



MAKING

MONEY BY
SPEAKING

**The
Spokesperson
Strategy
for Marketing
Your Expertise**

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FIRST EDITION

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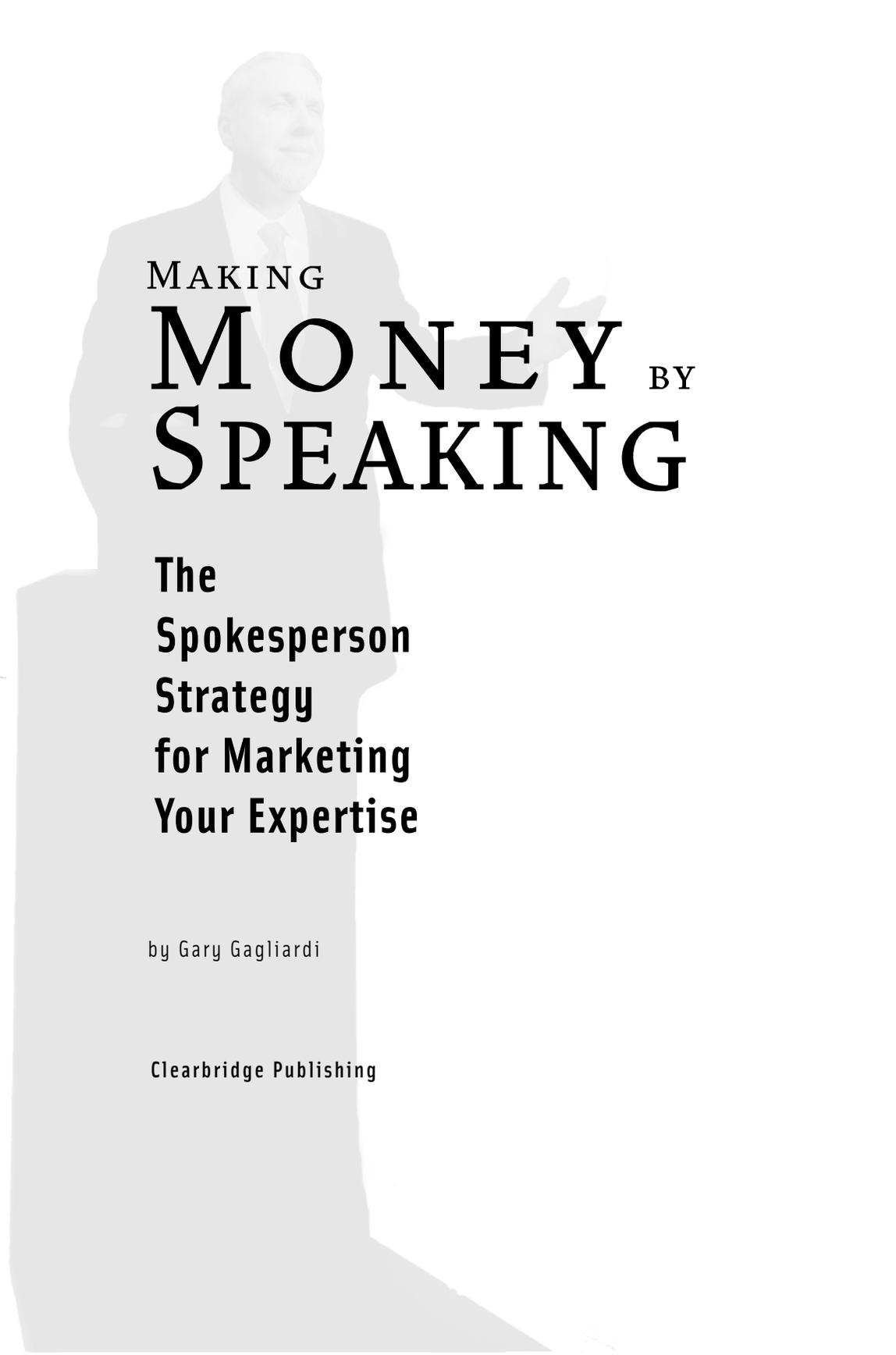
