

THE BUSINESS OF ★ SPEAKING ★

turn your expertise into a six-figure income





- 22 yrs as speaker
- over 1,100 presentations
- author ***Give Me A Break***
- **TFF** (Time Freedom Formula) COURSE
- **BOSS** (Business Of Speaking School)
- **BOS-Community**
- **SOS** (Stand Out Social) for bloggers.

WHAT I'M COVERING



- speaking industry
- list building
- negotiate fees
- more leads with 1/7/45
- build a Campaign Calendar
- what event planners want.

SHOW NOTES

- slide deck
- how to WOW any Audience (videos)
- save on SOS
- how to earn \$100,000 as a speaker.



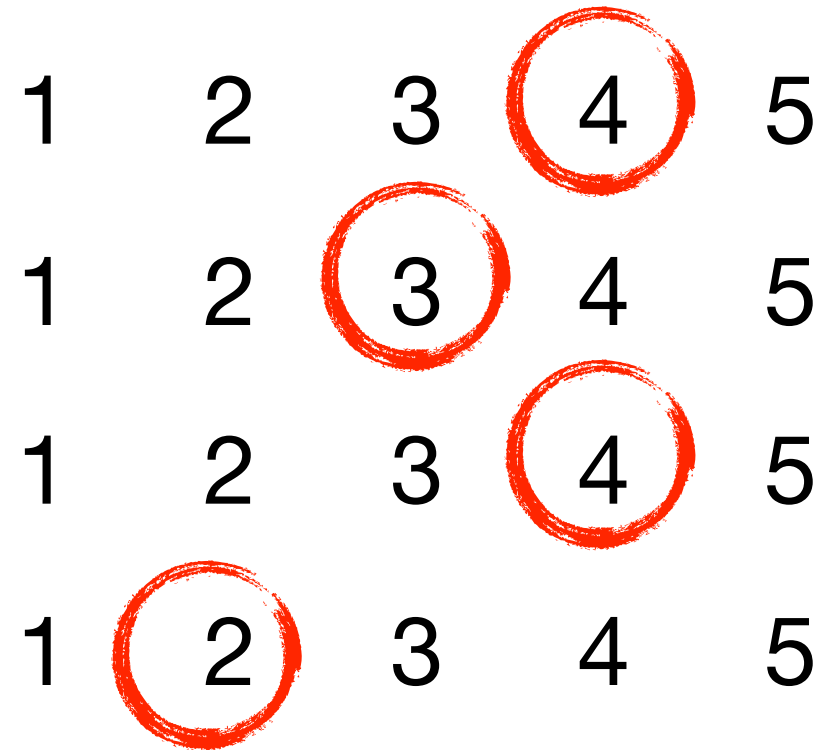
www.hughculver.com/precaps

PLANNING

RISK/GROWTH

MARKETING

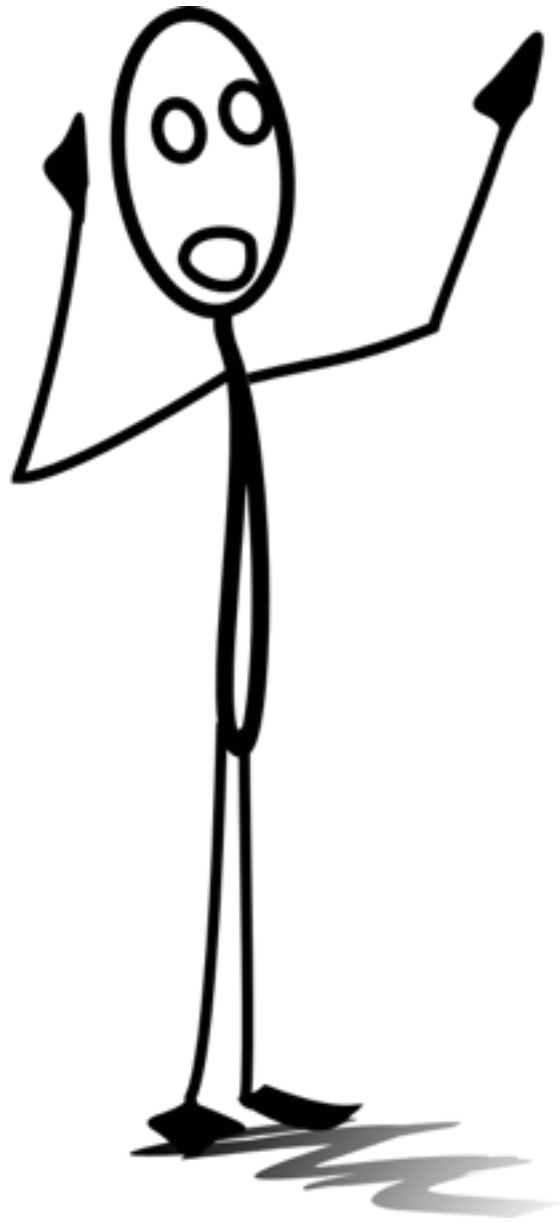
