end of this weeks training video I want you to have a plan to add thousands of dollars to your speaking business every month. You will also need to have a strategy that works best for your personality.

I will now give you a five-step process to speak for free and yet get money in your bank account.

Now I will help you remember these five steps but by the way, they are written down in your action sheet this week so do not work. Now let's have some fun and I want you to imagine we have some things place all around this auditorium and you are speaking in this auditorium. The first thing to imagine is the stage and put a planet on the stage. Pluto was downgraded so don't put that planet on there but maybe you will choose Saturn with all the rings and imagine you see those rings spinning around. Now do you have this planet in your imagination? Now on the left wall of the auditorium I want you to place stacks and stacks of books. Imagine books piling up and even blocking the lights in the room. In the back of the room is a projector window to the projector room and I want you to take handfuls of Kraft Macaroni and Cheese and smash it all over that window of the room with the projector. You may think I have lost it by now but hang with me here! I promise you will be amazed at what this imagery can do for you. So you have a mess of this macaroni and cheese on the wall with the window. Now on the right wall picture a huge rock crashing through the wall. Now this rock is lodged on the wall on the right side of the room. Now do you see the middle of the room and all those red seats? I want you to picture cash. These are multiples of hundred dollar bills and the hundred dollar bills are now covering all the seats. I hope you are smiling as you imagine all this and the thousands of dollars in the middle. So let's go back and review: on the stage you have a planet, on the left wall are stacks of books and the back wall is mac and cheese and the right wall is a rock and on the seats is a lot of cash. So I am now going to walk you through these five steps and you are going to see how you have memorized this five-step system even though we have not gone through it yet. Now look at your stage step number one is planning it. Here is what you need to know. If you have not created a plan then you have planned to fail. You have heard this before – right?

And here is the crazy thing...you have to what is your destination ==what are your moving towards if you are ever going to get there. The plan that you want to have in place needs to be very specific. There are a couple of reasons why I am brining this up because if you do not have a plan for speaking you will make less or no money at all.

Here are the two roadblocks that you can run into and these are listed in your handout. The first one is no plan for how often you want to speak each month or how much money you want to make. This is the most common mistake for those who do want to speak and make money. I know that all of you are sharp enough to create this plan but if you don't have this clear then you will never hit it. For some reason when people want to get out there speaking they never, define what that means. I want you to write down how much you want to make speaking and then write down approximately how many times you need to speak and earn this money. Can you set a goal to make \$5,000 each time you speak? If that is the type of goal you want, I can tell you that for sure you can do this! Write it down how much you want to make and how many times you need to speak to make that goal happen.

The second roadblock is not having a way to measure your results. Once you get started speaking you need to know how booking your speaking events are coming along. Remember that wall calendar I recommended you buy? Write your goals down on this. As you are planning your speaking goal, ask yourself "Am I getting calls and am I making enough phone calls to get speaking on my calendar?" "Am I enrolling people in my programs when I am in front of the room?" "Am I getting enough referrals when I am out there speaking?" You must have a system to monitor your results. Last week I mentioned creating an excel spreadsheet with the name of dental groups you will speak to, the contact persons name, the email, phone number, etc and also write the outcome of the conversation with the contact person.

This can feel like a daunting task and when you begin making the calls and nothing happens you can begin to feel hopeless but strategize with yourself and use our access calls to make little tweaks to get the yes to speak at the meetings you have chosen or dreamed of speaking at. Start out small but also if you want to speak at the national meetings I can tell you that some of these such as the Yankee Dental Congress in Boston Massachusetts will accept your course outlines and resume. Other dental meetings such as the Hinman you will need to be scouted to speak at. So start maybe with your local dental societies, the dental assistants organizations, study clubs, etc.

Just make that one call this week to get this speaking started in your business. Now I want you to create your profit plan. Write this down. How many calls do you need to make each day or each week to accomplish your ultimate goal of making money by speaking?

You want to create a profit plan, which includes how many times you will need to speak, the price point of your closing offer, the number of times you want to speak.

From all of this you can sort out a daily action plan for how many times do you dial the phone to make X amount of speaking gigs and make X amount of money?

The first decision I want you to make that will help start this process. This is how much money do you want to make? When you think about the speaking part of your business how much money do you want to make from this? It may be \$15,000 or \$1,500 and it might be a number in between. This is all normal and these are all achievable numbers.

Don't get caught up in what this number is at this point but I want you to use your gut because it is always right. Write down the dollar number that gets you excited about speaking.

Step number two is look on your wall over to the left –what is there? Books so I want you to book it! If you want to accomplish your goal, you need to get your speeches booked. It is a crazy perception that there are no speaking gigs for you but I tell you that you need to get yourself out there. Look online. Google dental meetings. Look through the dental journals and then call the numbers of conferences listed in those journals. Find out who you send your speaker information to. The more speaking opportunities you have on your calendar the quicker you will become a great speaker and along with this comes more money. It is kind of as if you can't have too many speaking opportunities. Some people think, "Oh, I will speak once a month or once a quarter." You will not get as financial reward from speaking a few times versus if you just get out there and start doing this regularly. I want to encourage you to get out there and do this!