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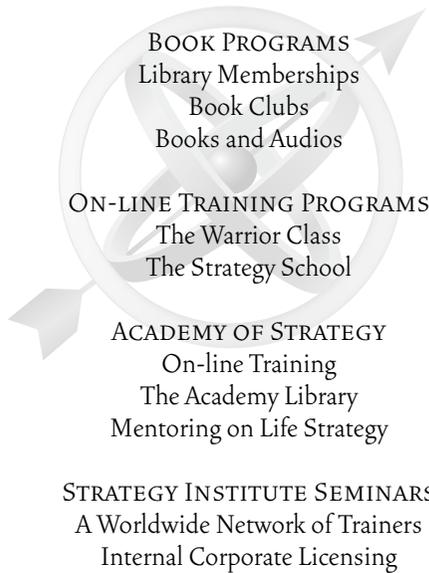
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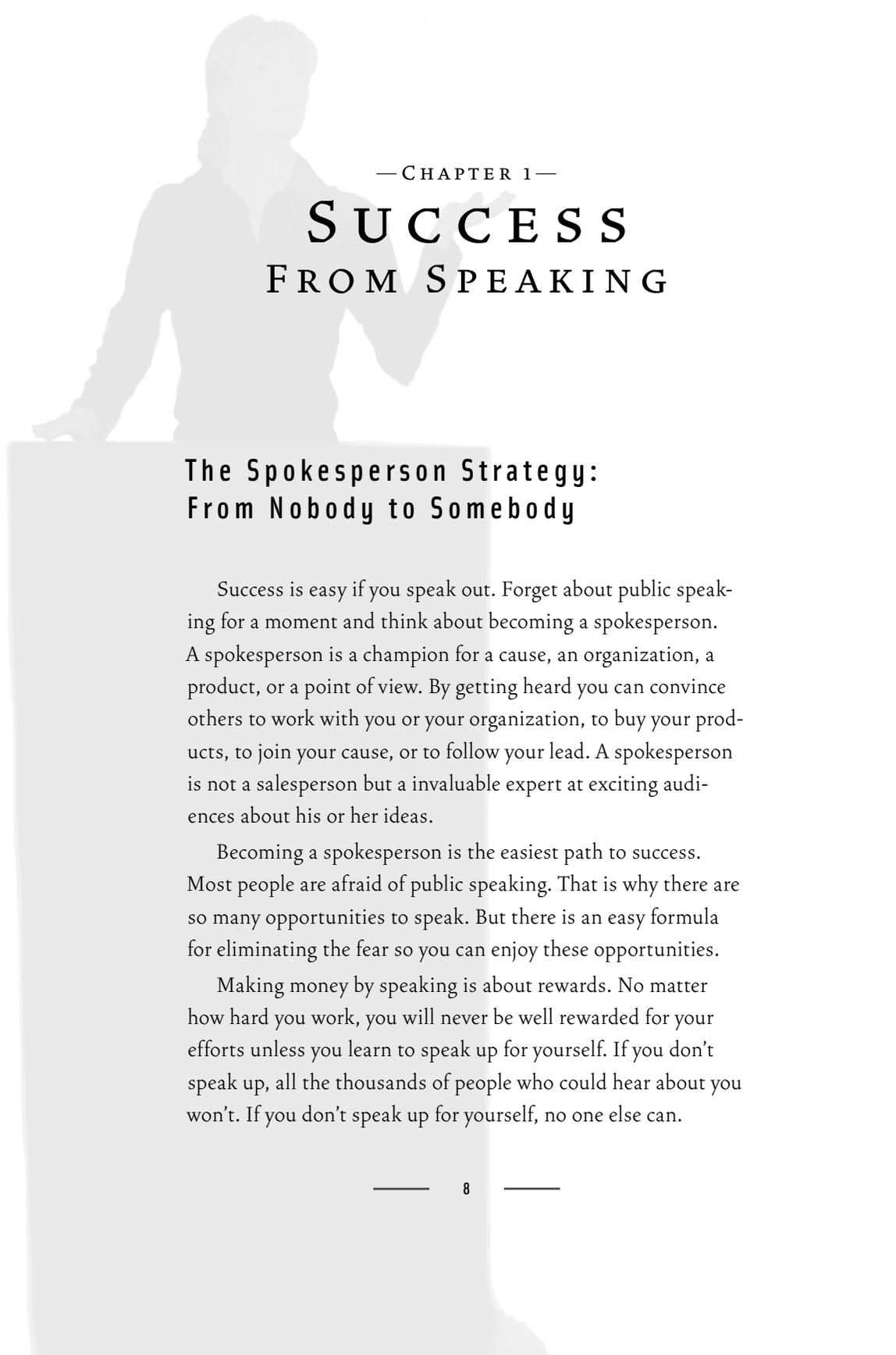