PERSONAL



SPEAKING INDUSTRY



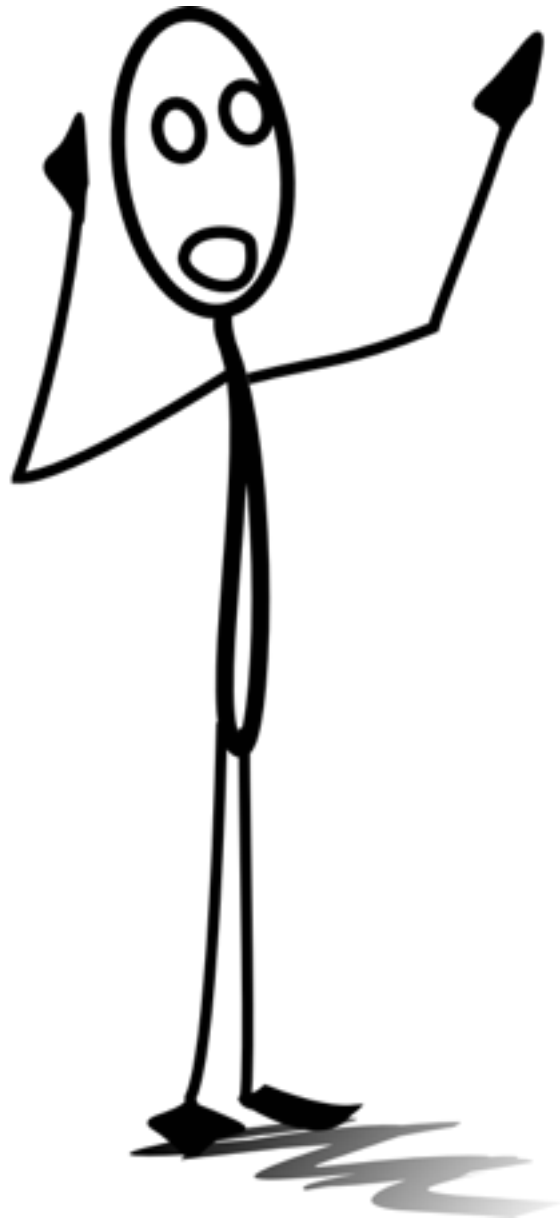
OLD DAYS



EVENT PLANNER

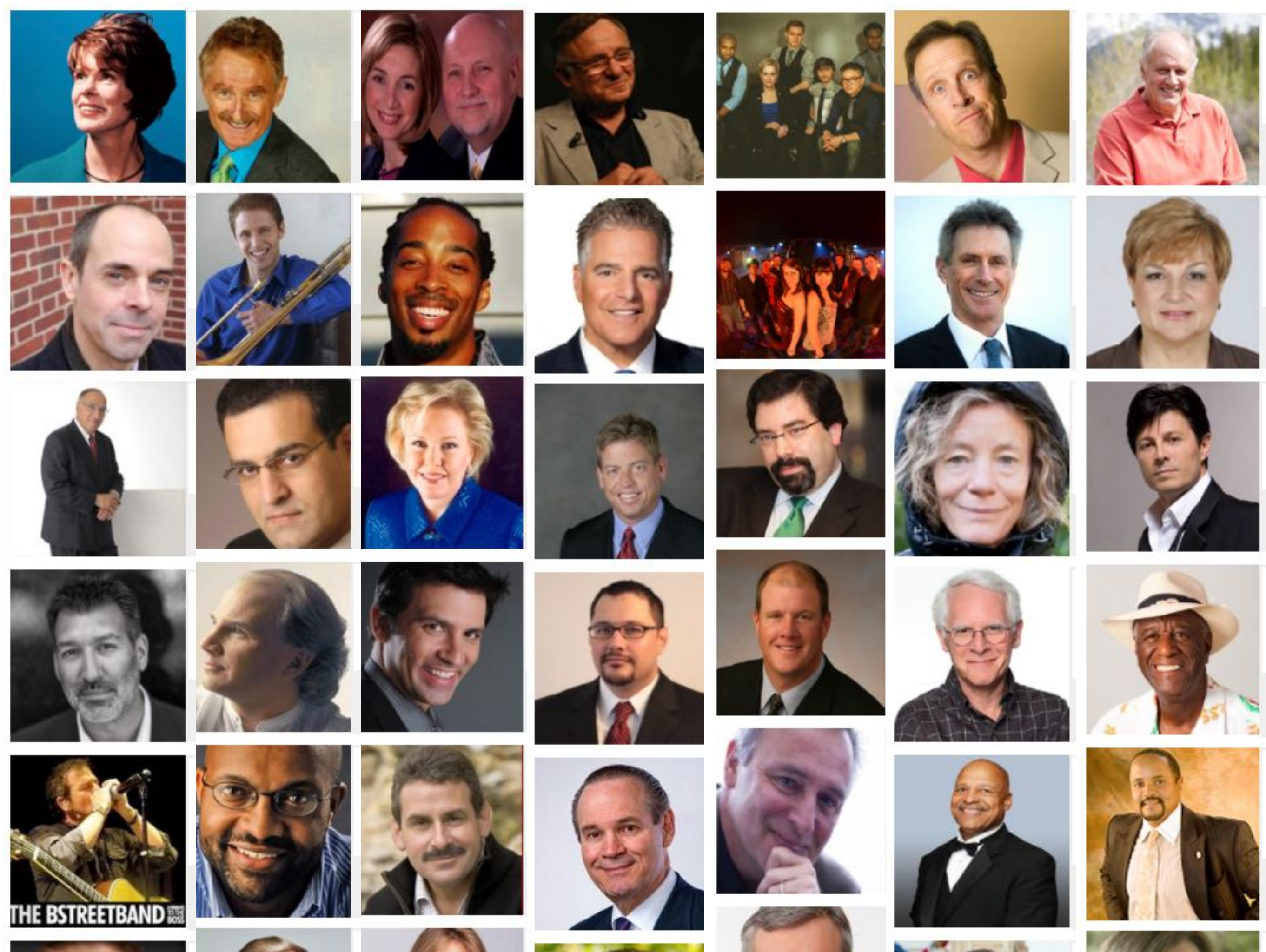


OLD DAYS



EVENT PLANNER

- HR Director or assistant
- Staff committee member
- Exec Director of association
- Professional event planner
- Speaker bureau



TODAY



PLATFORM

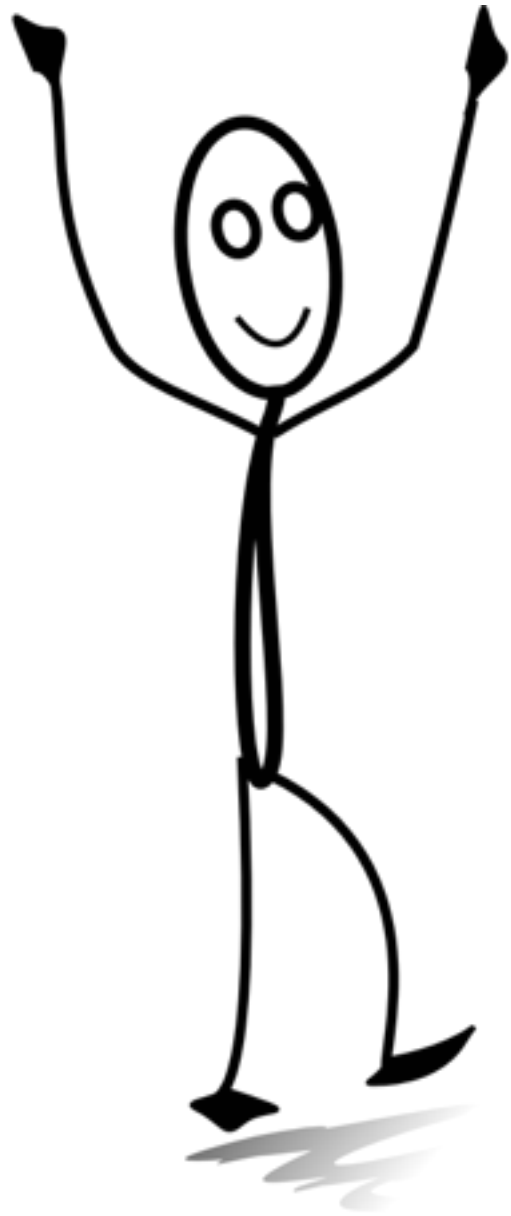
- USP - Unique Selling Proposition
- Website
- Blog
- Video
- Webinars
- eBook
- Book
- Social followers
- Social activities
- Testimonials.



EVENT PLANNER



TODAY



PLATFORM

EVENT PLANNER

**Keynote
Breakouts/Concurrent
Seminars
Public workshops
Books and products
Coaching
Paid webinars
Online courses
Consulting
Membership
Affiliate sales
Retreats.**