The number one roadblock is to be stuck behind your computer. This is a big mistake. We may want to just email our speaker information and we think that will bring you a lot of speaking. Other people do try to outsource all the booking of their speaking. I gave you a link to Vanessa Emerson last week, who you can outsource your speaking to, but I do suggest you call some of her references. Call at least three people who have outsourced their speaking to her. See what their response has been. Is it worth paying to outsource this?

Number two roadblock is if you have an assistant, you can have them help you but I highly recommend that once you get a response to speak you need to be the one of actually booking the speech.

Number three is that you get the bookings and then they start to fall off the calendar and this is very common when you are speaking for free. You see what happens is that because you are speaking for free the person doesn't have anything invested in this. You need to keep these meeting planners excited about holding the speech on the calendar. You can't imagine how many of my speeches I was doing for free in San Diego were cancelled. There were a lot of ridiculous reasons but they were cancelled 3 out of 10 times.

Now here is why I want you to be the one who books your speeches. Here is why these meeting planners will hire you. They hire you because of your energy, and your vibe. It is not necessarily your topic. It is not the product you are going to sell. It is your topic as it comes through you that needs to be captured when your speeches are booked. You see I have Paige calling initially to find out whom to send my speaker information to but then when there is a response to speak, I am always the person who takes it from here. Paige is not as captivating as I am. They are not going to want to hire Paige. In fact, Paige is a lot more introverted than I am in person! She is a high school student I hire just to help get



my speaker packages out to the masses each summer before the meeting planners meet and decide on speakers for the next year. Paige is not fired up about these speaking topics. The number one fear of the people looking for speakers is that you are a poor speaker that you suck! Right?

Many of the speakers these organizations have had in the past were boring or made hard sales pitches and they don't want to have this type of speaker again so it is important that you gain the confidence of the person hiring speakers.

I know this because once I go there to speak the person who hired me told me they were happy to have me because of these bad experiences with other speakers.

You want to have a script and specific things that roll off your tongue with the meeting planners so you can quickly establish trust and likeability and then someone will say yes. This is your goal. To get a meeting planner to say "yes!" There is not going to be all this follow up and no back and forth just one organization that you can call and they tell you "Yes we are looking for a speaker on the topic you speak on!"

Let's take a moment here and think about whom you want to speak to? Did you write this down last week? If you could pick a group, the most fun, a group of dental assistants, or dental hygienists, maybe you want to speak to a group of all female dentists. Whoever this core target is go there and contact them to speak. My colleague wants to change the dental office manager's present treatment to patients. She believes that if the person presenting a treatment plan can't handle money well then they won't present a big treatment plan. If they have a negative view about money in their life, then they possibly are not going to be able to get patients to say "YES" to higher end treatment plans. She has been developing a lot of courses and even webinars around this topic. She wants to speak to office managers and even dental hygienists because hygienists also talk to patients about money.

For step two, I want you to write down who is your audience.

Step three – at the back of the room –remember the Kraft Mac and Cheese? Well you are going to craft your speech. In addition, why do we talk about crafting your speech now? Sound mixed up? Well here is a trick. If you go and try to craft a speech and go to book it, what if no one, is interested in booking this topic? Now you just spent a lot of time doing something you didn't need to do.

So I recommend that you book it based on the title you come up with. Now you craft your talk. It will also stop you from procrastinating and I know that some of you are procrastinating!

You may have been thinking about doing a lot of these areas of profitability but you have yet to follow through so sit down now and write out the answers to these steps.

Now how can you overcome some of the roadblocks some people have over crafting their talk?



Number one is that your talk should be client centered. You probably think this is common sense but a lot of people still talk all about themselves: their products and services. Make sure that your talk is about solving your client's problem. The number two challenge under crafting a great talk is that people just don't prepare for it. They think I can wing it because I am an expert in my area but the challenge is that people who wing it are people who are confident, they are good at what they do and they think speaking is fun but they don't have a great plan and what happens is you start wandering, you get off topic, you lose your audience and you never sell anything. To overcome the second roadblock practice, practice, practice! Remember that practice makes perfect. This is so true. I never memorize my speech but when you give a speech for the 1<sup>st</sup> time you must practice and in front of a mirror and also record yourself and or video yourself speaking. Once you have given the speech once you critique what you could have done better and prepare to do better the 2<sup>nd</sup> time. I am always tweaking my programs even if I give them year after year. Never have I given the same exact speech twice. It may be the same name for a speech but in dentistry and in my niche things change so I always update.