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— CHAPTER 1 —

SUCCESS FROM SPEAKING

The Spokesperson Strategy: From Nobody to Somebody

Success is easy if you speak out. Forget about public speaking for a moment and think about becoming a spokesperson. A spokesperson is a champion for a cause, an organization, a product, or a point of view. By getting heard you can convince others to work with you or your organization, to buy your products, to join your cause, or to follow your lead. A spokesperson is not a salesperson but an invaluable expert at exciting audiences about his or her ideas.

Becoming a spokesperson is the easiest path to success. Most people are afraid of public speaking. That is why there are so many opportunities to speak. But there is an easy formula for eliminating the fear so you can enjoy these opportunities.

Making money by speaking is about rewards. No matter how hard you work, you will never be well rewarded for your efforts unless you learn to speak up for yourself. If you don't speak up, all the thousands of people who could hear about you won't. If you don't speak up for yourself, no one else can.



Does it seem to you that the same people always dominate the conversation? Does it seem like these people always get more than their share of the rewards and recognition?

You don't have to be obnoxious, egotistical, or aggressive to speak up for yourself. The power of the spokesperson strategy is that it enables you to champion ideas for the good of your audience. In return, you move yourself from the background where you are easily ignored, to the front of the room, where the rewards are.

When you try to stand up for yourself, do you tend to get into fights instead of get your point across? When you try to make your point, do you get nervous and frustrated?

Our instinctual reactions to a challenge are flight or fight. Without training, we all naturally get frightened or angry. When you choose not to stand up for yourself, your adrenaline starts pumping and—if you don't know how to channel that energy—your emotions take control.

When you are trained in being a spokesperson, you know how to channel your emotions. When you channel your energy into speaking, you will move up in your career and enhance people's opinion of you. Becoming a passionate spokesperson is the easiest way to change the way you feel about yourself and the way others see you.

Of course, by speaking, you can also make a fool of yourself, which is why it scares people. Most people do not know what they should say, how they should say it, or whom they should say it to. But these are skills you can develop easily. The eight steps in this book take the fear and mystery out of speaking.

Simply by speaking out you redefine your place in the world. Speaking is the only true shortcut to success.



If you don't speak up for yourself, nobody else will. If you do speak up, everyone will notice and listen to you.

In this chapter, you learn why becoming a speaker is the easiest route to success.

In the next chapter, you learn how to plug your story in to your audience's passions.

In the third chapter, you learn how easy it is to develop an area of expertise and a topic that you can champion.

In the fourth chapter, you learn how to package your ideas into assets that your audience can use.

In the fifth chapter, you learn the key steps to accessing the thousands of great opportunities for speakers.

In the sixth chapter, you learn how to influence others through persuasive presentations.

In the seventh chapter, you learn the nuts and bolts of finding opportunities and preparing yourself to speak.

In the eighth chapter, you learn how to create great events that produce the best results.

In the final chapter, we will give you access to some invaluable tools to help you start right away.

