

# 234

things I've learned about  
creating, delivering and  
marketing speeches

\*\*\*\*\*

an ebook from The Nametag Guy  
Copyright 2006 [www.hellomynameisscott.com](http://www.hellomynameisscott.com)



Greetings!

My name is Scott.

I wear a nametag 24-7 to make people friendlier.

(Have been since November 2, 2000.)

Although this idea started out as sort of an experiment, I've somehow managed to leverage it into a **full-blown career**, consisting primarily of:

- 1) Writing books (4 real ones, 4 electronic ones)
- 2) Publishing columns (2 blogs, 100+ articles)
- 3) Giving speeches to companies and organizations worldwide (170 or so)

...on topics like being approachable, becoming unforgettable and making a name for yourself.

Lately, a lot of people have been asking me questions about speaking:

- Writing speeches.
- Delivering speeches.
- Marketing speeches.

Kind of a broad topic. So, to make things easier, I just decided to write an ebook on it. Enjoy the typos!

-Scott  
Author/Speaker/That Guy with the Nametag  
[www.hellomynameisscott.com](http://www.hellomynameisscott.com)

1. Be funny early and often.
2. Power Point sucks.
3. Practice AND rehearse. A lot.
4. Watch other speakers, especially bad ones.
5. What people learn with pleasure they never forget.
6. If an audience laughs, they're nonverbally agreeing to your message.
7. You don't need notes.
8. Speaking is like Jazz: it just happens. You can only prepare so much.
9. Nobody ever got mad at a speaker for going short.
10. There's nothing like a nice introduction.
11. Screw-ups make you look human, approachable and likable. Real speaking is not Toastmasters. It will not be perfectly polished, and nobody is going to yell at you for saying, "um." Just relax and communicate less perfectly. Perfect is not easily relatable by an audience. Not to mention, sometimes screw-ups are better than what you were going to say in the first place. I've gotten standing ovations from screw-ups!
12. Um, like and all those other vocal fillers that people tell you never to say are actually effective when used properly.
13. Learn the rules so you can break the rules.
14. If you're amazing, your audience will do your marketing for you.
15. Nobody keeps handouts and they waste paper.
16. Stories win the day.
17. Capture every possible emotion in every speech.
18. Never lose control of your audience.
19. Respect your audience.

20. Find the people in the audience who don't mind being made fun of and make fun of them.
21. There's always that one guy who's really tough to win over. Don't worry about him. Appeal to the masses and he will follow.
22. If you screw up or aren't funny, just keep going.
23. It's ok to get a drink of water.
24. Stay away from cursing, unless you're absolutely sure it's a good fit.
25. Use specific dates, names and references. It builds credibility. Think Rain Man.
26. If you're telling other people's stories, you've got a problem.
27. If you're using other people's material, you've got a problem.
28. If you say "Good morning!" as your opening line, you've got a problem.
29. If you think anyone is going to remember more than one idea from your speech, you've got a problem.
30. "Public Speakers" are those who speak in public: bosses, professors, homeless dudes on soapboxes spitting out scriptures.
31. "Professional Speakers" are people who make their living giving speeches.
32. "Motivational Speakers" don't exist. Nobody can motivate anyone to do anything other than themselves. It's a cliché. It's a SNL skit.
33. Don't bring up religion unless you have a religious audience. You will alienate people.
34. Walk-on music is great. It makes you look like a celebrity, sets the tone and feels cool.
35. Just be really, really, really good.
36. Smile.
37. If you're not enthusiastic about your topic, your audience won't be either.

38. If you're not having fun, your audience won't either.
39. Don't act too much.
40. Try to make your speech more like a conversation than a performance.
41. Everybody bombs. Everybody.
42. Have signature stories, words, phrases, quotations, gestures and the like.
43. Get everyone in the audience to think they know exactly where the story is going, then throw 'em a curveball.
44. The rule of three applies to pretty much everything.
45. Don't prepare a speech, prepare yourself to speak.
46. Disarm immediate audience preoccupation within the first few minutes.
47. Ask yourself this question: "If everyone in my audience did exactly what I said, what would the world look like?" Once you have the answer, you have a template to follow. Then, just make sure everything you say gives your audience the tools they need to build that world.
48. Be the same person off stage as you are on stage.
49. Always thank your audience. Speaking is a privilege.
50. Be the first and the last person in the room.
51. Walk around. Get the hell off the stage. Podiums are for novices.
52. Start your speech unexpectedly: from the back, with a song, already sitting in the audience, etc.
53. Your clients are buying YOU. Not your speech. Not your topic. Not your expertise. Not your book. Not your website. Not your business card. Not your testimonials from other clients. Not your one sheet. You. They are buying you. So you better be yourself.
54. Invite other speakers to come watch. Make sure they tell you what sucked.
55. Hang out with other speakers.

