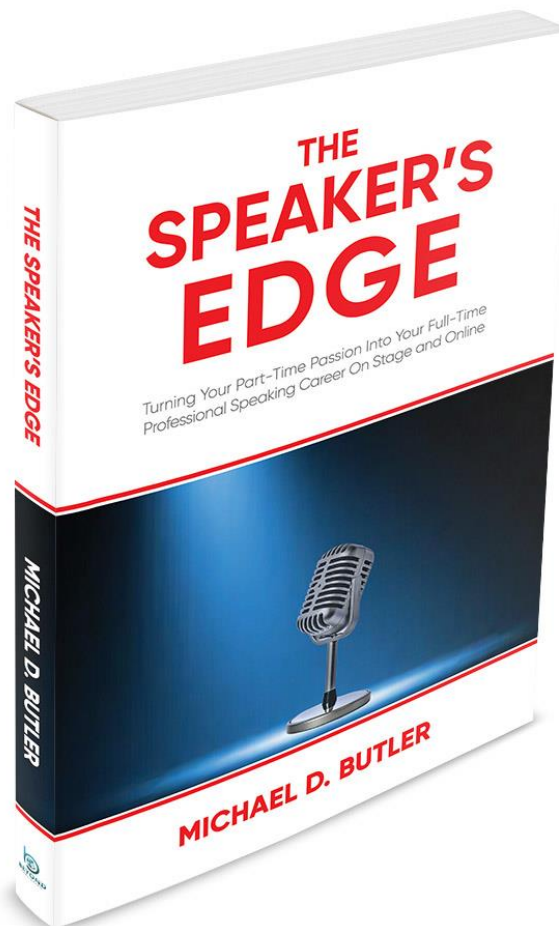


THE SPEAKER'S EDGE

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The Public Speakers A to Z Guide for Turning Your Part-Time Speaking Hobby Into a Full-Time Professional Speaking Career on Stage and Online.



The roar of the crowd, the emcee starts to read your bio, you've prepared your whole life for this moment, but you still get nervous. Your heart rate goes up, your palms start to sweat. ...you think back to that first talk you labored through just 2 years ago and you are grateful. You are grateful you invested in yourself, your business and your future. You peek through the curtain and the event planner was right, there is not an empty seat in the venue.

- 1) Finding Your Voice**
- 2) Preparing the Speech**
- 3) Launching Your Business**

You hear your name, your heart is literally pounding through your chest, this is the moment you were born for, you rush the stage and grab the mic with confidence and for the next 45 minutes you hit your target rock solid in the heart with life-changing, transformational content.

A throng of raving fans rushes back to your book table to buy your book, get your autograph and a selfie, it's at exactly this moment you realize your hard work, belief in yourself and investment in your speaking career paid off.

You're not born with The Speaker's Edge but you can learn it, it can be acquired, we know when someone has it and even more when they don't have it.

We've all agonized for a speaker on stage when it was painful to get through a presentation from a teacher, Pastor, Instructor, Coach or Keynote and the speaker needed some feedback but was not getting it.

Speakers who have the Speaker's Edge speak from the heart not just the head. They are masters at reading their audiences and able to make split second shifts and lightening speed calculations for maximum impact of their points on stage and online.

I wrote this book to prepare you to be the professional public speaker that you believe you can be, to make an impact, change the world and make a difference.

The auditorium was filled with applause. Ewing Hasell Middle School was filled with clapping I wasn't in middle school yet but this was where we had our 6th grade awards assembly since our elementary did not have an auditorium. I had just finished my speech and the place was filled with thundering applause. I would realize in just a few months in my 7th grade Mr. Kelley's class I'd get applause like this after giving my speech on weather forecasting. I knew at that moment I wanted to be a paid public speaker. Yes I wanted to do this for the reest of my life. I would be either a Meteorologist or a Minister (those were the only 2 professional speaking careers I was aware of at the time.)

I was 12-years old and I had just accepted an award at my 6th grade awards assembly for perfect attendance. It was only a few sentences but I had agonized over it for weeks, carefully and fearfully planning my remarks and rehearsing them in my mind and re-writing them on my paper.

My fear of speaking and especially public speaking terrified me. I had resigned to be a recluse and suffer in silence from the age of 5. Nothing would protect me and insulate me from the ridicule, teasing and laughter of my peers. Naturally an out-going and gregarious kid something happened when I entered kindergarten and began to socialize with kids my age.

For some reason I froze with fear and panic and I stuttered. The stuttering began at age 5 and continued through till age 11. This was the moment I'd defeat it once and for all. The three sentence speech thanking my teachers, my classmates and my principal for my perfect attendance award, now that I think of it I should have been thanking myself and my mom. Thanking me for deciding to not miss any days and thanking my mom for getting me on the bus or to the school every single day in her car.

And I think that's how it happens with most of us. We lose our voice. Maybe it's not stuttering or a speech impediment but emotionally, physically or psychologically we lose it. And we consciously or unconsciously decide that our voice is not important and doesn't matter and cannot make a difference in the world. Once that decision is made something awful happens....something terrible happens. We disconnected our head from our heart. We disconnect our head from our heart and stop speaking our heart and we replace it by speaking others expectations of us rather than what we believe and that changes our lives.