2017 GROWTH OPPORTUNITIES

Keynote

Breakouts/Concurrent

Seminars

Public workshops

Books and products

Coaching

Paid webinars

Online courses

Consulting

Membership

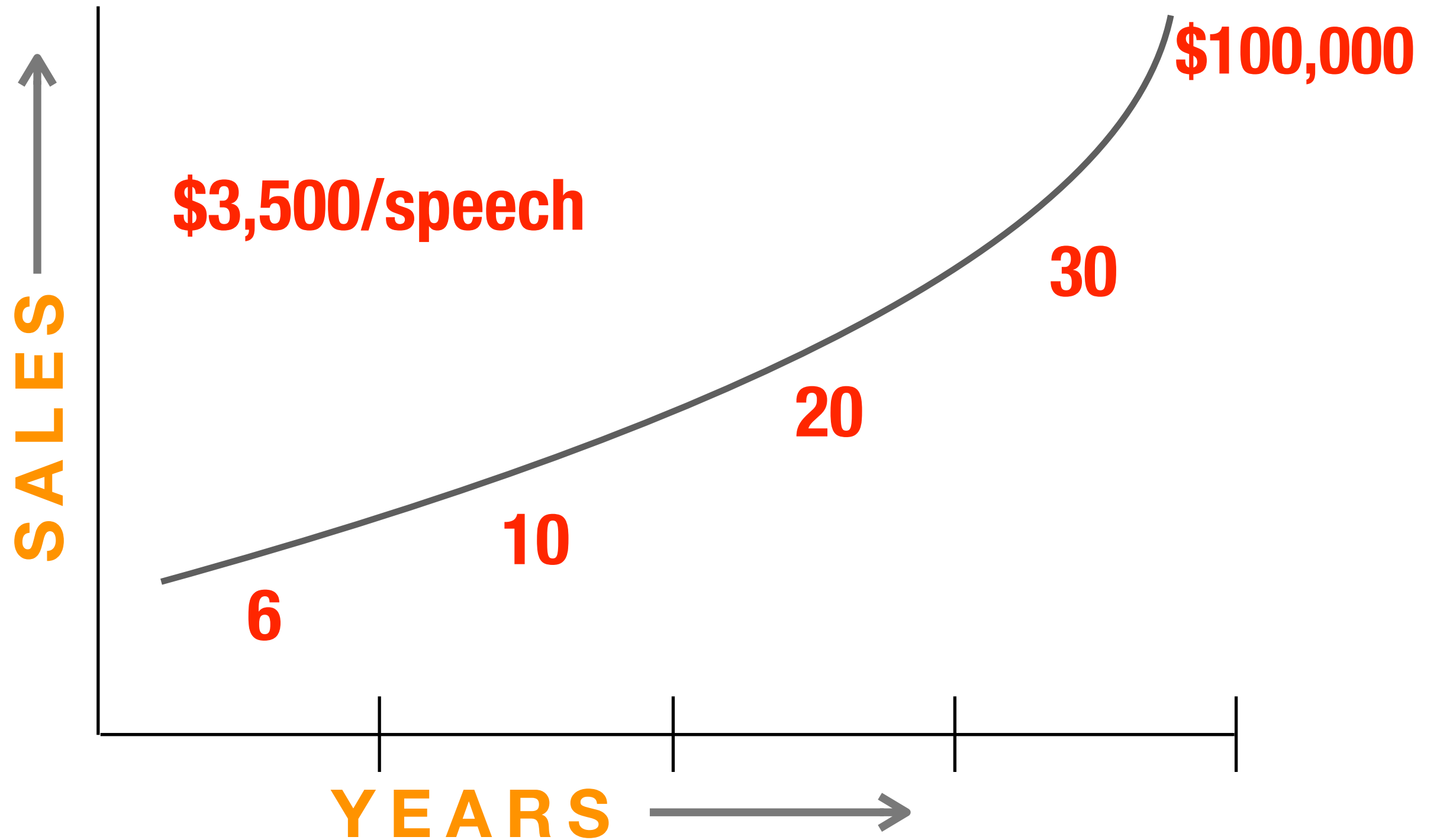
Affiliate sales

Retreats.

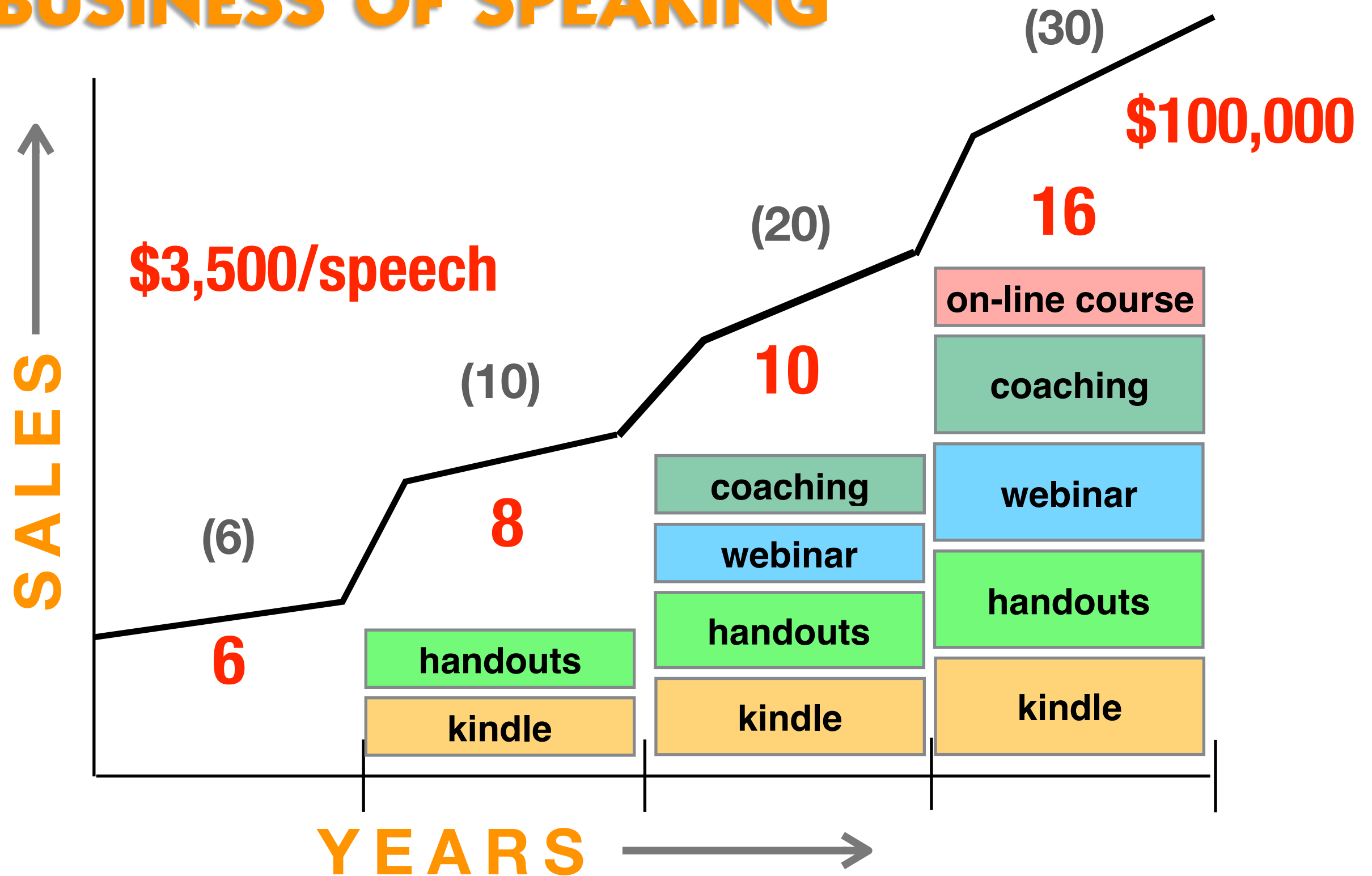
BUSINESS OF SPEAKING



OLD MODEL



BUSINESS OF SPEAKING



PROFIT PYRAMID



PROFIT PYRAMID



Slideshare

Blog

Contests

Meet up

Delegates

Conferences

Youtube

Podcast

Twitter

LinkedIn

Guest Blog

Interviews

Networking

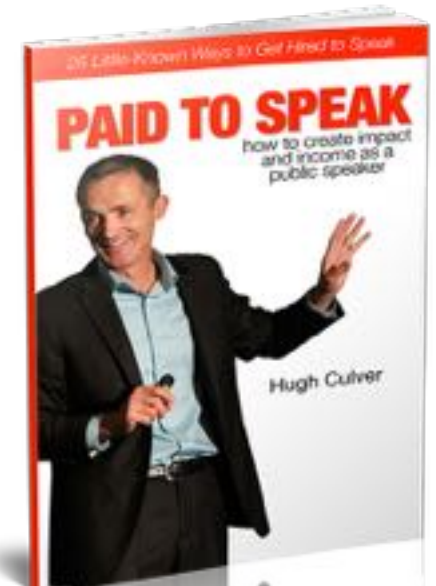
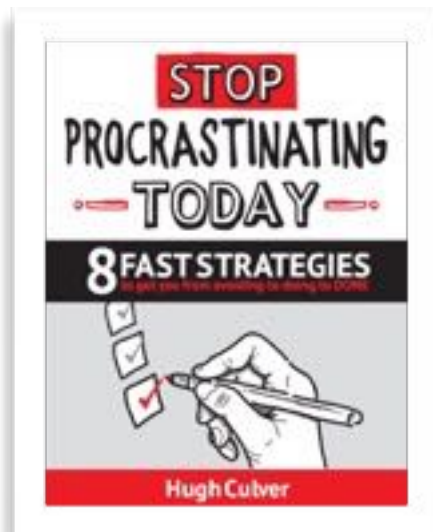
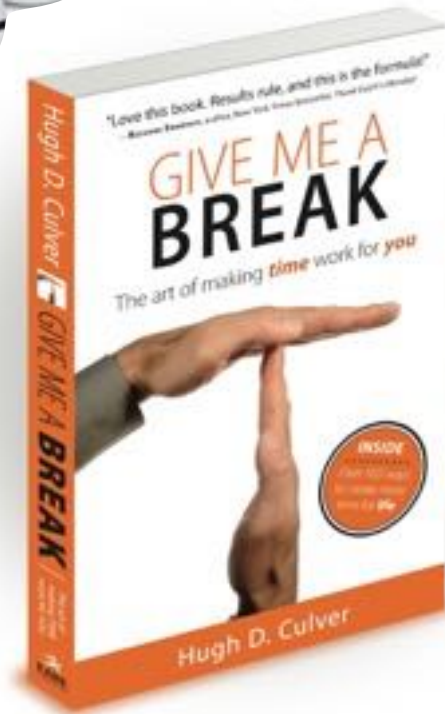
FB Live