The most successful people aren't those who know the most or work the hardest. Successful people find and use opportunities to influence others. By becoming a speaker and spokesperson, you become comfortable with people. You establish yourself as an expert. You get visibility in the world, and you increase the value of everything you have to offer.

Most people are terribly afraid of speaking. Because they never learn to speak in public, they never earn the credibility they need to make themselves heard in any aspect of their lives. This is exactly why the spokesperson strategy represents such a



great opportunity. It offers a safe, painless way to turn yourself into a powerful, persuasive personality in a few easy steps.

The Spokesperson Strategy

As one of the world's leading authorities on strategy, I have written a number of award-winning books and trained the world's leading organizations. Over many years of working with thousands of people, I began to notice that those who were the most successful had one thing in common. They were able to communicate their strategy to others.

Pondering this fact, I realized why speaking is so important and why it was in my own best interest to teach people its secrets. Strategy teaches that you cannot advance your position by force. You need a leverage point. Becoming a spokesperson provides that leverage. The entire process of speaking teaches you how to pursue success, not by taking big, risky leaps, but by taking small, safe, and certain steps.

No matter what your current position, your success demands that you package, promote, and sell yourself. Speaking is at once the most powerful form of promotion and the easiest and least expensive. Packaging yourself as a spokesperson makes it easy for you to speak out.

If you follow this path, you will become more successful. You will then need to learn more about the more advanced forms of strategy that our organization teaches. You might even join our organization so we can help you in your role as a spokesperson. People who are stuck in the same place have a limited need for our services. Over the long term, my goal is to

The best strategy that I have found for transforming an ordinary life into an extraordinary one is speaking.



*I made millions
by speaking
before I was
paid a dime in
speaking fees.
Making money
is easy when
you speak out.*

get everyone in the world using the principles of strategy so that we can all make better decisions every day and create a better world.

The Path for Everyone

This book is about using speaking to make yourself successful. It is not about becoming a professional speaker and supporting yourself with speaking fees. It is about becoming a spokesperson and an advocate. Many books claim that you can make millions from public speaking, but for most people, huge speaking fees are pie in the sky. Unless you are a celebrity, you do not get paid huge sums for speaking. You can, however, become richly rewarded for becoming a passionate spokesperson.

Speaking is a brilliant way to promote yourself, a great way to promote your business, and the most powerful way to sell products. In other words, becoming a passionate advocate makes you money even when you are not getting paid to speak.

I made millions by speaking before I ever got paid a dime in speaking fees. I made money by speaking out within my company to get myself pay raises and promotions. I made money by getting commissions from sales that I won by being a spokesperson for my company. I made money by promoting my software business and making it one of the Inc. 500 fastest-growing privately held companies in America. Finally, I made millions by speaking to investors and selling my company.

In my research for this book, I read all the get-rich-quick-by-speaking books. Written by professional speakers, speaker bureau owners, or speaker trainers, they all have the same flaw. Their approach to speaking won't work for the average person.



Don't get me wrong—every book I read had some good ideas. I've applied many of those ideas to the lessons in this book. But the approach they teach is not based on sound strategy. Building a business as a speaker requires hard work and a lot of luck.

This approach is more realistic. It isn't about becoming a celebrity. Becoming a spokesperson is a marketing strategy. You use it to create a dominant position for yourself within your organization. You use it to create a dominant position for your organization within the larger marketplace.

My job isn't to motivate you to try the impossible. It is just the opposite. I want you to stop wasting your time doing what is really difficult. Strategy is about finding the easy way. The point of this book is that speaking as a spokesperson is a natural shortcut to success.

Afraid of speaking? Everyone is. This fact is why becoming a spokesperson has become the world's greatest opportunity.

The Fear of Speaking Is Good

Why does this huge opportunity exist? Strategy teaches that opportunities exist because people leave you openings. Fear creates the many openings for speakers.

If you are like most people, you are afraid of public speaking. It is the most common fear in the world. The fact that most people are afraid of public speaking is why embracing it is such a great strategy. Strategy teaches that you cannot be successful doing what everyone else is doing. You have to find an opening that everyone else has overlooked or avoided.