In this book I'm going to teach you how to reconnect with your heart and re-find your voice. When you do that, it is a beautiful thing!

The tragedy is many people never do find their voice. They live the majority of their life disconnected from their heart, not feeling and fueling their passion.

Reconnecting with your voice will give you confidence, boldness and favor no matter what your career path in life. Even if you never become a full-time public speaker finding your voice will strengthen your, empower you and propel you forward like you've never imagined.

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About the Author



Michael D. Butler

Like you Michael D. Butler has been speaking all his life.

But he didn't find his voice until age 12, doing a speech for his English class on Meteorology. Butler stuttered as a child from age 5 to age 11 and although naturally outgoing and gregarious he went into his shell and became imaginative and creative in order to cope with the isolation the stuttering caused. Later, with the help of a speech therapist he'd emerge from his cave and find great pleasure in being the class clown and the life of the party.

Was This You?

You've been told to be quiet your entire life. So there's something fearful about finding your voice. When you finally find your voice it can be a guilty pleasure of emotions, realizing your power and potential for the first time since crying as a newborn got you everything you wanted, or maybe it didn't?

The fear of disobeying, the fear of offending, the fear of being sat down, punished or put in time out for speaking up and speaking out.

What if you could find your voice. Not just your outside powerful and loud voice but your inside voice with strength, confidence and courage? What if you could speak confidently and boldly even with your inside voice?

What will the future look like for professional public speakers?

The Coronavirus has changed the speaking industry in the USA and the world. Professional speakers who want to thrive in 2020 and beyond as viable, full-time professional speakers will need to innovate and innovate quickly.

Many thought the speaking industry would die in 2008 with the economic crash.

According to the National Speaker's Association speaking gigs and speaking income fell by 66% from 2007-2009.

Many full-time speakers transitioned into employment and left the speaking industry entirely. The smart speakers innovated by creating online courses and doing virtual events. Many of those same speakers are thriving today because they created a business model around their speaking that was:

1. Membership Websites
2. Coaching Programs
3. Virtual Events
4. Setting up Clients on Retainer

The Covid-19 crisis looks like a repeat of the financial crisis 2007-2009 is happening all over again.

There are things new and veteran speakers can do to provide real value through the crisis, gain market share and thrive in their respective niches.

7 Things Speakers can do to Thrive in spite of Coronavirus Pandemic:

1. Launch Your Podcast or Re-Launch Your Podcast
2. Host Guests on Your Zoom/Facebook Live or Podcast
3. Write and Launch Another Book
4. Turn Your Current or Previous Books Into Courses

5. Host Virtual Events and Invite Guests
6. Create Joint Ventures with Complimentary Businesses to Cross Promote to Each Others' Lists
7. Develop and Launch a High-End Master-Mind Coaching Program

Finding Your Voice

When did you first find your voice? When did you realize your voice could get you what you wanted. A screaming baby makes 98% of adults take action: find a binkie, bring a diaper or a bottle, pick the baby up and rock the baby. Voices are designed to move us.

But at some point in our lives we lose our voice. We're told many times to be quiet, to not speak, told to listen and bite our tongue. Maybe it's a parent, a teacher a sibling, classmates, a coach or a pastor. Too many times we internalize "be quiet" and apply the meaning: "my voice does not matter." We are told to color inside the lines and told to be quiet. Many children stop thinking logically at this point, we adopt "group think," we comply so we'll fit in and not be publicly shamed.

Or perhaps you're from a large family and your voice never got heard? Perhaps years before you went for a formal education at a public or private school you learned your voice would not get you noticed so you withdrew and stopped using it.

I'm here to help you FIND your voice. Or in this case, re-find it and re-claim it. Yes that divine spark that is alive on the inside of every human. Placed there by God himself before you were even born. That unique thumbprint that makes you unique, just waiting to be discovered so you can leave your eternal mark on the world. The legacy "brand" you will be known and remembered for. Your signature talk, your signature keynote, your signature workshop your signature impact! Sound like a big job, right? It is but I believe you are up for it. And it's easier than you might think. You were born for this. You never lost your ability to command a room. I'm about to reconnect you with you. I'm about to reconnect you with the power of your voice and give you back what was yours all along -The Power to Influence, Impact and Inspire with your very own voice. You're about to get –

The Speakers Edge!

This is your time to shine!

It's not by accident you are holding this book in your hands. You may even be hiding it from

your family and friends because you've secretly had a dream. You've had the dream of being on stage and inspiring a crowd. The fact that you invested in yourself means you know you were born for more and if this book does not live up to your expectations I'll personally refund your money.

It doesn't matter if you're an Informational speaker, a Motivational speaker, Inspirational speaker or a Transformational speaker. The Speaker's Edge can put you on bigger stages and help you launch some of your own stages, but it's all up to you.

Section 1 Preparing the Talk

From: THE SPEAKER'S EDGE

Michael D. Butler

Section I FINDING YOUR VOICE

Chapter 1 Picking Your Lane

Every effective speaker must "pick a lane" and pick a lane early to succeed and be most effective in public speaking. For example if I'm a Certified Financial Planner (CFP) and my goal is to gain more clients with my speaking I'm obviously going to be well served to have a keynote and a workshop on the topics of wealth and money right? Then I would craft my signature talk around these topics. The fastest way to dilute my brand would be to advertise that I also speak about relationships, marriage and interpersonal communication, this would dilute my brand. Granted improving finances within a family can improve the quality of life and the happiness factor in a home. I'm not a marriage expert just because I improve peoples' relationships as a result of helping them improve their finances.