56. Watch Zig and Tony - those guys are goooood.
57. Take notes of how rock stars engage their audiences. Emulate those techniques. Except stage diving and drug abuse.
58. Be risky on stage. Do dangerous stuff. Make everyone in the audience say to themselves, "I can't believe he did that!"
59. You are not your demo video. Say it with me. You are not your demo video.
60. One sheets will no longer be used after about 2007.
61. Other than being really, really good, your website is the most important marketing tool you've got.
62. Other than a blog. And if you don't have a blog, you've got a problem.
63. If someone looks at your business card and doesn't say, "Hey, cool card!" then get a new card.
64. If you speak to bilingual or mentally disabled audiences, be sure to speak s-l-o-w-l-y.
65. Power Point sucks. (Did I say that already?)
66. Record your speeches. Listen to/watch them. Even if it hurts.
67. If you insist on using evaluations, don't ask what worked. Find out what people didn't like, what people wanted to learn more about, and most important, if people would consider hiring you to speak elsewhere.
68. If you're going to sell your stuff on stage, make sure your sales pitch is funny. Humor disarms people, especially in a sales situation, especially when they're sitting there with their arms crossed thinking, "Oh great, now he's gonna try to sell me stuff."
69. Don't be different. Be unique. Anybody can be different. All that means is "to stand out." Unique means "the only one." Be the only one.
70. Never, ever, ever tell people in person or on your marketing materials that you are a "humorous speaker" or that you "use humor to talk about,...". No. Never do that. All that does is make people say, "This guy better be funny." Instead, just be a lot funnier than people expected so they say, "God, I had no idea you were so funny!"

71. Sometimes it sucks. The speech. The audience. The AV system. The room. The time of day. The time of week. A fire breaks out right before your speech and you lose 300 books (yes, that happened to me.) There's nothing you can do about it. When it sucks, it sucks. Deal.
72. But then again, sometimes you suck. And you just know it. And that sucks.
73. There comes a point in your rehearsal/preparation when you said, "Well, that's it. Nothing I can do now is going to make me any better. The hay is in the barn. Let's go." Prepare 80%, let the rest be organic.
74. Listen to music by yourself in a private area before you go on. It will pump you up and prepare you mentally.
75. Stretching before speaking feels great.
76. When you're done with a speech (by which I mean done speaking, talking to people, selling books, collecting cards, etc., and there's nobody left in the room but you), go back to your room/office and sit down in front of the computer and write down all of your thoughts, observations, ideas and opinions about how you did. Write what worked, didn't work, good stuff that came out of your mouth that you never expected. Do this every speech and you'll have pages of notes to help you get better. Best thing I ever did in terms of platform mechanic improvement.
77. Try new material often.
78. Keep writing. Books, articles, pamphlets, newsletters, blogs, etc. Writing is the foundation of everything.
79. Keep reading. The old joke is, "Speakers have written more books than they've read." Bad news: it's actually based on truth. Which is a bummer. You need to read every day. I read three books a week - what about you?
80. Speaking of reading, if you're going to speak on a topic, I sure hope you've read every other book ever written on that topic too.
81. Speaking is 90% marketing and 10% speaking. It sucks, but it's the truth. And the worst part is, nobody sees the 90. So you better be amazing with the 10.
82. Writing a book is not hard. It just takes discipline, and THAT is what's really hard for some people. Look: I'm 26, I've written four books. It can't be that hard. What's your excuse? 30 minutes a day for 6 months is a lot of content.

