



## **Sponsor VIP Call Speaking and Sponsor Success**

### ***What We'll Talk about on this Call***

- Why Speak?
- What Meeting Planners are Looking For
- Choosing the Money Making Topics
- How to Get Booked As a Speaker
- Questions To Ask the Meeting Planner
- How to Get Rid of the Butterflies
- Should You Use PowerPoint?
- How to Convert Speaking Into Sales
- Benefits for Your Sponsors
- Powerful Speaking Tips
- Speaking Secrets to Make You Extraordinary

### ***Why Speak?***

1. Money on the front-end (getting paid from the meeting planner)
2. Money on the back-end (back of the room sales, more clients, more paid speaking, building your database)
3. To grow your business
4. To get sponsors
5. To achieve celebrity and expert status
6. To have great adventures
7. To change people's lives

### ***What Meeting Planners are Looking For***

1. New and interesting view of the issue
2. Interesting way to solve a problem
3. Dynamic personality, entertaining and sense of humor
4. Speaker who presents themselves well visually (Example Megan Casey)
5. Does recruiting (for public events)
6. Celebrity status
7. Gets information to the meeting planner in a timely manner
8. Speaker who tailors presentations for your group
9. Tips people can use tomorrow to build their businesses, not just vague theories
10. Someone who doesn't hold back the good information
11. High content, minimal pitching, low fluff
12. Low maintenance



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### ***Choosing the Money Making Topics***

Here are some of the main problems and topics that people want to know about:

- Not enough business
- Not advancing in their careers
- Financial security
- Beauty, desirability and sexiness
- Finding love
- Overwhelm
- Parenting
- Health, weight loss and nutrition
- Spirituality
- Travel and safety
- Giving back

### ***How to Get Booked As a Speaker***

1. Online listings: Speaker Match
2. Referrals and Networking Meetings
3. Send the meeting planner your books
4. Speaker's Bureau
5. Public Relations
6. Your assistant
7. Call speaking venues yourself
8. Speaking page on your web site
9. Direct mail: post cards, flyers and brochures about your speaking
10. Have a great speaker's one-sheet
11. Traditional media
12. Email marketing and signature
13. Write books and articles
14. Social networking
15. Sponsors

### ***Questions To Ask the Meeting Planner***

1. Tell me about the attendees.
2. What do you want for them?
3. What do you want for you?
4. How much time do I have?
5. How many people will be there? (always have a handout)

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### ***How to Get Rid of the Butterflies***

- Don't worry about being perfect. People like speakers that aren't too polished.
- Practice in front of the mirror.
- Try it out in front of your friends, animals, toys (sounds silly, but it works).
- Use an outline, but don't read the speech word for word.
- Anchor the room.
- Relax your eyes and widen your field of vision.
- Take deep breaths before going up to the platform.
- Run up to the stage.
- Use the physiology of smiling.
- Concentrate on your "heroes" in the audience.
- Know that everyone in the room wants you to succeed.
- Just do it. The more you speak, the easier it gets.

### ***Should You Use PowerPoint?***

- Depends on your presentation. If there are lots of visuals, then use it.
- Don't just read the slides.
- Sometimes the speaking venue is not set up for PowerPoint, so print out the PowerPoint presentation and use it as your handout.

### ***How to Convert Speaking Into Sales***

1. Have a lead collection system
2. Poll the audience
3. Give out a great handout with blanks that the audience can fill out
4. Mention that you are available to speak to their group
5. Use "involvers" to hook your audience

### ***Powerful Speaking Tips***

- Don't stand behind the podium, stand beside it.
- Wear solid colors, not patterns. Check the backdrop.
- Plant your feet firmly on the floor when speaking.
- Have great titles for your presentations
- Stress the benefits.
- Watch your zippers
- Check if the microphone is on
- Don't assume that people know what you're talking about.
- Don't read your opening or closing
- Do short video and put it on your web site and the video sites.
- Bring thank you gifts for the meeting planner and their team.
- Thank the meeting planner immediately.

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### ***Benefits for Your Sponsors***

- Your sponsor can introduce you
- Your sponsor can ask you a few questions after your talk and moderate the question and answer portion of your talk
- You can showcase the sponsor from the platform
- You can include the sponsor in a slide show
- You can distribute the sponsor's information with your handout
- You can include the sponsor's information in your books
- Have your sponsor set up an exhibitor table

### ***Speaking Secrets to Make You Extraordinary***

- Be yourself
- Tell emotional stories
- Take a stand and don't be afraid of offending people
- Don't hide behind the podium
- Keep to your time.
- Create a relationship between you and the audience
- Have an interactive piece as part of your presentation

### ***Bonus Tip: Connecting the audience to each other connects them to you***

- Have involvers in your live speaking, teleclasses and webinars
- Make people get into group exercises and talk to others in the room
- Include dancing and back rubs
- Make them get up out of their seat to change the energy in the room

### ***Sponsor Concierge Dares***

- List 10 places you can speak in the next few months
- Create your strategy to get booked as a speaker
- Look over or create your speech titles.
- Identify the pain points of your audience and think of the involvers
- List 20 people you want to contact on Facebook or social media.
- Call 2 people you've been meaning to call.
- Figure out 5 things you'll do this week to insure the future of your business.
- Look into building your team.
- Modify your Action plan for getting corporate sponsors and joint venture partners.



**Linda Hollander** has been featured by Inc. Magazine as the leading expert on corporate sponsorship. She is the CEO of Sponsor Concierge, the author of *Corporate Sponsorship in 3 Easy Steps* and the founder of the Sponsor Secrets Seminar. Her corporate sponsors have included Citibank, Fed Ex, Health Net, American Airlines, Bank of America, Staples, Wal Mart and IBM. She consults with businesses on how to increase their profits and get sponsors.