The more laser focused a speaker can be with their signature talk, the more effective that speaker can be in gaining new clients, getting invited back to speak and expanding their online brand footprint.

“Every child is born a genius.” Michael D. Butler

If I'm a CFP and my signature talk is on wealth then it makes sense for me to build my brand around that. I might also have a workshop on credit repair or even a stand-alone keynote I can do for stages or a Podcast on Improving Your Credit in Spite of Personal and National Economic Downturns. This topic runs parallel to my brand, it is congruent not a dilution, so it works.

Illustrating another industry, as a Health Practitioner, a Doctor, Health Coach, Nurse or Wellness Consultant perhaps your primary speaking topic is “Natural Wellness in the Pharmaceutical Age” and you focus on; weight management, nutrition, exercise and longevity. It makes sense to have a workshop on “Diabetes Prevention” “Stroke Detection” “Immune System Boosting” etc. even “Sexual Health for the Aging.” You want to be known as The Wellness Coach or The Health Guru or The Doctor's Corner, etc...you wouldn't also advertise that you speak as an Economic Expert a Spiritual Advisor and a Legal Consultant that would just be ridiculous.

You could, however, talk about any and all of these aspects in your book or in your workshop but not at the risk of diluting your primary brand.

When it comes to finding “YOUR” voice it's important that it's your voice and not someone else's voice. “YOUR VOICE” can only be discovered when you do a deep dive into your heart and soul and discover the divine thumbprint of God on the inside of you that was programmed into your DNA before you were born. There is a word, there is a voice, there is a sound that is so uniquely yours that no one else can deliver.

It's ok to study the great speakers and orators throughout history for inspiration, learning and context but mimicking someone else's style or delivery will not give you the same results. You must ask yourself, “What is my message?” What is the message I was born to deliver to this world?

The Painful Process to Finding Your Voice

If you've ever lost your voice to laryngitis or some other ailment you know the fear of feeling you may have lost your voice forever. Short of learning sign language or having the technology to communicate with technology like those who've been disabled in car accidents or a stroke and have to completely learn how to speak again, not being able to communicate your thoughts, feelings, dreams and message to the world is scary.

But sometimes it takes a tragedy to truly find your voice. I'm not wishing tragedy upon anyone but when you study the great speakers of the past 200 years you realize that many of them found

their voice in the midst of extreme crisis, personal pain and deep, heart-wrenching, soul searching.

Speaking Based on the Expert You Currently Are

What is your lane? Where is your expertise? What is your degree in? What have you been doing for the past 20 years? You have certain qualifications, training, education, skill sets, proprietary knowledge and experiences that make you uniquely qualified, what is that topic? Is there demand for the topic? Is this topic space over-crowded? Are event planners looking for speakers with your expertise and keynote?

Perhaps you speak on:

Corporate Culture
Diversity and Inclusion
Employee Retention and Engagement
Customer Service
Sales and Sales Training
Motivational & Inspirational (sharing your story)
Leadership
Time Management
Technology
Artificial Intelligence
Virtual Reality
Augmented Reality
Start-Up Funding

By identifying where your target topic will land in the overall choice of topics you can drill down and decide if you need to be more narrow focused within your niche or if broad and general is sufficient. For example if you're speaking on Artificial Intelligence, depending on your audience, you may need to give a foundation of context before you dive into the technical aspects of A.I. so your audience has an understanding of the industry and where it's headed to be able to more easily grasp your content.

Speaking Based on Where You Want to Go

This is picking a topic based on where you are going. Perhaps you want to be the next Susie Orman or Dave Ramsey speaking on the topic of money? As a financial planner there are steps to take to make the jump from local financial planner to celebrity status national icon.

“The first step in becoming the next iconic leader in your space is identify who are the major influencers in that space now!”

Michael D. Butler

Who are the people you want to speak to and sell books to listening to right now? What are the conversations they are having online and in person? Once you’ve identified who the influencers are in the space you want to be the next leader, find out who they are following. Who are the mentors of your mentors? This will give you a clue as to where you need to go.

The Power of Listening

I’m an avid listener of podcasts. I like podcasts because it’s niched content on demand, when I’m in the car, at the gym or even doing my grocery shopping I can listen to my favorite podcast and get valuable information or get motivated. Podcasts have grown 2,000% in the past 3 years and 80% of Americans have listened to a podcast. If I looked at your phone to see what podcasts your subscribed to I can predict your success as a speaker and how much you’ll be making as a professional speaker 3 years from now. I was saying along with many others in personal development in the 80’s and 90’s that we could determine your success by the books that you read and the friends you hand out with and it’s true. It’s true with books and friends and it’s true with podcasts.

If you were to launch a podcast what would the topic be? What would the title be? What would be the goal of your podcast? The reason I’m asking these questions is what you like to listen to and what you like to think about is what you’ll be speaking about. Why not move your speaking career in the direction of your dreams, your expertise and your value?

