

THE BUSINESS OF SPEAKING

earn a six-figure income doing what you love

Hugh Culver



1. Keynote speaker
2. SOS - daily social media
3. BOSS16 - speaker training community
4. SUPER SESSION Webinars
5. Time Freedom Formula - on-line course
6. Affiliate programs
7. Books.

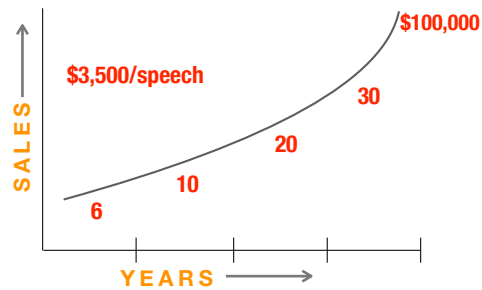


OBJECTIVES

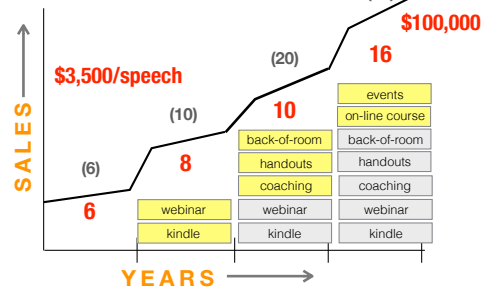
The new formula
7 ways to grow your list
The 5 products you must have
The discipline of writing.



Old Speaking Business model



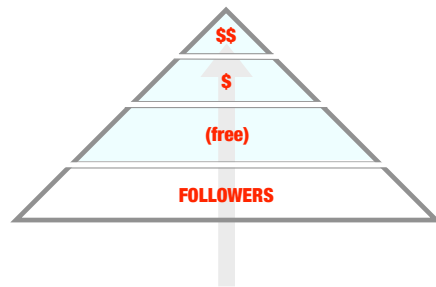
BUSINESS OF SPEAKING



CURRENT REALITY

Sales	1	2	3	4	5
Speaking	1	2	3	4	5
Products	1	2	3	4	5
List	1	2	3	4	5
Team	1	2	3	4	5

PROFIT PYRAMID



PROFIT PYRAMID



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

PRODUCTS

1. opt-in
2. ebook
3. handouts
4. webinar
5. video course

- easy to consume
- "eye candy"
- avoid "newsletter"
- include image of gift
- cross link to opt-in
- experiment
- multiple locations.



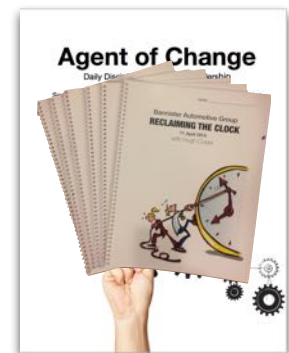
PRODUCTS

1. opt-in
2. ebook
3. handouts
4. webinar
5. video course



PRODUCTS

1. opt-in
2. ebook
3. handouts
4. webinar
5. video course



PRODUCTS

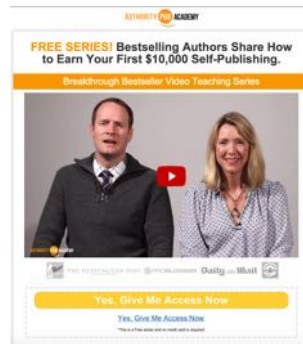
1. opt-in
2. ebook
3. handouts
4. webinar
5. video course



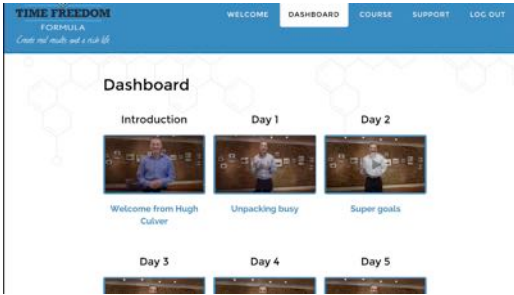
- share great content
- urgency (get response)
- captive audience
- T.A.L.K. (Trust, Authority, Like, Know)
- CTA (Call To Action)
- Test your market.