83. Toastmasters rules. But remember, Toastmasters IS NOT the same thing as professional speaking. But it will certainly help your platform skills. Do it.
84. NSA is the greatest organization in the world. Get involved, go to the conference, buy the tapes, read the magazines, network with the other speakers, and of course, keep your BS meter on high alert.
85. Display your speaking schedule on your website. This will show people that you're busy, reveal the diversity of your audiences and make it easy for people to book you.
86. If you don't have enough dates to put up a calendar, I say put up the dates ANYWAY to motivate yourself to fill that baby up! That's what I did. And it worked.
87. When someone comes to your website, make sure they know the one thing you want them to do: buy books, hire you to speak, etc. A confused mind never buys.
88. If anyone who comes to your website can't get a hold of YOU directly within 2 minutes, you've got a problem.
89. The media is your customer.
90. There are three kinds of speakers. First, a good speaker: "Hey Jack, that was a really good speech. You're a good speaker. Thanks!" Then there's a great speaker: "Wow! That was great. The story about the guy on the mountain - great!" And then there's an awesome speaker: "Here's my business card. I want you to speak at my company too." Which one are you?
91. Testimonials on your client's letterhead are GOLD. Send them to other potential clients just like them and say, "I'd love to do the same for your company!"
92. When someone asks you "What your speaking style is like?" don't compare it to another speaker. Just say, "It's like me. Nobody else can do what I do."
93. Everyone does magic already. Find something else. It's old.
94. Wearing crazy hats does not make you unique.
95. Speaking is character acting, and the part you're playing is yourself.
96. Have a sweet signature story that people tell to their friends.



97. Be naked on stage. Not literally, of course. But don't be afraid to reveal your true self. On the other hand, beware of offering TMI, or "Too much information."
98. Have content and material and stories that are so classic, so YOU, so unique and so unbelievable that nobody in their right mind would even think about stealing your material. And if they did, they would suck at delivering it.
99. Watch televangelists regularly. They might be crooked nuts, but damn are they amazing speakers.
100. Ask your client before speaking, "What's the one thing I could say that would absolutely piss off everyone in the entire room?" Then avoid that.
101. When you have a heckler in your audience - and you will - have fun with that person. Play along. Have thick skin. Don't show him (and it's usually a "him") that you're bothered, even if you are.
102. Speaking-is-musical. It-has-rhythm. Say-it-aloud. People-love-this.
103. Power Point still sucks.
104. You better be writing every day. If you think you're too busy to write, do it on the plane. Lord knows you spend enough time there anyway! And if you don't have a laptop, you've got a problem.
105. Bring a digital camera to your event. Give it to a volunteer. Let her take pictures of you. Then post those pix on your blog the next day so people can SEE YOU DOING WHAT YOU DO. Maybe then they will hire you to do that for them too. (This works. I do it every week.)
106. Speaking of blogging, here's a mini-list called 8 Reasons to Blog about Your Speaking Engagements:

# # # # # # # # # # # # # # #

107. **ONE - The pictures show you doing what you do.** ALWAYS INCLUDE PICTURES. This provides social proof that you are a REAL speaker, effective and "out there." Anyone can claim to be a speaker, but with pictures of you in front of audiences, it reinforces what you do.

108. **TWO - People see what they missed.** Make your blog post almost like a review of a concert that came to town. Discuss highlights, funny moments, even screw-ups and interruptions. Make readers say, "Wow, that sounded awesome!" I should go next time. Or, I should book that guy for our meeting!
109. **THREE - Elicit testimonials.** If possible, email the link to your speech post to everyone in your audience. If they're blog-savvy, they'll leave comments with glowing testimonials about how great you were. If not, they'll still enjoy reading it.
110. **FOUR - Chronicle your adventures.** Weeks, months, even years after speaking engagements, you will be able to look back at past successes. Almost like a journal. It's fun.
111. **FIVE - Increase traffic.** If someone named Melinda made a hilarious comment in your speech, quote her. If possible, put a link to her site. Then email her. She will take ownership of your blog post and send it to her friends, thus increasing traffic.
112. **SIX - Content generation.** By making notes about each speech and recording them on your blog, you are managing you content for future speeches and books. I can't tell you how many times I referred back to old post-speech blog posts to help me with a current project.
113. **SEVEN - Attract new customers.** When people read about how you helped a certain organization, they're going to say, "Hmmm...I wonder if he could do that for my group? Maybe I should give him a call..."
114. **EIGHT - Customer service.** By blogging about your speech, the venue, the client and the audience, you compliment your customer. Be sure to email your main client/meeting planner and tell he or she to read the post. It's the best thank you note in the world!