All great communicators are first and foremost great listeners. The listening heart understands their audience and can communicate effectively in every situation and is particularly effective on stage.

What are you Listening To Now?

The voice inside our head is the most important. Really, it's the voice deep inside our heart, our spirit. If you've ever had a "gut feeling" about something that's the inner you trying to guide your mind and body to make the right decision.

That's the voice we need to come out on stage with. That's the voice the world is waiting to hear. The voice in your heart, speaking to your head every day, trying to get you to take action in the direction of your destiny, that is the voice the world desperately needs to hear! As you boldly step into this voice you will grow in confidence, boldness and faith and it will soon become second nature for you to have this confidence. The more comfortable you are speaking from your heart and not just your head the more effective you will be.

The voice in your heart, speaking to your head every day, trying to get you to take action in the direction of your destiny, that is the voice the world desperately needs to hear! Michael D. Butler

It's hard for some speakers to begin speaking from the heart because they've done business in their head for years and that's the way they've always been wired.

When I talk about speaking from your heart I'm talking about speaking from your passion, from your core values, from your inner being. If you can transition from speaking from your head to your heart and speaking to other peoples' hearts this is where you can make the most impact!

When I talk about speaking from the heart I'm not talking about your heart as the physical organ that pumps blood. And I'm talking about speaking to other peoples physical hearts either. I'm talking about speaking to their core. Speak to that God-like person on the inside of them that they are, their core values, their spirit is seeking to grow, to expand and be communicated with. They are ready to unleash their inner greatness but only when you give them permission from stage. Once you accept this challenge you'll realize that public speaking is not just sound waves floating through the air but it's a transfer of energy. It's an infusion of belief that you have for your audience, you are imparting confidence, strength and the will to succeed and the ability to succeed.

I was programmed well

There are many opportunities for negativity in life. But I must say I was programmed well.

The first five years of a child's life are the most crucial to receive love, affection, affirmation and confidence. If a child does not receive an adequate dose of these ingredients is confidence and especially confidence in public speaking will be missing.

This lack of confidence cannot be made up for by speaking louder on stage or being more forceful on stage. The kind of confidence present in the most successful public speakers does not require raising the voice to get noticed but can be communicated in a quite and even soft tone with great authority and resolve.

Fortunately for me I was brought up in a structured and strict home. My brother and me were required to do our chores and finish our homework before we could watch TV in the evening. And if we had to study for a test there was no TV.

These strict rules in our home helped us develop self-discipline that helped us succeed in life.

Not only did we have this strong influence from both parents but we also had a strong faith based upbringing that instilled confidence and courage in us. We were taught that we were born for something great and that we could make a difference in the world, and we believed it.

I remember a list of positive confessions I got a hold of about the age of 11 and I'd say these positive affirmations every day in front of the mirror before I'd go to school for almost an entire year. I remember this had a huge impact on my emotional health, my confidence level and my self-esteem. As a boy who stuttered and didn't feel confident on most days, this exercise helped make the difference for what I needed in my life.

If you were not programmed well and let's face it, all of us could have received more love, encouragement and confidence right. The world is a tough place and any time you strike out to do something to help others like speaking on stage you'll be faced with obstacles, setbacks, criticism and negativity. It's not too late to reprogram yourself for success.

- 1.) **Change Your Self-Talk (refer to #3)**
- 2.) **Change Who You are Listening Too (cut yourself off from negativity)**
- 3.) **Re-Program Your Conscious and Sub-Conscious Mind by Continuously Stating Out loud with your Mouth who You are, What You Believe and What You are Called to Do!**

Later in the resources page I'll share the **Event Coordinator Questionnaire** and the **Speaker Survey Sheet** along with other valuable resources like **The Speaker Contract**.

The purpose of the **Event Coordinator Questionnaire** is to learn what are the greatest needs of the audience you'll be speaking to and what are the immediate needs of your host, The **Event Coordinator**. That is the most important, nothing else matters. **From the time you get the call and schedule the speaking event until the time you do the follow up call it's all about the**

Event Coordinator and what he/she wants for their organization. It's not about the speaker getting their footage of them speaking on stage, it's **ALL about the Event Coordinator and what he/she wants for their organization.**

Continuing Education

Every industry requires continuing education to be successful in that industry. Some industries require it and you can't continue to work in and get paid in that industry unless you have so many hours of verified continuing education.

The same should be true for Speaking Professionals from the beginner to the Certified Speaking Professional (CSP).

Personally, I like to listen to a wide variety of speakers in multiple industries. But I do have my favorite "go-to's" for motivation, education, information, faith and technology.

Remember, who you listen to today is who you will be tomorrow.

Who you spend time with now will be the direction your life is headed.

Owning the Industry

As a professional speaker you can have 1 or 2 good keynotes that wow the audience but if you're not constantly reading, growing and learning you'll lose the edge in a short amount of time and it will be noticeable. It might not be noticeable to you but the experts in your industry and those that hired you in the past will notice it.