FB Events

LinkedIn Pulse

PRODUCTS

tier 1 (free)	tier 2\$	tier 3\$\$
☐ blog	☐ ebook	☐ consulting
☐ vlog	☐ book	☐ coaching package
☐ ebook	☐ paid video series	☐ keynote
☐ webinar	☐ paid webinar	☐ in-house training
☐ “tool kit”	☐ coaching	☐ facilitation
☐ templates	☐ membership	☐ private retreat
☐ video(s)	☐ public training	☐ on-line course
☐ self-assessment	☐ one-time consult	☐ affiliate product
☐ check-list	☐ audio program	☐ on-line summit



PRODUCTS

PROPOSAL FOR THE CUSTOM STAFF TRAINING
COMMUNICATION SKILLS AND FACING THE TIGER

for
Lakeshore Vein & Aesthetics Clinic
presented by
Hugh Culver



Proposal for a Custom
Keynote Presentation
for
Husky Energy
Event date: June 12, 2013

**The Leadership
Toolbox**



Proposal for a Custom
Keynote and Workshop Presentation
for
PepsiCo
April 14, 2011



PRESENTATION OUTLINE
for

Borden, Ladner, Gervais

The Effective Leader

how to engage followers to lead

presented by
Hugh Culver

name _____

Name _____

THINK, PLAN, ACT

How to create extraordinary results in work and life

with Hugh Culver

THINK
better
PLAN
smarter
ACT
on what matters

FACING THE TIGER

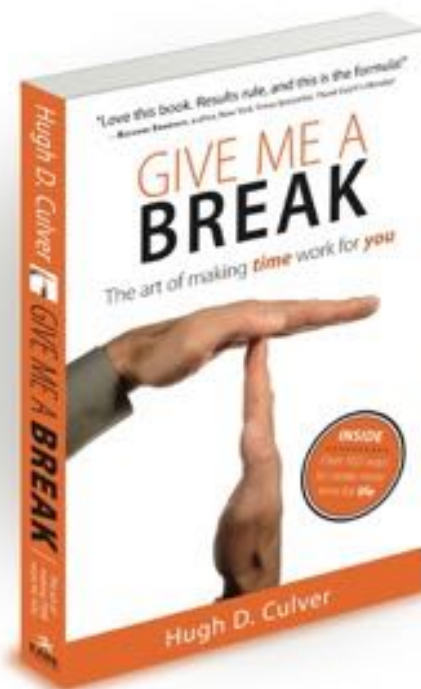


Turning Conflict into Opportunity

Hugh Culver



THINK
better
PLAN
smarter
ACT
on what
matters



PRODUCTS

tier 1 (free)	tier 2\$	tier 3\$\$
_____ blog _____ vlog _____ ebook _____ webinar _____ “tool kit” _____ templates _____ video(s) _____ self-assessment _____ check-list	_____ ebook _____ book _____ paid video series _____ paid webinar _____ coaching _____ membership _____ public training _____ one-time consult _____ audio program	_____ consulting _____ coaching package _____ keynote _____ in-house training _____ facilitation _____ private retreat _____ on-line course _____ affiliate product _____ on-line summit

BUILD A LIST



WHY GROW YOUR LIST?

The half-life of
a Tweet =
24 minutes.
For Facebook
= 90 minutes.

Wisemetrics

Organic reach
of Facebook
posts is about
16% of fans.

Facebook

55% of website
visitors spend
fewer than 15
seconds on your
website.

Hubspot



- ★ 2 question survey
- ★ launch new course
- ★ announce event
- ★ promote your blog
- ★ invites to webinar
- ★ affiliate promotion (webinar)
- ★ book launch
- ★ traffic to video series
- ★ new members to private group
- ★ invite to strategy calls.

Build Your List

1. site opt-in
2. audience opt-in
3. content upgrade
4. affiliate campaign
5. podcast interviews
6. slideshare decks.

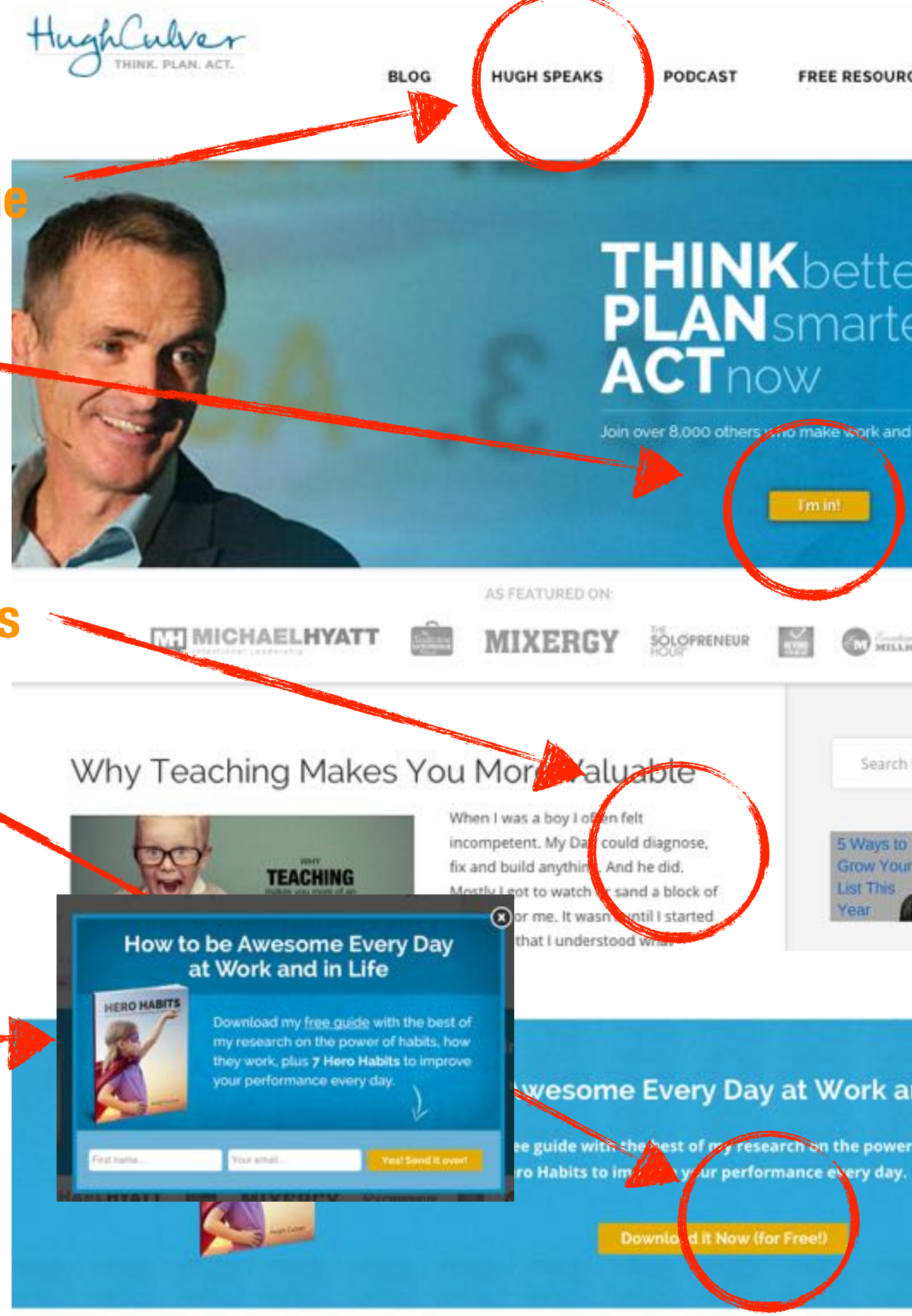
About page

Header

Cross links

Footer

Pop-up



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Change how you THINK, PLAN, ACT and get real results now!