PRODUCTS

1. opt-in
2. ebook
3. handouts
4. webinar
5. video course



- ☒ 7 days
- ☒ 15 min/day
- ☒ complete process
- ☒ 100% guaranteed



GROW YOUR LIST

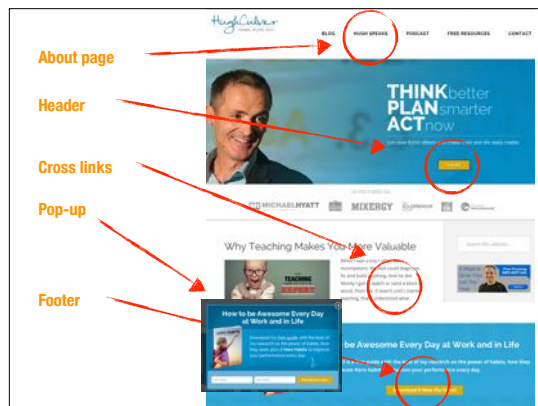
1. Main opt-in
2. Content upgrade
3. At events
4. Webinars
5. Get on OPP
6. Slideshare
7. LinkedIn Pulse



GROW YOUR LIST

1. Main opt-in
2. Content upgrade
3. At events
4. Webinars
5. Get on OPP
6. Slideshare
7. LinkedIn Pulse





GROW YOUR LIST

1. Main opt-in
2. Content upgrade
3. At events
4. Webinars
5. Get on OPP
6. Slideshare
7. LinkedIn Pulse

Free on-line training with Hugh Culver
Create Your Results and a Rich Life
Change how you THINK, PLAN, ACT and get real results - now!

Name _____ Email _____

☐ FREE WEBSHARE: Get Register now.

☐ KEYNOTES: Use what I saw. Hugh might be a great fit for an event I'm involved with.

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

PROSPECTUS ONLY: New Proven Patterns course (reg. \$195) for only \$_____

Name _____ Email _____

Address _____ City _____

Phone # _____ Phone # _____

Country _____ State _____ Zip _____

GROW YOUR LIST

1. Main opt-in
2. Content upgrade
3. At events
4. Webinars
5. Get on OPP
6. Slideshare
7. LinkedIn Pulse



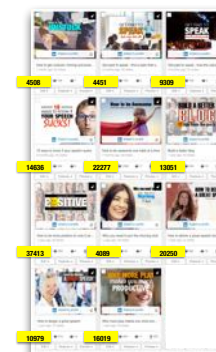
GROW YOUR LIST

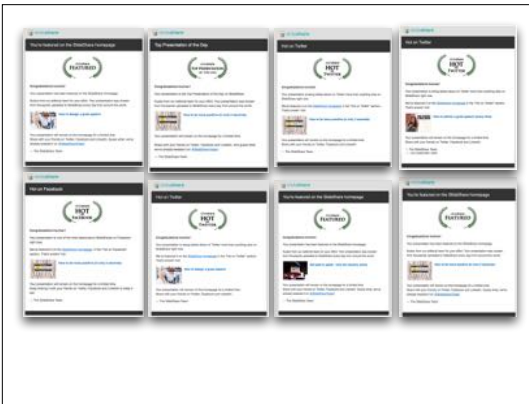
1. Main opt-in
2. Content upgrade
3. At events
4. Webinars
5. Get on OPP
6. Slideshare
7. LinkedIn Pulse



GROW YOUR LIST

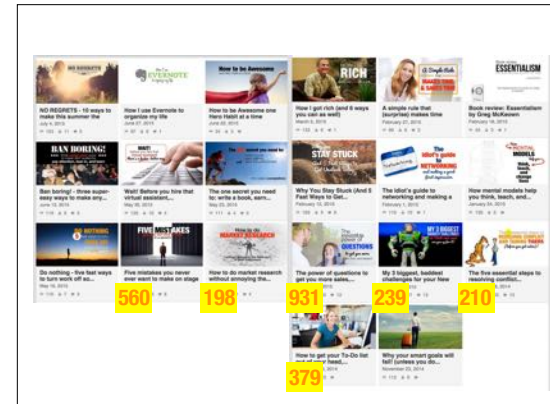
1. Main opt-in
2. Content upgrade
3. At events
4. Webinars
5. Get on OPP
6. Slideshare
7. LinkedIn Pulse





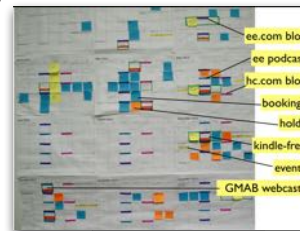
GROW YOUR LIST

1. Main opt-in
2. Content upgrade
3. At events
4. Webinars
5. Get on OPP
6. Slideshare
7. LinkedIn Pulse



WRITING DISCIPLINE

1. START WITH A CAMPAIGN CALENDAR
2. WRITE EVERY DAY
3. CREATE BETTER CONTENT
4. WRITING TECHNIQUES
5. SHARE YOUR CONTENT
6. MEASURE RESULTS



WRITING DISCIPLINE

1. START WITH A CAMPAIGN CALENDAR
2. WRITE EVERY DAY
3. CREATE BETTER CONTENT
4. WRITING TECHNIQUES
5. SHARE YOUR CONTENT
6. MEASURE RESULTS

- Have a goal
- Remove distractions
- Set a timer
- Don't edit until done
- Go with 80% good.