Les Brown is considered one of the world's greatest speakers. He got his start in radio and went on to win the golden gavel in Toastmaster's as their top speaker. He said he gave many free speeches before ever getting paid for a speech but he said he put just as much effort, research, and study into those free speeches and says that's how he started getting paid speaking events. And even after being one of the top paid speakers in the world getting \$75,000 per speech he still puts in hours of research for each speech and customizes it for the individual company, organization or group he's speaking to. You might hear some of the same stories but he will drive the point home from a different angle based on who his crowd is and what the event organizer has told him the organization is going through right now. This has earned him the title as one of the top 10 speakers in the world.

Preparing Yourself

"How long did you prepare for this talk" is a frequent question you will get asked as a highly paid, full-time, professional speaker. The answer is, "I've been preparing my entire life." And it's true it's not just the 4-6 hours you prepared for this keynote it's the lifetime of experience,

heart and soul you bring to the stage and to every talk. It's important to live in a state of readiness. When you're number is called you are ready to take the stage and do the job many others aren't willing to do.

Finding Your Style

When it comes to finding your style rule #1 is:

Be You

The world does not want you imitating someone else.

You might have a favorite speaker you like to listen to, others you admire or have saved as favorites on your podcast, dvr on your TV and make a point to watch on YouTube because their content, style, deliver and methods speak to you. When it comes to YOU finding YOUR style the most important thing is to be YOU!

Growing in Confidence as a Speaker

I was not a confident speaker, I stuttered as a kid. I did ok when the teacher called on me to read in class but when I was trying to have a conversation with my friends on the school playground it was very frustrating. I was tongue tied and it was obvious I stuttered.

To avoid the embarrassment, the laughing and the awkwardness I chose to withdraw and become an introvert. This was tough for me as I was naturally outgoing and social. But it would be my coping mechanism for the next 6 years from 5-11.

Feeling the Fear

The #2 fear in the world is the fear of public speaking. Second only to the fear of death.

Eventually everyone of us will be called upon to speak in public. It's a part of life and essential for success. From being called on by the teacher to read aloud in a grade school classroom to giving your first speech in English class. Confidence in speaking is something you're born with. Most babies make quite a loud entrance into the world but at some point we learn life is safer if we keep our voice down. For many of us the true fear of public speaking comes from a fear of rejection, a fear of abandonment and a fear of not being heard.

Every athlete, every speaker, every company president, every politician has that moment with butterflies in their stomach and a lump in their throat and sweaty palms they feel the fear and do it anyway.

Do you remember the movie The Kings' Speech about the Prime Minister of Great Britain who had to give a historically important speech. It was based on a true story, his speech impediment was a glaring problem and the speaker coach helped him overcome and give a glowing speech that inspired all of Great Britain.

But what if you were to learn that your voice does matter? I'm here to tell you that your voice does matter. You matter. Your thoughts, ideas and conversation matter. Your opinions, values and feelings matter.

Imagine walking into a room where you were confident and secure in the fact that your message will be heard and that your message will be respect. Would that calm you down? How would you feel if you knew that not only are you being heard today, you are also being respected?

Imagine walking into a room where you commanded the utmost respect, honor and highest esteem. Everyone in the room is leaning forward to listen to you and is hanging on every word you say.

Here's an exercise to help overcome the fear of public speaking and getting more out of your head and into your heart.

Speaking Exercise

You will need a small group for this. Put these 10 things on sheets of paper and put in a bowl for a drawing. Take turns getting up in front of the group and acting out. This will also work virtually via zoom, Facebook live or other software. Where the host private messages the speaker their topic, the speaker only has 30 seconds to prepare their talk in their mind and 60 seconds to deliver it. Some examples are (and you can modify it based on your group, location, group interests and demographics, etc...) 1) Tell/show us how to change the oil in a car 2) Tell/show us how to fly a kite 3) Tell/show us how to make a bottle of formula and feed a baby 4) Tell/show us how to forecast the weather 5) Tell/show us how to bait a hook and catch a fish 6) Tell/show us how to wash your car 7) Tell/show us how to snow ski 8) Tell/show us how to train for a marathon 9) Tell/show us how to fall in love 10) Tell/Show us how to prepare a meal for 10 people.

Don't Practice on Your Family

I don't recommend practicing your public speaking on your family. It can be downright disheartening and discouraging. Either they won't give you honest feedback because they don't

want to hurt your feelings or they will crush you with their criticism and not see the potential in you. Very few family members can help you with this. It's better to go to your business professional peers. You can find groups on Facebook and develop a friendship and ask for feedback. One of my favorite groups to sharpen your public speaking is Toastmaster's. They have chapters all over the world, they have a proven system and it's free. You will get honest and objective feedback and these peers will be some of your best friends in your speaking career. Some of the great speakers of our generation have come through toastmasters including Les Brown, Darren LaCroix and many others.

You can also hire some on fiverr.com for \$5 to practice on zoom with if you want a total stranger.

Speaking is a Muscle it Can Grow

Your ability as a public speaker will increase every time you do it. Just like hitting the gym frequently, hitting the stage frequently has it's benefits if you take it seriously. Over time your effectiveness, influence and impact will grow along with your hourly retail rate and the number of testimonials.

Tips to Grow the Public Speaking Muscle

I've been coaching speakers for 30 years and I was surprised to learn how many of the top paid speakers in the world are actually shy and introverted. Watch some of the top speakers with the most views of their Ted Talk and you'll see it too. My question to you is if some of the world's top paid speakers can be effective platform communicators so can you!