Name _____ Email _____

☐ **FREE WEBINARS.** Yes! Register me.

☐ **KEYNOTES** I like what I saw. Hugh might be a good fit for an event I'm involved with.

☐ **TIME FREEDOM FORMULA ONLINE PROGRAM.** Yes! I want to purchase this

7 DAYS TO BETTER PLANNING, PRODUCTIVITY, PROGRESS, AND PROFIT

PRODUCTIVITY NOW! Time Freedom Formula course (reg. \$197) for only \$ _____

Name _____ Email _____

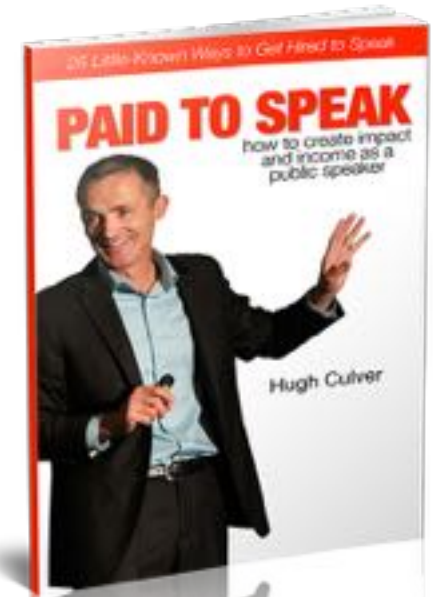
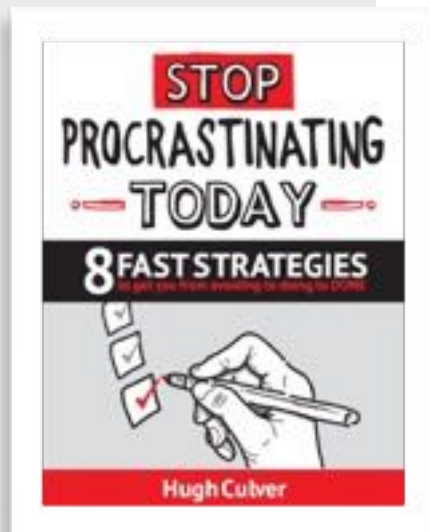
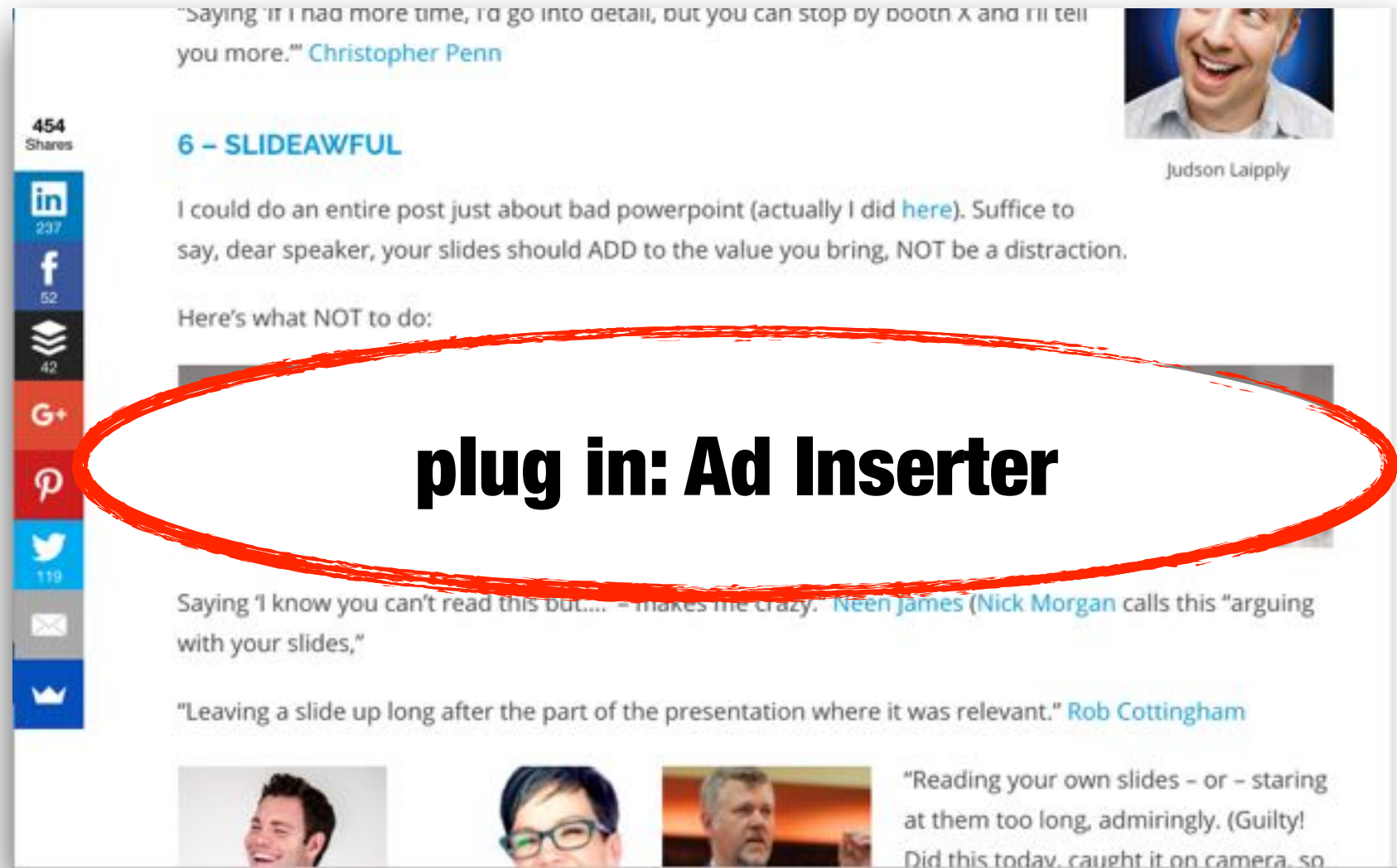
Address _____ City _____

Prov/St _____ P.Code _____ Phone # _____

C.Card # _____ Expiry _____ 3 digit CSC _____

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Free LIVE Online Training

The Business of Speaking



Host
Grant Baldwin



Presenter
Hugh Culver

How to influence, inspire and build serious income as a paid speaker

In this 60-minute seminar Hugh is going to show you exactly what he was doing wrong for soooooo many years and how he turned his business around by... 1) getting smart(!), 2) selling products, 3) charging what he was worth, and 4) getting a whole lot better as a speaker.



Michael Zipursky of Consulting Success presents Hugh Culver

If you want to grow your speaking business you need a list. With a list you can nurture relationships, share your content, and ask for the sale. But first you have to have a list.

Discover why list-building should be one of your business goal and steps you can take today to attract more followers and grow your list.

Here's what you'll learn in this free seminar-

- why you need to make list building a priority
- 5 ways to grow your list faster
- 7 types of content that get more shares
- how to track results in a custom dashboard

In the last five years, Hugh Culver has coached, trained, or interviewed over 300 speakers. All needed a bigger list. In this espeaker exclusive Hugh will share simple strategies you can use to build your list, product sales and revenues.