The fear of speaking means that a specific type of opportunity exists in every community, organization, and industry.



A spokesperson is a champion for a valuable point of view. Every organization and cause is looking for a spokesperson.

This is the opening for good spokespeople. A spokesperson isn't a salesperson. A spokesperson is someone who talks on a topic that people find interesting, and by speaking promotes a point of view that audiences find valuable.

If you work in a small company, your company probably doesn't have a good spokesperson within its community. If you work in a large organization, your department probably doesn't have a good spokesperson within the larger corporation. In both cases, your organization probably needs better spokespeople within its industry or within its customers' or clients' industries.

These openings for good spokespeople are tremendous opportunities. It is easy to become a good spokesperson. It is easy to find a cause, product, or company to become a spokesperson for. By becoming a spokesperson, you automatically raise the value of your opinion. You make yourself more visible and valuable in your organization and in your marketplace.

These dominant positions are waiting for you for one reason: most people, including the best experts and the best managers, who should be spokespeople are afraid of speaking. These opportunities for spokespeople wouldn't exist if they weren't.

This is why the world's most successful people are not necessarily the most talented. They aren't the best managers, the best salespeople, the best accountants, or the best doctors, lawyers, or architects. They also aren't necessarily the bravest about speaking.

The fear of speaking is not irrational. Our fear of the unknown is nature's safety device. Most people don't know the recipe for speaking. When they speak out, the results are often



disastrous. Mark Twain said, “Better to keep your mouth closed and be thought a fool than to open it and remove all doubt.” I have seen highly paid executives embarrass themselves because they didn’t know the rules for speaking.

The antidote to fear is experience. Experience outmaneuvers fear. Each chapter in this book helps you build your experience gradually, one painless step at a time. Every step is so small that fear isn’t an issue. By the time you are facing serious audiences, you will have the experience and confidence to know exactly what to do.

*Fear goes away
when you get
into speaking
gradually so
that you always
know what to
say and how to
say it.*

It Isn't About Being Brilliant

It is about making money, earning respect, and becoming more and more effective in your life. Your path to success starts with a simple fact: those who get the credit and make money are those who stand up to talk. Let me prove this to you.

Have you ever heard of Richard Bandler? Probably not. Richard Bandler invented a training system called neural linguistic programming (NLP). If you’ve heard of NLP, it isn’t because of Mr. Bandler. It is because of Tony Robbins.

You probably have heard of Tony Robbins. He is one of the best-known professional spokespeople in the world. He built a huge financial empire. He built his financial empire on NLP, but he didn’t invent it; Richard Bandler did.

Tony Robbins gets the credit for neural linguistic programming for one reason: he spoke about it. This book explains why Tony Robbins is well known and very wealthy while you have never heard of Richard Bandler. Tony Robbins has money, pow-



Some experts make their topic hard and some make it easy. Which type of experts make the money and which don't?

er, and prestige because he became a spokesperson, while Richard Bandler, the original expert, has his anonymity.

The truth is that you don't have to be brilliant to be successful. You don't have to be the most expert. Bandler was a true expert in psychology. He started a new discipline, wrote books, and even started a school. This extreme

expertise did not matter.

What do you need to become successful? What do you do to become a great spokesperson? How was Tony Robbins different from Richard Bandler? Tony Robbins knew the secrets of speaking—secrets that you are going to learn from this book.

I have taught tens of thousands of people the secrets to strategy. After hearing me speak or reading one of my books, no one says, "This is really hard." Instead, what I usually hear is, "This is so easy that I should have thought of it myself."

Strategy is much more complicated than speaking. The secrets to becoming a spokesperson are relatively simple once you know them. My job is to make it easy.

Given the formulas in this book, you can easily turn whatever you find valuable—your own ideas or other people's ideas—into a great reputation and financial security. You don't have to have a special ability. You don't have to be born a genius. You don't even need a great deal of courage. You just need to follow the lessons that have been laid out for you here.