Exercises to grow Your Speaking Skills

- 1) Strike up conversations with random strangers at the grocery store and other places.
- 2) Work on becoming a better listener by consciously pausing and taking a breath when the other person is done and asking them "is there more?"
- 3) Find a mentor and share your strengths verbally. "I'm good at x,y, and z..."
learn to be strong, vocal and confident with what you are good at.

The more you talk the better you get. Maybe you were told to be quiet as a child and not to speak unless spoken to? No doubt silence does have value but only when you are thinking or listening. Your voice is needed and missing in the world. I want you to get very comfortable in your own voice and on the stage and in the interview chair. The more comfortable you are speaking with your voice from your heart, clearly stating what you need and want, the better your audience will respond, the more effective you will be and you'll take home a much fatter paycheck and get invited back again and again!

Confidence is Key

I think this alone could make a huge difference in the way you enter a room and the way you participate in that room. You see, overcoming the fear of public speaking is not up to your audience, it's up to you. It's all about the conversations you're having in your own head. It's about the insecurities in your own heart and mind. But once you center on the fact that you are worthy, you do matter, your message is important, even life-changing, then your paradigm begins to shift.

You begin to realize, "it would be so selfish of me NOT to deliver this life changing message to my audience."

Get Over Yourself

When you realize that over obsessing over the way you look, the way you sound and how you are accepted by an audience is selfish, egotistical and even narcissistic you can begin to see, serve and sow into others.

Once we begin to "get over ourselves" we can truly become the conduit we were born to be. It's not that we don't dress well, groom well and shave well but that's only a part of it. Preparation on the outside can never equal preparation on the inside. And remember it's not just the hours of preparation you're putting into this upcoming keynote it's the lifetime of preparation that has gotten you to this moment in your career and qualified you to make this maximum impact. This makes you worth \$5,000, \$10,000 or even \$15,000 an hour or more.

Speaking 101

It should go without saying that if you're going to be a high paid professional speaker you need to know something about your topic. It's true that humans make a buying decision at a sub-conscious level within seven seconds of us opening our mouth shows me that speaking is not just verbal.

In fact your audience will remember only 15% of what you say because 85% of communication is non-verbal.

Before we can get into the mechanics of a good speech we need to address the package.

Since your audience is going to make a subconscious judgment about you within the first seven seconds of your speech it's important to be packaged properly. And if you don't like to be the fish in the fish-bowl that everyone is staring out and judging for 50 minutes perhaps a career as a public speaker is not for you.

Your audience will remember only 15% of what you say because 85% of communication is non-verbal. Michael D. Butler

Let's face it, while many of us could choose to be a public speaker and with the right training and coaching could create a successful business in the space if that is our burning desire, it is not easy and very few ever do.

Average speaker salaries for Public Speakers

Dress for Success

For Men

Well-groomed and professional and one level above your audience. Dress like you're going for a job interview

For Women

Well-groomed and professional and one level above your audience.

Dress like you're going for a job interview.

What kind of Presentation?

Learning the Audience

Event Planner Questionnaire

I. Delivering the Talk

The Introduction

The Body

The Conclusion

The Transitions

The Speaker Survey Sheet (Located in Resource Section)

The Mechanics of a Good Speech

Grab the Mic

Sound Check BEFORE the program starts

It's always a good idea to tour the venue where you'll be speaking. This is why you'll want to arrive early as much as possible. Organize with your event host to fly in the day before if possible and look at the meeting room. This will help you explore the room and preview the logistics and go through your checklists, see **resource section** for checklists. This will also help you visualize success as you run through your speech a final time in your hotel room the night before.

Visualizing Success

Chapter 2

Knowing Your Space

Picking a lane was about knowing your topic. What is your topic on stage? Knowing your space is about knowing who are the leaders that people are listening too and following in your space?

If you're a financial speaker who are your customers, future fans and readers listening to? Is it Suze Orman and Dave Ramsey? Perhaps it's Jim Kramer and Neil Cuvuto, perhaps it's ---- and - ----?

Compliance in Speaking

Compliance is a big deal when speaking. Some industries are more compliance heavy than others. Industries like medical, legal, raising capital and others are strictly regulated by the FDA, FTC, FCC, and the American Bar Association.

It's important for you, as the professional speaker in your industry, to be keenly aware of the laws in your state and in the nation, what they are now and what the new laws are. There are civil and criminal penalties along with fines and even jail time if you don't comply.

The Speaker Sizzle Reel

When event planners and COO's hire you for a speaking event, conference, meeting or workshop they want to see a two-minute speaker sizzle reel on your website. They want to see you doing your thing and see what others are saying about you. You will want to have this professionally produced. Your cousin or nephew might be good but if it looks homemade you won't get the call and you'll not be taken seriously.

Anything longer than 2 minutes is too long. They just want to "test drive you" by seeing you on stage and what others are saying about you. It's better to have 4-5 short videos than one long one. Have your sizzle reel as the main feature and additional testimonial videos, "what others are saying" below your sizzle reel for maximum impact.

Practice Makes Perfect

Speaking takes practice, you don't get great overnight.