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44076

SlideShare

Are you ready to...

STOP Procrastinating TODAY!
8 fast strategies to get you from avoiding, to doing, to DONE.



Download your FREE COPY!

YES, I want my free book!

Nine Hacks Guaranteed to make your next SPEECH WORLD CLASS 3 months ago, 47 slides 6562 13 0 87	How to Get UNSTUCK MOVING AND PRODUCTIVE 7 months ago, 33 slides 8728 219 8 212	GET PAID TO SPEAK find a topic that sells 8 months ago, 40 slides View Detailed Analytics
GET PAID TO SPEAK how the industry works 9 months ago, 31 slides 13325 108 0 228	10 ways to know if YOUR SPEECH SUCKS! 18663 246 0 426	How to be Awesome one Habit at a time 28771 1341 17 1132
BUILD A BETTER BLOG 17 tips from the pro's 1 year ago, 44 slides 16053 100 13 281	How to BE more POSITIVE in only 5 seconds 41770 254 4 1241	Why you need to join the Morning Club 1 year ago, 45 slides 6400 48 6 116
HOW TO DELIVER A GREAT SPEECH (every time) 1 year ago, 27 slides 23951 368 19 933	how to design A GREAT SPEECH 1 year ago, 27 slides 13529 217 13 460	WHY MORE PLAY makes you more PRODUCTIVE 18136 204 11 644

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— The SlideShare Team
— the slideshare team

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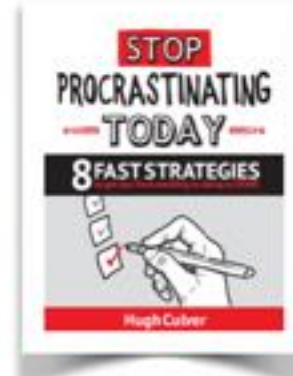
PRODUCTIVITY NOW! Time Freedom Formula course (reg. \$197) for only \$ _____

Name _____ Email _____

Address _____ City _____

Prov/St _____ P.Code _____ Phone # _____

C.Card # _____ Expiry _____ 3 digit CSC _____





**NEGOTIATE
YOUR FEE**

NEGOTIATE YOUR FEE

1. Multiple bookings
2. Include breakout
3. “Sponsor” the event
4. Shared travel
5. # books = \$ fee
6. Handout sales.

Do the math:

1 date: \$3,500

2 dates: \$3,500

2nd date (-20%): \$2,800

Invoice - \$6,300

= \$3,150/day (-9%)

NEGOTIATE YOUR FEE

1. Multiple bookings
2. Include breakout
3. “Sponsor” the event
4. Shared travel
5. # books = \$ fee
6. Handout sales.

Do the math:

Fee:	\$3,500
Breakout	<u>\$0</u>
Invoice -	\$3,500

client saves:	\$1,500
your cost:	\$0

NEGOTIATE YOUR FEE

1. Multiple bookings
2. Include breakout
3. "Sponsor" the event
4. Shared travel
5. # books = \$ fee
6. Handout sales.

Do the math:

Fee:	\$3,500
"Sponsorship"	<u>-\$1,000</u>
Invoice -	\$2,500

Sell BOR	<u>\$500</u>
Net -	\$3,000

Actual discount	14%
-----------------	-----

NEGOTIATE YOUR FEE

1. Multiple bookings
2. Include breakout
3. “Sponsor” the event
4. Shared travel
5. # books = \$ fee
6. Handout sales.

Do the math:

Fee:	\$3,500
------	---------

Travel:	<u>\$800</u>
---------	--------------

	<u>\$4,300</u>
--	----------------

Discount	<u>-\$400</u>
----------	---------------

Invoice –	\$3,900
-----------	---------

Actual discount	9%
-----------------	----

NEGOTIATE YOUR FEE

1. Multiple bookings
2. Include breakout
3. “Sponsor” the event
4. Shared travel
5. # books = \$ fee
6. Handout sales.

Do the math:

Fee:	\$3,500.00
------	------------

Cost of book	\$2.50
--------------	--------

Charge for books

@\$20 (200)	\$4,000.00
-------------	------------

Cost to you	<u>-\$500.00</u>
-------------	------------------

Net to you -	\$3,500.00
--------------	------------

NEGOTIATE YOUR FEE

1. Multiple bookings
2. Include breakout
3. “Sponsor” the event
4. Shared travel
5. # books = \$ fee
6. Handout sales.

Do the math:

Fee:	\$3,500.00
------	------------

Cost handouts	\$6.00
---------------	--------

Charge	<u>\$12.00</u>
--------	----------------

Net/handout	\$6.00
-------------	--------

(200 delegates)	\$2,400.00
-----------------	------------

Room to negotiate:

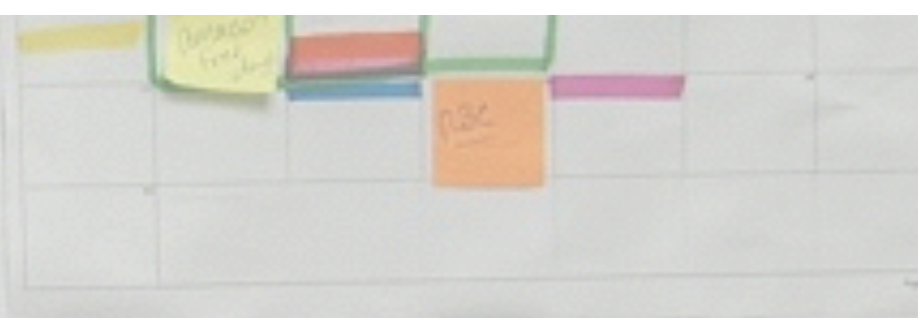
$$\$6.00 \times 200 = \$1,200$$

NEGOTIATE YOUR FEE

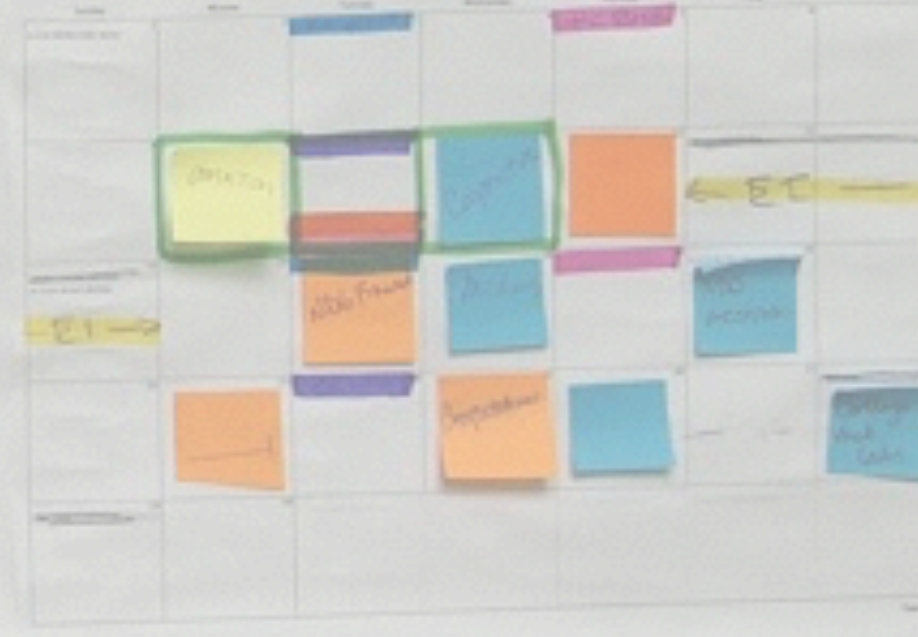
1. Multiple bookings
2. Include breakout
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4. Shared travel
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CAMPAIGN CALENDAR