#####

115. If you do Q & A, two things: 1) Always repeat the question, 2) Make sure you have a closing remark or story AFTER the last question so you don't just say, "Ok, no more questions? Cool. I'm done." It kills the energy. Q & A is NOT your ending. It's second to last.
116. Throw stuff into the audience. It keeps them on their toes and it's fun. Just be careful not to hit someone in the eye. I did that once. Not good.
117. People don't care what you did. They only care what you learned. Be sure to tell them.

118. Use quotes. They're great, poignant and usually come from people who are smarter than you.
119. Make up your own words. It's so cool.
120. If you're speaking to young people and you're not on MySpace, you've got a problem.
121. The art is hiding the art, according to Michael Cane. Prepare yourself so well that it looks like you're just making stuff up.
122. If one person thinks something you said sucked, don't worry about it. If two people say it sucked, consider it. If three people say something sucked, it probably sucked.
123. Sing Karaoke. It's great practice.
124. The world believes that professional speakers are egomaniacal, sell-sell-sell, product-hawking, self-centered, attention whores who do nothing but puke fluffy stories to audiences all day and get paid ridiculous fees for doing so. **I'm not saying this is true**, I'm just saying: this is what people think of speakers. So, what are you going to do to combat the stereotype?
125. It's always nice to have someone else selling stuff at your product table.
126. When you sign books, do it in a clever, unique, consistent-with-your-brand way. People will show it to other people. I either write, "Thanks for saving my life!" or "You're a great kisser." The responses are hilarious and people ALWAYS show their books to at least 10 other people. *Nice. Sure beats "Best wishes!"*
127. Unfortunately, however, most people won't read your book anyway, so don't worry about making it perfect. Just get that bad boy done and start selling it.
128. Oh, and before you start selling your book, you better have 500 of them to give away for free.
129. Hey, speaking of free, remember this: speaking for free at least 5-10 times a year to PURE AUDIENCES - people who can book you - is part of the cost of doing business.
130. If someone tries to sell you on their "speaking coach" services, run. Run fast. First of all, it's expensive and not worth the money. Second of all, if they're so good, why aren't they out speaking? Thirdly, you can learn more

from practicing your ass off and buying lunch for other speakers. Lastly, you don't need a coach. You're amazing.

131. State your fee and shut up. I actually put my hand over my mouth until they respond. Sometimes 20 seconds later. State your fee and shut up. Don't defend it. Don't negotiate it. Just say, "That will be \$5000." THEN BE QUIET. Be confident. You deserve it.
132. If people ask you to compromise your fee, have some other options available that enable their budget to coincide with your program. Free books? No travel? Two for one program? Of course, only do this if it's a really good opportunity. If not, if the people asking you to cut your fee by 50% aren't going to be a great chance for future business, move on. There's like 7000 meetings a day, according to a NSA study in 2004. You'll find someone else.
133. Which reminds me, turning down a speech feels great.
134. But, even when you say no, you're still marketing.
135. Watch yourself on video three times: regular, muted and fast forward. You'll be amazed at how often you do certain movements.
136. Know your audience cold.
137. The most important part of your speech is the first 30 seconds. The second most important part of your speech is the time between exiting off stage and when you're the only person left in the room. That's your networking time. That's when you meet other people who want to book you. Be ready. And don't let people monopolize your time. Be equal.
138. Speaking of being ready, if you give speeches for a living, whether you're married, single, divorced, gay, straight or bi, *some* audience members WILL BE sexually attracted to you. Some may even hit on you. Now, how you respond to that is your choice. Just be careful. That's all I'm saying.
139. There are lots of books out there on giving speeches, writing speeches, running a speaking business, etc. Some of them are pretty good. Some suck. I still think you should read all of them, but the best way to truly learn how to be a better speaker is to get out there and do it.
140. Which reminds me of another great piece of advice I once got: if you want to speak more, speak more. Thanks, Drew Stevens.