I can remember the hours in the back yard on the farm in Oklahoma, first with my dad and then with my brother throwing the baseball for hours. Playing catch. Catching and throwing and throwing and catching. Throwing and catching for hours. Those are some of my best memories. Apart from great conversations about life it was something that soon would become second nature, you could almost do it in your sleep and with your eyes closed. It would later prove to be help me and my brother when the championship game in little league with just 8 players (baseball has 9 players on the field at once) We had a boy quit and our team only had 8 players. This put us at a disadvantage because every time this ninth player was "up to bat" we had a forced "ghost out" Because of the countless hours of practice in the back yard, my brother as catcher and me as second base I don't remember a time we let a runner "steal" second base. We always got him out at second.

Pick a Lane

In public speaking you want to be known for one keynote speech, at the most two. What is your signature keynote talk? What is your brand? Do you speak about relationships? Do you keynote about money? Are you the credit repair guru? Is your talk about diversity and inclusion, employee engagement, employee retention, corporate culture, customer services, motivation, sales training, inspiration, political talk, are you a veteran and share about overcoming tragedy? Are you an athlete or politician or pastor sharing your story and your book? Are you a comedian, entertainer, or astronaut, are you a tech guru sharing about your IPO, going public or your successful exit and the future of tech?

Types of Speaking

Keynotes, workshops, emceeing, subject matter expert for interview, entertainment, emcees, debate, lecture, virtual events; virtual keynotes, virtual workshops, with zoom, Facebook and a hundred other platforms.

Selling From Stage

Selling from stage is an art. Selling from stage is a craft. It takes skill, it takes strategic finesse and it takes incredible trust. Establishing rapport with your audience is the first thing a speaker needs to do. Sales resistance is high because many people in your audience have been burned, yes you are not the first to try to sell them something from stage. The true masters of selling from stage can sell you when you don't even know you're being sold.

Establishing the know, like and trust factor

If you've given value from the moment you've been on stage you can get someone to pretty much buy anything from you. You've connected from a heart level. They've heard your stories they've seen you cry and they have maybe even shed a few tears with you or at least opened their heart a bit.

Now's your chance to bring them further into the relationship with you and your business.

SECTION II DELIVERING THE TALK

The success of any speech or talk is determined by the goals established with the event host prior to the event. What is the goal of your keynote? Is it to motivate? Inspire? Educate? Train? Entertain?

What is the call to action? What action do you want your audience to take to at the end of your talk?

Your introduction – Tell Them What You’re Going to Tell Them

Body – Tell Them

Conclusion – Tell Them What You Told Them

Transitions – Keep Them Hooked

Story Telling Success – Keep Them Engaged

**Voice
Volume
Mic**

**Room
Air Temperature
Light**

**Stage
Visuals**

Overcoming Objections

Picking the right person to introduce you

Third party credibility is huge in the speaking industry, without it you have nothing. Third party credibility establishes perceived value in the marketplace. Once the event is on the calendar ask the event host if he/she has someone who normally does the introductions of guest speakers. This could be someone who is normally an emcee, a moderator or a speaker themselves. You want someone who is confident, firm, outspoken, not timid and not afraid to be on stage. They are going to “set the stage” and bring you up properly. You will provide a short bio, not the long one. The long one belongs on your website. A short one of 400-500 words max is

sufficient. It should end with “....please get on your feet and put your hands together and help me welcome “.....” to the stage.

The other thing you want to ask your announcer to do is to have the event attendees move in closer to the front. This will give you, as a speaker, a better connection with your audience and will render better photos of you speaking from stage. A half full room of attendees looks much better when they are in the front half of the room.

Getting Invited Back

Section 3 Marketing the Speaker

The Speaker Brand

The Speaker Sizzle Reel

The Speaker One Sheet

The Speaker's Social Media

The Speaker's Email List

Speaker's Bureaus are they worth it?

Networking with Event Planners

Networking on Instagram and Social Media

Content Creation formula for Social Media

Getting Photos/Videos of You Speaking at Your Event

The Speaker One Sheet

Speaker's Bureaus are they worth it?

Others' Stages vs. Your Own Stage

Speaker Branding – Step Right Up

Branding to me was the smell of synged hair and the squeal of a 500lb bovine (cow) as the Rocking B Ranch logo was permanently seared into the backside of an angry young heifer that memory is so embedded in my brain It's almost like I'm still there, hearing my Grandfather tell that story to me and my brother 1,158 times it had become my memory, it was a part of me.

“That’s right son, Grandpa said, that was before we had fences, we all used to brand our cattle so they couldn’t get lost or easily stolen and you would know which T-bone steak to buy from the butcher.” In fact, he’d go on to say middle aged Europe families didn’t even have last names, you were known by Michael from Canterbury. And eventually Michael Smith because your dad and grandfather were blacksmiths.

What 3-word moniker fits your brand?

Credit Repair Strategist- Long-Term and Short-Term Credit Repair Solutions
Optimal Health Catalyst – Assessing, Planning and Executing Your Health Goals
Business Start-up Strategist – Helping You Launch Your Next Business
Fit Health Coach – Getting You Healthy
Ergo Efficiency Optimizer – Helping You Maximize Your Space at home and at office
The Alchemy Architect – Done for You Systems for Entrepreneurs to Monetize Their Tribe for Life

Remember the yellow pages? Every year you’d have 2-3 bulky yellow directories land on the front porch of your home or business. It was important for business because, pre-internet, before we had Google people would actually search for a plumber, an electrician, a heating and air person in the yellow pages. And you needed to get found in order to grow your business.