Another roadblock is when you have an educational talk and you never have a sale. This is the most common roadblock to not selling from the front of the room with our dental speakers who go out to speak about educational products. I just spoke to my colleague the other day and both of us spoke for almost a decade –Well I did speak for a decade before I grasped this concept of selling my programs when I speak. This is called the accidental philanthropist. This means that you are out there and you are speaking on your mission. You are wonderful in front of the audience but beyond standing in front of the group, you are not making money after the speaking gig! If you do philanthropy, I want you to still make a lot of money speaking and if you don't want the money you can donate it to an organization but let's get you making money from your speeches. I want you doing this for profit.

Three things will turn your speeches into profits. Number one is a great topic. You have to have a great topic that is about getting the seats filled and it solves a problem for the people who can be a client in the near future. Number 2, which will support your hot topic, is a hot title. I want to give you a resource for this and it is a book called POP! It is by an author Sam Horn and a woman. This book will help you craft great titles. If this is an area that you get stuck then I recommend you buy this book, which costs around \$15.00. You can find it on Amazon.com

You need to find a catchy title that really hooks people to fill those seats and it also helps you to get more people excited about attending your course. Next is that you have to structure your talk to sell. When you see people closing their audience after their talk it is not just magic that they have, but this is about a methodology, and that is about structure. You have to craft your speech by using a strategy.

You can use a template and you fill in the blanks to build your structure so you build and build and build until you close. This is what structure means. It also means that you will grab people right from the get go! This is a problem people have who wing it. They are seven minutes into their speech and they are getting the people warmed up. Now you are

on fire but remember it takes less than fifteen seconds –let’s say eleven seconds for people to make an opinion about you so you have to get the structure designed and you rock that talk from the first moment you begin your speech. Decision time as you craft your talk. We are making decisions every step along the way.

Please pick a date that your talk will be completed by. Look at your calendar you purchased a few months ago and add this to your calendar within the next thirty days. For some of you it is revamping your talk but for others it is just starting to write your talk from scratch. You are going to pick a date and in thirty days you are going to feel lighter knowing that, you are getting this done!

Now we are on step four. Look at the right side of your wall. You know how much money you are going to make. You have your speech booked and you have crafted your message. Your speech is structured to sell but you have to step out in front of the room. Write this down on your action sheet. Every room needs a leader.

If the leader is not you then it will be someone else. Write down feelings that come to mind when you are in command of the room. How does that feel to you? Scary? Powerful? Exciting? Think for a moment and write down at least one word that comes to mind.

Now imagine you are speaking confidently, people are leaning forward, they are laughing, and raising their hands up when you ask a question. This is when you have created engagement with your audience. You need to know how to create this engagement if you want people in the audience to start working with you outside of just this talk you are giving. If you lose the room, you lose the sale. Here is a roadblock you want to watch out for. This is being too passive. This is going to be the most common roadblock and especially if you are a woman. This is a problem I have had. One time I was speaking and the microphone just would not work. I had my worst speech ever because no one could hear me real well and it just killed my speech! So what could I have done about this? Well I guess I could have changed the way the people were seated in the room. I should have moved them from classroom style to round circle so they were all up close and personal with me. I want you to know from this point forward that you have the power to lead and command the room or you will lose. Here is another roadblock. You think you have command of the room.

Everyone is laughing and you see a person taking notes and think wow this is magical! However, not true! It is not about magic but specific skills and you must do things to breakdown barriers. Here is something else real important “IF YOU LOSE THE ROOM, YOU LOST THE SALE.” But here is the good thing. You can turn that around and when you ask people to take the next step and complete your form at the end of your talk it is more comfortable. You see when there has been that back and forth and the interaction during your talk.

The decision for step number four is “Are you committed to rocking the room? Something might make you nervous. Maybe the microphone or even your PowerPoint is not working. But are you committed to honing the skills to take over the room in a

positive way to keep your audience in the palm of your hand so they are learning, listening and growing. You must be able to command the room! Are you committed to rocking that room?

Write down your answer. It may feel silly but believe me if you write your answers down it does make a difference.

I have covered a lot so for this week I will end her but next week I will talk about step five and your product form. I will talk about getting people to opt in to your list at the very least.

I will go into how to get referrals and then how to turn that one speech into many other speeches to follow up with the one speech.

So this week we talked about making decisions and stepping up and the power of making bold decisions. You must have a plan. Create a plan for how much money you want to make and monitor that. You need to be in charge of your bookings and picking your topic and title if you have not done so. If you have chosen your topic and title check them over and make sure the topic title is HOT! You need to get the audience to engage with you so begin with a hot title. You need to serve your audience in a big way so they will want to come back to your next course and most importantly is possibly to have them continue working with you in one of your programs where you are getting paid for consulting.

Until next week, everyone have a great week. This is Debbie signing off for now. Bye for now.

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