141. It's really tough to cold call a meeting planner and try to sell your speaking services. I for one have never made a cold call in my life. Mainly because I hate cold calls. But I position myself through writing, publicity, etc., which brings THEM TO ME. Think about it. Would you book a speaker who called you cold? Or someone you've heard of?
142. People will book you for three reasons: they've heard you, they've heard OF you, or someone they trust has heard of you.
143. That's why you should hang with your audience before and after your speech. Prove to them that everything you said came from the heart. Go to the parties, dinner, receptions, golf outings, etc. You are just a regular person, just like them.
144. Two kinds of publicity: 1) Getting featured on TV, print and radio as a guest, 2) Getting featured on TV, print and radio as an EXPERT. Do both. Especially the latter.
145. Raise your fee when you raise your value. Thanks, Alan Weiss.
146. Block bookings rules. For example, contact other possible clients and say that you're in the area and would love to offer a discounted program with NO travel. They're getting a great deal and everybody wins. Plus you're there already. Every time you book a speech, think, "Who else could I call to work with?"
147. Also think, "Who could I call to come WATCH me speak?" This beats a demo video any day.
148. Speaking of demo videos, you better be good quickly on tape. Like, 10 seconds quickly. And you better have it viewable on your website as Macromedia Flash. If you don't know what that is, you're in trouble. People hate downloading stuff. They need to watch it NOW.
149. Use YouTube. If you don't know what that is, you're in trouble.
150. Speaker Net News is a great publication. Subscribe to it. Also give back by contributing your thoughts.
151. Write articles AT LEAST once a month and post them online. There are thousands of sites that let you do this FOR FREE. They get great placement in search engines and drive traffic to your site. Try [www.ezinearticles.com](http://www.ezinearticles.com). Writing is the basis of all wealth. Thanks, Gitomer.
152. Ezine, ezine, ezine. Build that list. Most important list ever. EV-ER!

153. Book signings suck. (If done alone) They give no value and you won't sell anything. Even if you do, the store takes half your money. Don't waste your time. Book Signings sound cool and big and fun. (Well, they are, if you're Stephen King.) Only do book signings if you're speaking TOO.
154. Speaking of bookstores, forget about selling your book at bookstores. **Unless you're a big shot and have a big publisher**, it's not worth it. Nobody is going to walk into Borders specifically looking for your book other than your family members. 485 books come out every day. EVERY DAY. Why would anyone buy yours? ONLINE ONLINE ONLINE is the key.
155. Be on Amazon NOW. If you're not, you've got a problem.
156. Ooh! And don't forget to bring order sheets to events in case you run out of products, (which I know will happen because you're so great!)
157. Get a table skirt that reinforces your brand. Make it sizable for 8 or 6 foot tables.
158. Sponsorships are tough to get, but if you can secure one, you're my hero.
159. Pre-sell books. Ask the client, "Wouldn't it be great if every audience member could have my book waiting on their chair?!" Then sell a quantity discount for big bucks. This works. Try it. Make 'em think they're getting a deal.
160. Larger fees can include books for all audience members. Great way to add value.
161. If someone trying to book you says, "This could be a great opportunity that will open a lot of doors and lead to future speaking engagements," then it will most likely be followed by the sentence, "But, we don't have a budget." Careful.
162. Sign every book. It takes two seconds and lasts forever.
163. In the even that someone DOES sell your book on Ebay, bid 200 bucks for it. That's what I did. Now my books sounds really, really special ;)
164. If you're not an expert, get out of this business. But don't worry; everybody's an expert on something. I think.

165. I was once told, "If you're not booked in the summer months, it's not because it's a slow time, it's because you SUCK." Interesting point.
166. You will not make money for at least 2 years.
167. When you are ready to start charging for speeches - that is, when you are good enough: have enough value and enough experience - start looking yourself in the mirror and say, "I am not a free speaker. I am not a free speaker." I actually did this and it helped a lot!
168. Two words: Mastermind Group. Get in one now. Keep it small, meet monthly.
169. If you're really young and want to get into this business, good for you. Don't listen to anyone who says you're too young. That's BS. I started when I was 22. Just be careful, my young friends, 95% of the speakers in the world are over 40, which both sucks and at the same time, gives you an advantage. If you're young, just be sure to address that issue early in your speech. Like, in the first few minutes early.
170. Read books and do exercises to enhance your creativity. A lot. Like, weekly.
171. Have answers to the following questions ready: "What do you speak on?" "Why should I listen to you?"
172. If everybody loves your brand, you're doing something wrong. Thanks, Peter Montoya.
173. If everybody thinks you're out of your mind, you just might be onto something. Thanks, Jack Canfield.
174. If at first your idea does not sound absurd, there is no hope for it. Thanks, Einstein.
175. People WILL fall asleep during your speeches. Don't sweat it. It's not your fault. Unless you're not engaging, not leaving the stage, not varying your vocal inflection and not funny, in which case, it probably is your fault.
176. Schools DO NOT HAVE MUCH MONEY. Sure, you can make a living in that industry, but you'll kill yourself doing it.
177. Big money = training.
178. There are speakers who charge \$20,000 that aren't that good. This should motivate you.