A Simple System

This book adapts the methods of the world's most successful speakers into a process that anyone can use to become a pas-



sionate spokesperson. This process takes you one step at a time to a complete understanding of how you can use speaking to make yourself more successful.

The chapters of this book take you through a series of processes. Each process develops your money-making ability as a speaker in a different way. You master each process gradually with practice. It is easy to get started. You don't have to master any one area before going on to the next. In the end, you make progress in each of these areas by getting more and more experience speaking. All these areas of skill become more polished over time.

You learn the following:

1. Understanding the leverage of speaking.

Simply by reading this chapter, you will see the value of speaking in a different way. However, you will not really understand how speaking changes you and changes your position until you actually start speaking in public.

2. Plugging in to your audience's interests.

To connect with your audience you have to know their interests and how their world is changing. Being passionate about your topic is not enough. Your job is to get your audience to take action. You can only do that by leveraging their emotions.

3. Developing an area of expertise.

Your current situation is the basis for developing a unique area of expertise. Developing your expertise is easier than you think. It is also the path to finding the right audiences.

A great speaker is not a technician. The true expertise of a

Follow these eight steps and you will become a speaker, a spokesperson, and an expert, especially at making money.

Speaking makes it possible to gradually advance in your position over time in many dimensions at once.

speaker is making a little practical knowledge new for an audience. You only have to know a little more than your audience does to bring them a great deal of value.

4. Creating assets that can make you money.

Speaking is a way to market your expertise, but selling your time is the least profitable way of making money. You need an asset, a product that allows you to deliver value to your audience without consuming your precious time. Before you speak, you have to have a product. You may already have that product; if not we will show you how to create it.

5. Finding better and better opportunities to speak.

There are millions of speaking opportunities every year. What opportunity is best for you depends on what stage you are at in developing your speaking ability. At first, you choose the safest speaking venues to develop your skills. As time goes on, you move up to larger and more valuable venues.

6. Building persuasive presentations.

If you study the speeches of the most successful professional speakers, you will discover that they all use a very similar format. This format combines the most powerful elements of persuasion into a specific structure designed to get a commitment to action from the audience. All you need to do is use this format as a template for your basic presentations.

7. Managing and growing your speaking operation.

Speaking opens the door for making money, but you still have work to do. You need a little organization to maximize your orders, deliver the goods, and keep customers coming back for more.



8. Creating a good event from start to finish.

You are going to get opportunities to speak. When you do, preparation beforehand and follow-through afterward are critical to your success. Getting the most out of a speaking event requires more than making a great presentation. It requires knowing how to handle the details that result in making you money.

No one starts out to become a public speaker. However, the path to success leads through speaking for logical reasons.

9. Getting started right away.

We make it easy.

My Personal Story

Your success matters to me because it has become my personal mission to teach good strategy. I was an aimless, insecure college dropout when I learned the power of the spokesperson strategy firsthand. I fell into the role one small step at a time. I started in sales, talking to customers one-on-one. As I moved to larger customers, I began giving presentations to committees. Eventually, I was giving those presentations to larger and larger groups. Eventually I was presenting to audiences of thousands.

As I learned the secrets of presentation, I began talking less and less about my product and more and more about topics that sold my products indirectly. I began to talk more about my personal interests, specifically, Sun Tzu's *The Art of War*. Though my product was software, my presentations explained the original principles of strategy, using its logic to attract people to my products.

At first I didn't know why it was working, but after I began speaking, our software company became one of the fastest-

It seems strange, but it is easier to become a successful writer by speaking out than it is by simply writing.

growing (and most profitable) companies in America. Our success gave me more opportunities to speak to larger and larger audiences.

Speaking made me into an expert. Speaking gave me topics for writing articles. Speaking gave me the credibility to get those articles published. The articles gave us more publicity.

Speaking and writing articles became a machine for publicity. I wasn't a writer or a speaker, but by speaking and writing, I was making a lot of money despite not being paid a dime in speaking fees.