Lot’s of companies named themselves AAA taxi, AAA Automotive, AAA pest control because they wanted to show up on the front page of the yellow pages. That was the strategy since the yellow pages were organized alphabetically. Since Google and the internet we don’t need AAA on our businesses to get found online but we do need a branding and marketing strategy that works.

Naming your personal brand is just as important as naming a brick and mortar business. It helps humans quickly learn who you are and know how to refer you. It helps you get discovered in search with search engine optimization (SEO). Since humans and other business owners who may want to hire you have a short attention span the quickest way for your networking and introductions to turn into business is for someone to quickly know what it is you do and how they can refer you.

Networking for Speaking Gigs – Who do You Know?

There's 3 ways to get on stage:

As a paid speaker on a virtual or physical stage
As a free speaker on a virtual or physical stage
Paying to be on someone's virtual or physical stage.
Host your own virtual or live events.

I prefer the third and fourth and here's why: When I host my own events I have the greatest potential for loss but also the greatest potential for reward.

Back in the 90's I filled hotel ballrooms with people in the direct sales and network marketing space. I loved being on stage but more importantly I loved featuring my top distributors on stage. Being on stage is one thing, creating that opportunity for someone else is the ultimate!

Paying to be on someone's virtual or physical stage

When I get on some else's stage they are typically responsible for promoting it, advertising it, having attendees show up. I basically show up, speak, sell and take home a paycheck. When I'm paying to speak on someone else's stage it's normally a one-off investment and I keep 100% of my sales or I do a rev share with the host on the back end and they make a % like 50/50 or 60/40 or something like that. Whatever you negotiate with the host be sure you have it in writing.

The Speaker's Edge Resource Section

Speaker Contract
Event Organizer Survey/Intake Form
Speaker Room Checklist
Speaker Survey (follow-up) Sheet

Podcast Pitch:

5 Factors to consider when using your book to leverage credibility:

- 1) Own Your Brand with your Book Title and Your Book URL and what to do if it's already taken.
- 2) Identify Who Already has the Attention of Your Avatar
- 3) Pre-Building the Virtual Stage so Your Book has a Red Carpet to Catwalk on pre-launch
- 4) Have at least one Keynote and one 'plug-and-play' workshop ready BEFORE you launch Your Book
- 5) Own your lane on your Topic (speaking and interviews) BEFORE you launch Your Book

Sticker Shock

I was different as a kid. I didn't do things like other kids. I knew I was I was different. Maybe you are different too? My parents didn't know what to do with me.

In fact I remember sitting in the Principals office in 2th grade (age 7) really believing that my Principal and my parents were going to send me to reform school. It was the twelfth time my parents had been called to the school for my bad behavior. This time I was throwing rocks through classroom windows on the playground at recess. The reason? I liked the sound the breaking glass made when the glass shattered on the inside of the classroom.

Well that speech was enough to make me realize I NEVER wanted to go to reform school not even for a single night. They told me the food was not good, the beds were not comfortable and the kids were all mean.

There was no playtime and you had to work by yourself and weren't allowed to make friends or play with other kids.

Right then and there I decide to turn over a new leaf and get my act together. I vowed to be good and not to cause problems at school. No more fighting, breaking windows or putting soap into kids milk at the lunch room anymore.



Michael D. Butler, Dallas, TX
The Alchemy Architect

Butler launched his entrepreneurial career at 15 when an ad he ran in the newspaper for lawn mowing got him 14 customers. Not old enough to drive he had to hire a driver to make sure his customers got serviced.

He later sold that business and went on to start a Janitorial company which grew to 1 million in annual revenue in the first year. Butler would later sell that company and found his passion in the direct sales space. Training his sales teams to write a book, adopt a non-profit and speak on stage the natural next step was to start a social media marketing firm, which he did.

Before anyone was on Facebook, Butler and his teams supporting authors and book launches were marketing their team members on Myspace. In 2010 they had their first author get a movie deal and they knew they were on to something. Fast forward to 2020 and 14 short film festival awards later Butler still believes in the dream and inspiring the dream in others who have a story to tell the world.

After starting Beyond Publishing his team has published over 350 titles by 100 different authors in over a dozen countries. He sponsors the [Story Summit Cruise](#) that features Hollywood writers and producers from Paramount, Disney and other studios to mentor and coach up and coming writer three times a year. Last year Butler spoke in 16 countries and in 2020 he and his authors will speak in 20 countries. He runs the [Global Elite Speakers Bureau](#) that puts authors on stages globally.

Butler has been a guest on Fox News and has gotten his clients onto CNN, Dr. Phil, TMZ, TLC, Rolling Stone, Entrepreneur Magazine, Inc500, TBN, TruTV, Fox Business and many others.

He is a board member of TheWorldWomenConference.com Empowering Through Education and also on the Board of The Ellamo Foundation founded by filmmaker Manely to support and finance the production of cultural & educational goods, especially films that matter and have a social utility.

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