179. But, there are speakers who charge \$2,5000 that are AMAZING. This should also motivate you.
180. Many speakers' marriages and families fall apart because of the nature of this business. I'm not saying that will happen to you, I'm just saying...
181. Lots of speakers say, "I can't get booked in my own town." Wrong. If you're FROM there that should make it easier. Sure, there's an allure of bringing in an outside speaker, but there's also something to be said about a homeboy. My friend Carol charges more for local speeches because she can't get frequent flyer miles. *Nice.*
182. Make audiences yell stuff out. It's called "echoeing." Think gospel church: **can I get an Amen?!**
183. Develop your content like it was your children. Keep organized charts to explain the breadth of your expertise. Revise and expand in constantly.
184. Flashy websites aren't effective. Eye catching, yes. Cool looking, yes. Converting hits into sales, no.
185. Never do anything that could potentially piss off one of your website visitors. *Ahem, pop up people.*
186. There are advantages and disadvantages of posting your fee on your site. I say do it, it shows transparency and honesty. Plus it qualifies your leads and cuts out the no-money prospects that you don't want to waste your time on the phone with anyway.
187. There are a LOT of different ways to get audience members to interact with you and each other. Use hand raises, echoes, claps, snaps, stand ups, yells, throw stuff out there, stage dive, whatever. Every 8 minutes do something. Just like a sit-com.
188. Have your own School of Thought, point of view, paradigm, etc.
189. If someone types in your name on Google and you don't show up, you have a problem.
190. Write everything down - stories, content, facts, quotes, jokes, one liners, everything! If it goes unrecorded it becomes unmemorable.
191. Don't try to impress people. If you go out there and try to inspire, they WILL be impressed. Thanks, Willy Jolley.



192. The more products you have, the more likely you are to sell *something*.
193. Everybody in your audience has a \$20 bill in their pocket. Thanks, James Malinchak.
194. Which reminds me, make price tags NICE AND BIG on your product table because your audience members WILL STEAL STUFF and NOT CARE. I once had 142 books stolen right from the back of the room. Jerks.
195. Your speech isn't a speech - it's an experience.
196. Cross-sell in every medium. Every time you're doing something, talk about something else that you do, i.e., books, articles, speeches, blogs, etc.
197. You can't be all style or all content. Be a mixture. Thanks, Winget.
198. Have at least three free downloadable ebooks. Keep 'em short and sweet.
199. Read *The War of Art*. Best book ever written.
200. Read *How to be That Guy*. Second best book ever written.
201. You're never too good to speak at a Rotary Club. Thanks, Bill Jenkins.
202. If you don't quote yourself, neither will your audience.
203. DON'T EVER APOLOGIZE FOR WHO YOU ARE.
204. Your writing needs to elicit more response from readers.
205. When you give a speech and there are waiters walking around the room with trays, there's nothing you can do about it. Except maybe NOT accept speeches during dinner. A lot of speakers do that.
206. And, if people are consuming alcohol during your speech, be careful. Not you personally, because I know YOU wouldn't ever give a speech while drunk, but the audience who drinks is the audience who thinks - OUT LOUD. It can be tough.
207. Acronyms are great.
208. Power Point still sucks.