At first I was just selling my time consulting and the time of my associates. As we grew, we discovered more profitable products to sell. Eventually I sold the ultimate product: my software company itself.

Through this whole process, I never saw myself as a speaker or a spokesperson. I saw myself as a businessperson. After selling my software company, I was financially independent, but people kept inviting me to speak all over the world.

People don't seek me out because I am a great orator. Nobody has ever accused me of having a powerful personality or a smooth speaking style, or being able to tell a joke well. I never worried about any of that and neither should you. Why do people seek me out to speak? For the same reason they will seek you out.

People invite regular people to speak because we know a little something they are curious to learn. They keep inviting us to speak because our little bit of knowledge gets more interesting the more we speak. Over the last couple of decades I have spoken on dozens of topics, but all those topics are based on



the same core concepts of strategy. When you understand a few core principles, you can apply them over and over again to a wide variety of topics.

The key to your success will be the same as the key to my success. You must know how to organize your speeches so that at the end of your presentations people are more curious than ever about learning more from you.

Since I have only a limited amount of time to devote to speaking, I started licensing others to use my presentation materials. This led to the Science of Strategy Institute, an international organization of strategic trainers.

As our organization grew, I began researching what made speakers and trainers successful. Our trainers came from a variety of backgrounds. They taught strategy in a variety of different industries and for different purposes. I started going to presentations by successful trainers in a variety of areas to pick up as many ideas as I could about how to help them.

In doing this research, I realized that there was a formula in the way the most successful speakers operated. Because many aspects of their approach was nonintuitive, I began researching the psychology of influence so that I could understand it. The result was the first version of this book, which was developed to train our trainers in the fine art of presentation and persuasion.

You can duplicate my success, the success of the world's best presenters, and the success of our trainers by following the simple steps in this book. The approach is timeless, universal, and proven. You will find its ideas exciting and stimulating as you are introduced to them.

I originally developed the techniques in this book to train the speakers for the Science of Strategy Institute.



Successful speakers can become celebrities, but you don't have to be a celebrity to be a success at speaking.

Making the Money

If you follow the processes in this book, you will immediately start making more money than you are making now. You will not make money from your speaking fees. Spokespeople make money from offering a point of view that wins people over. You win audiences over to wanting to work with you and support you.

That is why we say that speaking isn't a business; it is the way of doing business.

Money-making speaking engagements are designed for one purpose and one purpose only: to get people excited enough to take the next step. To do this, you have to think about speaking in a different way. You don't speak only to educate people. You approach the whole process as a simple exercise in persuasion.

The biggest mistake I have made—and still make—in speaking is that I put too much information into my presentations. When it comes to getting people excited, less is usually more. People retain only 10 percent of what they hear. You need to gear your presentation not to what you know but to what an audience can use to make a decision. This requires less information and more good technique than most people realize.

Money-making speaking presentations are built around knowing what you are promoting. This may lead you to think that a good speech is a sales pitch. This is both very right and very wrong. In a good presentation, the audience never feels as though it is being sold. The key to making money by speaking is building your presentation so that it interests and excites your audience about your topic. It leaves them at a fever pitch,



wanting to know more. As a service, it ends by telling them how they can get more.

A Few Final Thoughts on Success

You must start where you are. You start speaking as a spokesperson for what you already know and do. It might be any aspect of the industry you are in, the work you perform, or interests you have. All are potentially the basis for making money, but you must take advantage of the opportunities that you have to speak up.

It doesn't matter if you are afraid to speak in public. It doesn't matter if you are afraid to speak to your boss. If you follow the easy steps laid out in this book, your fear won't stop you. It won't even slow you down.

After reading just this first chapter, you should already be seeing your position in a new light. You are already thinking about what you could become instead of what you are, about becoming a spokesperson for the work you do instead of just a worker who does it. The next step is getting in touch with your passion. That passion is there, just waiting to be tapped.



Making money is easy and natural when you know the right process for putting your message in front of others.