



Build a Profitable Speaking Business

www.melindamyers.com

Speaking as a Part of Your Business

What is your business?

- Goals and Values of Your Business

- Is speaking
 - Additional Income to main business/job
 - Main source of income – or hope to make it your main source of income?
 - Outreach and PR for consulting or a product, book or other item to sell
 - What percent of your income

A bit about Speaking itself

- Be Genuine and Happy – SMILE
- Breath and Superman Stance – you'll feel better
- Develop Your Style
 - Watch others for content, style and new ideas
 - Tree Tai Chi

- Powerpoint/Keynote is a tool – should not be the presentation
- Practice
- Consider a Coach

What's Your Brand?

- What makes you unique

Are you Beginning this aspect of your career

- Gaining experience

- Building Your Reputation

- Building Your Network

- Balancing with the rest of your life/business

Some experience/business speaking want to Expand this portion of the business

- Ask for referrals

- What are others doing – check out their website

- Join Speaker Bureaus
 - Garden Writers
 - Great Garden Speakers
 - Professional Groups' Speaker Bureaus

Experienced but looking for new opportunities

- How and where to expand
 - Geographical
 - Keep it zone appropriate – you may need to convince them
 - Subject matter
 - Expand your list of topics
 - Watch for trends – may just be a title change
 - Audiences (non-gardening)
 - Health Care
 - Community Service Groups
 - Women's Expo.....
 - Agents, PR people and companies for help

Promotional Tools

- Business Cards
 - Can they do more for you
- Handouts, bookmarks.....
- Speaker Kit
 - Professional Photos, bio and more
 - Testimonials
- Website

Evaluating Your current Success/Challenges

Time, promotional spending, opportunities

The Nitty Gritty

- Setting Your Fee
 - Time and resources spent creating talk, promoting
 - Be efficient with your time
 - Your perceived value (social Media, TV, radio, magazines and books...)
 - What the market will bear
 - Added Value
 - What else can you provide for the group
 - PR, for the event
 - Meet the author pre-event
 - Give-aways
 - Help them afford you
 - They sell your books and keep % of the profit
 - Sponsorship
 - Travel Expenses
 - Stay with member of the group – pros and cons
 - Book several events in same area – share travel expenses

- Making more \$ for your time
 - Sponsorship
 - Speak twice in one day or multiple times at an event
- Seeking new opportunities
 - Networking – with each other
 - Testimonials and Recommendations – don't be shy
 - See what other non-gardening speakers are doing
- Contract – Makes for good partnerships – avoid miscommunications
 - Elements to consider
 - Holding dates, securing dates
 - Money Down
 - Cancellation fee – both parties
 - Equipment and Handouts
 - Date, time, topic
 - Address of event, contact person, phone number

Stay Connected

www.melindamyers.com - audio & video tips, FAQ's, green tips and more

E-newsletter sign up at www.melindamyers.com

Melinda's Garden Moments nationally syndicated TV and Radio segments , DVDs

Birds & Blooms, Birds & Blooms Extra, State-by-State Magazines

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Minnesota & Wisconsin Getting Started Garden Guide

Minnesota & Wisconsin Month-by-Month Gardening

Michigan Getting Started Garden Guide & Michigan Month-by-Month Gardening

Month-by-Month Gardening in Nebraska

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The Lawn Guide – Midwest Series

Instructor for Great Courses How to Grow DVD series including:

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