209. On the other hand, if you DO use PPT, use PICTURES only, or slides with less than 8 words on them. Thanks, Seth Godin.
210. And God help your soul if you ever, ever, ever use some version of the horribly overused "Got milk?" tagline as part of your marketing. Terrible. Absolutely terrible. You'd be amazed how many speeches are called "Got Leadership?" "Got Marketing?" "Got Publicity?" and the like. Terrible. An insult to the industry and the absolute antithesis to creativity and uniqueness. This isn't 1995. Don't do it.
211. Don't be afraid to be outrageous. Yell during speeches. Jump up and down. Do something crazy. If not, your audience will not remember anything. They will not pay attention the whole time. You better find a way to captivate them, or else they'll think you're just like every other speaker out there.
212. Speaker Showcases can potentially lead to bookings, but personally, I think they cheapen you. Although, hanging out at speaker showcases and not paying \$600 bucks isn't a bad networking idea. I booked a speech with a Fortune 500 that way. Hint, hint.
213. Stop using clichés. Give audiences stuff they can use tomorrow.
214. The best speech you ever gave in your life was your last one. Thanks, James Brown.
215. Don't fear the pause. It is your friend. Pauses = mark of a polished speaker.
216. Pitching the media is hard. Get them to call you. How? Easy. Just be amazing and remarkable. I've been on 100's of show, never called a single one of them. They all called me. That's positioning.
217. Have material that is timely and timeless.
218. Make your products a slice of a slice.
219. People learn by reading, doing, watching or listening. If you only have a book, you're missing 75% of the market. Think about it. Thanks, Gleek.
220. Put your target market's name, i.e., Grocery Manufacturers, in the title of a product so THEY SEE THAT IT'S FOR THEM. Thanks again, Gleek.
221. Read a passage straight out of your book to the audience. Then throw the book to someone in the front. Great product pitch.

222. Also, give someone in the BACK your book, but give it to the person in the front to pass back so EVERYONE has to see it on the way there. Clever, huh?
223. If they don't have your fee, ask if there's an Educational Budget.
224. It's not just about giving the speech, it's about getting the speech.
225. Get everything video taped.
226. Send preview copies of your new book to your heroes.
227. If they don't have your fee, bring in another group to co-op the expenses.
228. Direct mail works.
229. CSP means absolutely NOTHING to anybody except other speakers. And maybe a few meeting planners.
230. There is a difference between "practicing" and "rehearsing." Practicing is giving a speech in front of your friends, family or a group of 15 people at a Rotary Club at 7:00 AM who aren't listening to you and don't care what you have to say. Rehearsing is staying up till 2 AM the night before that big speech making sure you know every word, line, movement, vocal inflection and key component like the back of your hand. And at least for a few years - in the beginning of your speaking career - you need to practice AND rehearse.
231. Speaking of speakers, you will learn the most about speaking by simply talking to other speakers.
232. The most important part of any speech you give is the first sentence out of your mouth. If you say "Good morning!" "It's great to be here!" and "Thanks so much for having me," you've just joined the club of 80% of all speakers out there: BORING. When you get introduced on stage, the first thing you should do is smile for three seconds and NOT TALK. Then just go right into it: a quotation, a question, a story or a powerful statement. God help you if you say "Good morning!"
233. If you want to speak for a living, watch out. This business is really, really, really tough. Did I say it was really tough? Yep. It's tough. I've been speaking professionally for almost 4 years. I didn't make any money for 3 of them. It sucked. I lived with my parents. And I worked 12 hours a day to make that no money! I spoke for-free, for-EVER. It takes way more work than anyone in your audience will ever see or understand. It's 90%

marketing and 10% speaking. It is a full time job. So, if you want to be a bona-fide, professional speaker, prepare to work your ass off for no money for a long time. Sorry, I'm not trying to scare you. (Well, actually, I am.)

234. Oh, and terms of "speaking advice," there's a lot out there. I'm just sharing what I know. You will hear contradicting viewpoints that will confuse you. It's up to you to figure out not what's right, but what works for you.

\*\*\*\*\*

Here's the thing: I think being a professional speaker is the greatest job in the history of the world.

Why? Because:

**Professional Speaking = Getting paid to be yourself.**

How cool is that?

That's all Professional Speaking is. And if you believe that's what your calling is, cool. I support your efforts. And I wish you the best of luck.

I hope these 234 ideas helped you a lot, and perhaps scared you a little.

Holler at me if there's anything else I can do to help.

See ya!

-Scott

© 2006 All Rights Reserved.

Scott Ginsberg, aka "The Nametag Guy," is the author of three books and a professional speaker who helps people maximize approachability, become unforgettable and make a name for themselves. To book Scott for your next association meeting, conference or corporate event, contact *HELLO, my name is Scott!* @ 314/256-1800 or email [scott@hellomynameisscott.com](mailto:scott@hellomynameisscott.com)