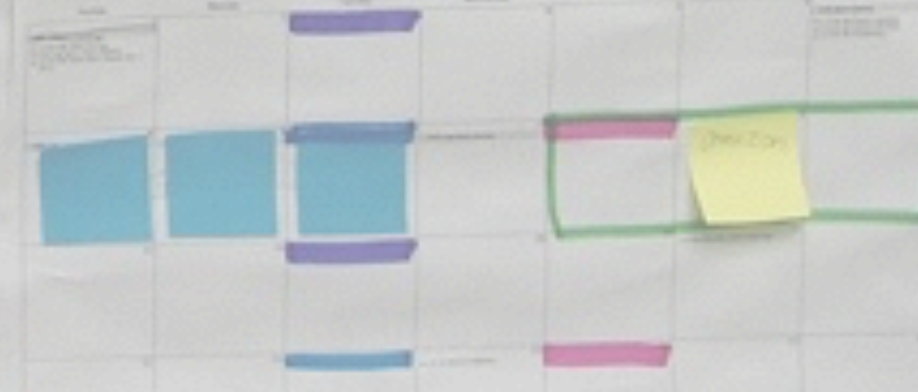




September 2013



December 2013



TWO TYPES OF MARKETING

FOUNDATION	CAMPAIGN
daily out reach (colleagues, friends, event planners)	webinars
blog	round-up post
video to YouTube/blog	book launch
emails to list	video lesson series
publish on LinkedIn Pulse	new SlideShare deck
updates: Tw, Fb, Li, G+	affiliate launch
infographic	survey your list
interviews on podcasts	kindle book campaign
opt-in sequence	host an event

9 stupid things speakers do on stage

454 Shares

— & COMMENTS (EDIT)

237

f

22

42

G+

p

116

116

116

116

116

116

116

116



10 books that will make you smarter, richer and more fun to be around

51 Shares

— & COMMENTS (EDIT)

f

15

15

15

p

G+

15

15

15

15

15

15

15

15



10 BOOKS
that will make you
smarter, richer
and **more fun**
to be around



My summer reading list – 6 books that will educate, thrill and inspire

70 Shares

— & COMMENTS (EDIT)

21

f

21

21

p

G+

21

21

21

21

21

21

21

21

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21



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Sort by: Total Shares - Page 1 of 13

	FACEBOOK ENGAGEMENT	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	DOMAIN LINKS	TOTAL SHARES	
9 stupid things speakers do on stage - Hugh Culver - Hugh Culver Save hughculver.com By Hugh Culver - Sep 17, 2016 Article	View Backlinks	52	237	101	1	3	-	394
	View Sharers							
	Share							
15 Mistakes You Should Never Make on Stage - Hugh Culver - Hugh Culver Save hughculver.com By Hugh Culver - Mar 23, 2016 Article	View Backlinks	240	23	16	3	1	-	283
	View Sharers							
	Share							
How to negotiate your speaking fees and get hired - Hugh Culver - Hugh Culver Save hughculver.com By Hugh Culver - May 11, 2016 Article	View Backlinks	85	31	23	3	2	-	144
	View Sharers							
	Share							
Create an endless stream of blog ideas with an Editorial Calendar - Hugh Culver - Hugh Culver Save hughculver.com By Hugh Culver - May 21, 2016 Article	View Backlinks	44	30	58	5	2	-	139
	View Sharers							
	Share							
10 books that will make you smarter, richer and more fun to be around - Hugh Culver - Hugh Culver Save hughculver.com	View Backlinks	18	23	20	4	2	-	127
	View Sharers							

WHY DO I NEED IT?

January							February							March							April						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
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May							June							July							August						
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31							31														30	31					
September							October							November							December						
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Jan. 1st	New Year's Day						May 28th	Memorial Day						Sept. 7th	Labor Day						Nov. 26th	Thanksgiving Day					
Jan. 19th	Martin Luther King Day						July 3rd	Independence Day (obs.)						Oct. 12th	Columbus Day						Dec. 25th	Christmas Day					
Feb. 16th	Presidents' Day						July 4th	Independence Day						Nov. 11th	Veterans Day												

- plan ahead:
 - finish products
 - work with calendar seasons
 - work with client “seasons”
 - align with affiliates
 - secure venues
- urgency
- scarcity thinking
- spot opportunities
- planning for your team.

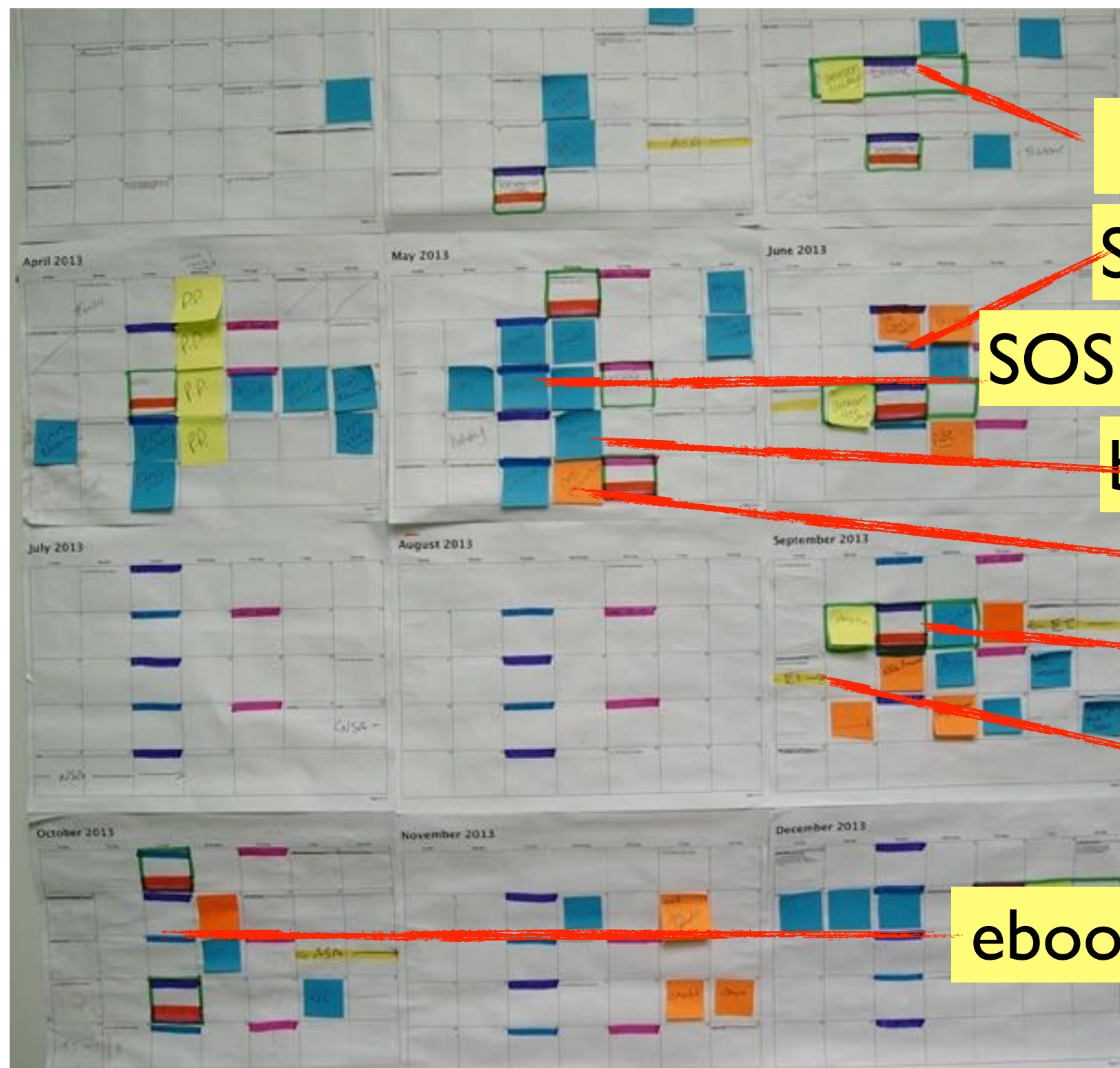
SCARCITY THINKING

Calendar days	365
Weekends	-104
July/Aug/Winter	<u>-90</u>
Most likely	171
Webinars	-6
Travel to events	-20
Writing days	-14
Marketing/Admin days	-18
Coaching blocked days	-48
Conferences/workshops	<u>-8</u>
Total bookable days	57

