

THE BUSINESS OF SPEAKING

earn a six-figure income doing what you love

Hugh Culver

www.hughculver.com



FIVE SKILLS TO MASTER

Learning _____	1	2	3	4	5
Connecting _____	1	2	3	4	5
Investing _____	1	2	3	4	5
Perfecting _____	1	2	3	4	5
Expanding _____	1	2	3	4	5

SPEAKING MARKETS

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

ASSOCIATION MARKET

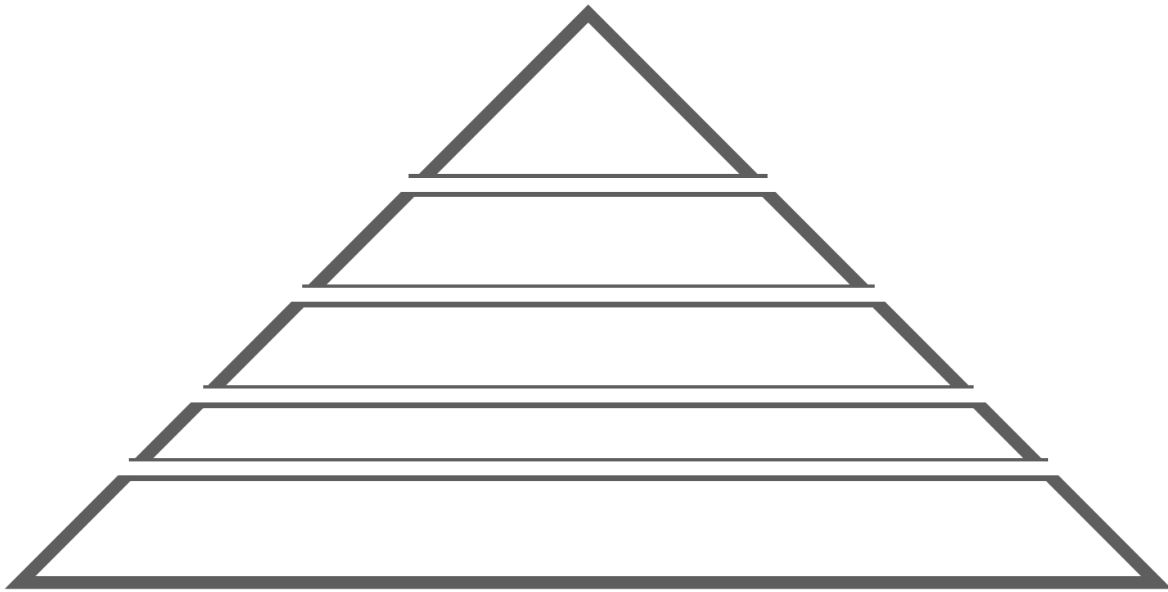
- Identify the Association
- Research past events:
 - national/regional?
 - event date/planning date?
 - non-industry speakers?
 - topics?
 - keynotes/concurrents?
 - contact?

Enquiry email (3 sentences):

1. reason for email
2. who I am (include relevant experience)
3. invitation to submit a full proposal

PRODUCTS AND PROFIT

PRODUCT PYRAMID



THREE TIERS OF PRODUCTS

tier 1	tier 2\$	tier 3\$\$
☐ ebook ☐ free webinar ☐ "tool kit" ☐ templates ☐ free videos ☐ self-assessment ☐ check-list	☐ book ☐ paid video series ☐ paid webinar ☐ coaching ☐ membership ☐ public training	☐ consulting ☐ coaching ☐ keynote ☐ in-house training ☐ private retreat ☐ on-line course ☐ affiliate product ☐ coaching

YOUR FIRST FIVE PRODUCTS

PRODUCT	NOTES	DATE
1. OPT-IN GIFT		
2. WORKBOOK		
3. EBOOK		
4. WEBINAR		
5. VIDEO COURSE		

MORE REFERRALS AND BOOKINGS

NEXT STEPS

1. Narrow market, narrow topic _____	_____
_____	_____
_____	_____
2. Grow your network _____	_____
_____	_____
_____	_____
3. Stay top-of-mind _____	_____
_____	_____
_____	_____
4. Run campaigns _____	_____
_____	_____
_____	_____
5. Go where the traffic is _____	_____
_____	_____
_____	_____
6. Turn free into fee _____	_____
_____	_____
_____	_____
7. Perfect your craft _____	_____
_____	_____
_____	_____

THE ONE DISCIPLINE TO MASTER - WRITING!

1. START WITH A CAMPAIGN CALENDAR (project goals)

Map out future projects:

- | | |
|---|--|
| <ul style="list-style-type: none">• blog topics (add to your calendar)• webinars• SlideShare• videos• public events | <ul style="list-style-type: none">• online courses• books and ebooks• templates, handouts, resources• web site pages• retreats |
|---|--|

2. WRITE EVERYDAY

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

3. CREATE BETTER CONTENT

- Read everyday
- Collect future topics: blog, webinars, SlideShare, videos, new courses
- Use a template
- Mix up your approach:
 - opinion (thoughts on a subject without specific recommendations - attract comments)
 - how I do it (techniques)
 - how I did it (success story)
 - list post (how-to)
 - link post (valuable resources to link to)
 - call-to-action post (survey, sales offer, registration to event, etc.)
 - interview (transcript, or quotes)
 - contrarian (e.g. "Why time management doesn't work")
- Write without editing

4. WRITING TECHNIQUES

- tell a story
- write from the first person (“I”, “you”)
- use contractions (“I’m”, “you’re”)
- use bullets to break up text
- use numbers to proscribe advice
- use hyphens or em-dash to make your sentence stronger
- use short sentences, short paragraphs (always)
- include sub headings (keywords)
- use real facts and numbers
- re-read (read out loud) to catch grammar and spelling mistakes
- research your headline (Google Keyword tool, www.buzzsumo.com, www.coschedule.com/headline-analyzer)

5. SHARE YOUR CONTENT

- daily social media shares
- email blog
- post blog on LinkedIn Pulse
- create and promote SlideShare decks
- target your top 5 blog posts
- cross-link between posts
- list top posts on your site
- ask readers to share content
- use multiple opt-in locations on your site

Buzzsumo

SOS

SMART TRAFFIC GROWTH

www.getsos.net

6. MEASURE RESULTS

- Google analytics auto-email dashboard
- Free dashboard tool (www.cyfe.com)
- Google Sheets - track blogs and opt-in's

cyfe

Books to inspire your writing:

Bird by Bird: *Some instructions on writing an life* - Anne Lamott

Stephen King on Writing: *Aa memoir of the craft* - Stephen King

On Writing Well: *The classic guide to writing nonfiction* - William Zinsser

Content Rules: *How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business* - Ann Handley