WRITING DISCIPLINE

1. START WITH A CAMPAIGN CALENDAR

2. WRITE EVERY DAY

3. CREATE BETTER CONTENT

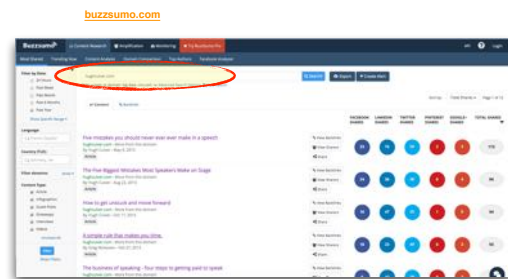
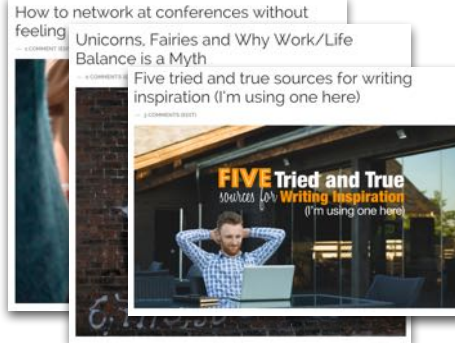
4. WRITING TECHNIQUES

5. SHARE YOUR CONTENT

6. MEASURE RESULTS

Mix up your approach:

- opinion
- how I do it/did it
- list/link post
- call-to-action post
- contrarian.



WRITING DISCIPLINE

1. START WITH A CAMPAIGN CALENDAR

2. WRITE EVERY DAY

3. CREATE BETTER CONTENT

4. WRITING TECHNIQUES

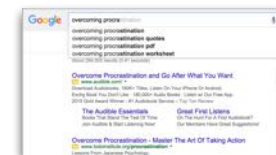
5. SHARE YOUR CONTENT

6. MEASURE RESULTS

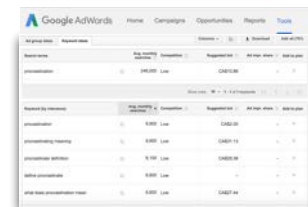
- tell a story
- write from the first person ("I", "you")
- use contractions ("I'm", "you're")
- use bullets, numbers, sub-heads
- use hyphens or em-dash
- short sentences, short paragraphs
- use facts and numbers
- research your headline.



1

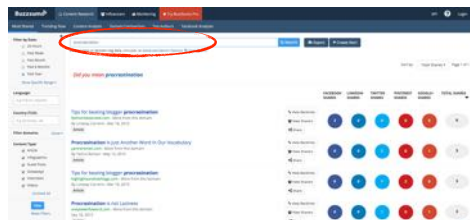


2



3

buzzsumo.com



4

coschedule.com/headline-analyzer



WRITING DISCIPLINE

- 1.START WITH A CAMPAIGN CALENDAR
- 2.WRITE EVERY DAY
- 3.CREATE BETTER CONTENT
- 4.WRITING TECHNIQUES
- 5.SHARE YOUR CONTENT
- 6.MEASURE RESULTS



Mon

Tue

Wed

Thr

Fri

Sat

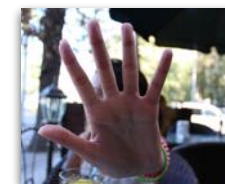
Sun



WRITING DISCIPLINE

- 1.START WITH A CAMPAIGN CALENDAR
- 2.WRITE EVERY DAY
- 3.CREATE BETTER CONTENT
- 4.WRITING TECHNIQUES
- 5.SHARE YOUR CONTENT
- 6.MEASURE RESULTS

www.cyfe.com



SYSTEMS - Build a Team

TASK	DUTY	ROLE
Single task	Repetitive task/routine	Responsibilities
cover of book	posting blog	sales
entering data	email sequences	client management
competition research	podcast shownotes	marketing and PR
voice over	product fulfillment	managing sub-contractors
photo editing	ads for events	project management

BUILD A TEAM



voice over	\$35
original music	\$25
3D book cover	\$5
audio edits Podcast	\$4
whiteboard video	\$35
animated logo	\$5
photoshop edits	\$5
grammar edit 20,000 words.	\$60

fiverr whiteboard vid example



BOSS16
March - April 2016



Hugh Culver Michael Port Jaime Tardy Grant Baldwin

**School work
Classroom
School yard**

BOSS16
Business of Speaking School



**THE BUSINESS OF
SPEAKING**
earn a six-figure income doing what you love

Hugh Culver