Foundation

Campaign

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SOS blog

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FB live

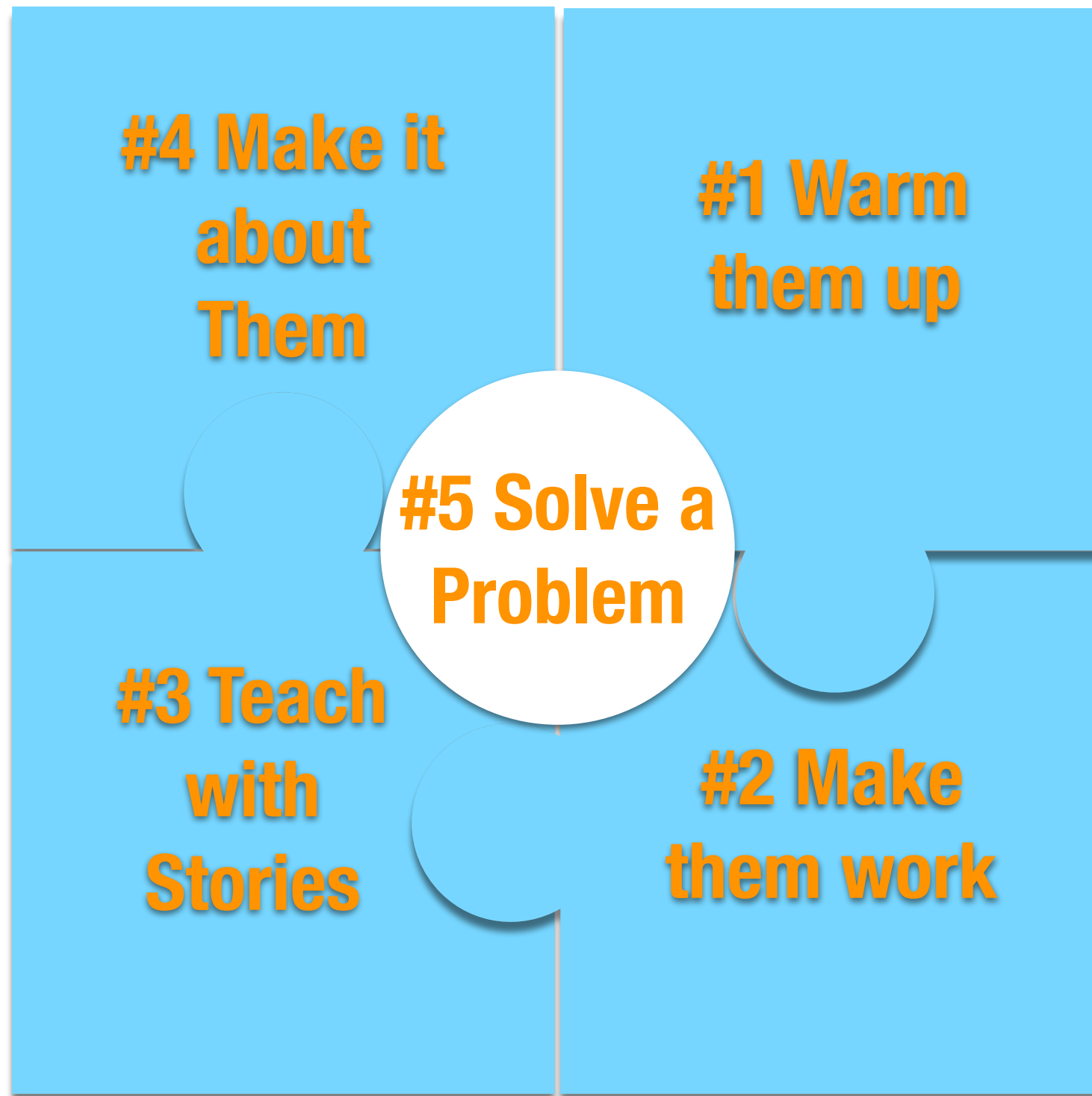
events

ebook launch

WHAT EVENT PLANNERS WANT



WIN ANY AUDIENCE



SPEECH TEMPLATE

Opening

Problem

Engage

Then, Now, How

Promise

#1

Engage

#2

Engage

#3

Engage

Summary

Engage

Back-of-room

Close

SPEECH TEMPLATE

OPENING	
PROBLEM	Engage
THEN, NOW, HOW	
PROMISE	
#1	Engage
#2	Engage
#3	Engage
SUMMARY	Engage
CALL-TO-ACTION	
CLOSE	

1/7/45 FORMULA



1 / 7 / 45

1

- everyday connect with 1 person

event planners
friends
colleagues

7

- every 7 days new content

blog
video
podcast

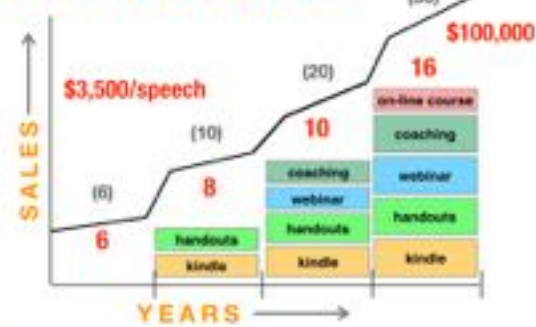
45

- every 45 days one campaign

survey
ebook
webinar
event
contest

SUMMARY

BUSINESS OF SPEAKING



Build Your List

1. site opt-in
2. audience opt-in
3. content upgrade
4. affiliate campaign
5. podcast interviews
6. slideshare decks.

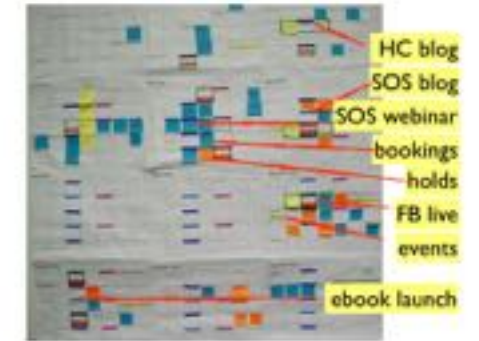


NEGOTIATE YOUR FEE

1. Multiple bookings
2. Include breakout
3. "Sponsor" the event
4. Shared travel
5. # books = \$ fee
6. Handout sales.

Do the math:

Fee:	\$3,500.00
Cost handouts	\$6.00
Charge	\$12.00
Net/handout	\$6.00
(200 delegates)	\$2,400.00
Room to negotiate:	\$6.00 X 200 = \$1,200



2017 GROWTH OPPORTUNITIES

- Keynote
- Breakouts/Concurrent
- Seminars
- Public workshops
- Books and products
- Coaching
- Paid webinars
- Online courses
- Consulting
- Membership
- Affiliate sales
- Retreats.

Build Your List

1. site opt-in
2. audience opt-in
3. content upgrade
4. affiliate campaign
5. podcast interviews
6. slideshare decks.



SPEECH TEMPLATE

Opening	
Problem	Engage
Then, Now, How	
Promise	
#1	Engage
#2	Engage
#3	Engage
Summary	Engage
Back-of-room	
Close	

1 / 7 / 45

- 1 - everyday connect with 1 person: event planners, friends, colleagues
- 7 - every 7 days new content: blog, video, podcast
- 45 - every 45 days one campaign: survey, ebook, webinar, event, contest

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SHOW NOTES

- slide deck
- how to WOW any Audience (videos)
- save on SOS
- how to earn \$100,000 as a speaker.



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THE BUSINESS OF ★ SPEAKING ★

turn your expertise into a six-figure income

