

HOW TO BUILD A **SMART** BUSINESS OF SPEAKING

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

- 5 common mistakes
- 7 ways to grow your list
- The 3 products you must have
- 5 ways to get more referrals.



handouts
slides
resources

www.hughculver.com/nsanw

BUSINESS OF SPEAKING

- | | | | | | |
|---------------------------------|---|---|---|---|---|
| 1. Narrow Topic/Audience | 1 | 2 | 3 | 4 | 5 |
| 2. Have products (making money) | 1 | 2 | 3 | 4 | 5 |
| 3. Actively building list | 1 | 2 | 3 | 4 | 5 |
| 4. Consistent publishing | 1 | 2 | 3 | 4 | 5 |
| 5. Daily connecting | 1 | 2 | 3 | 4 | 5 |

GROW YOUR LIST

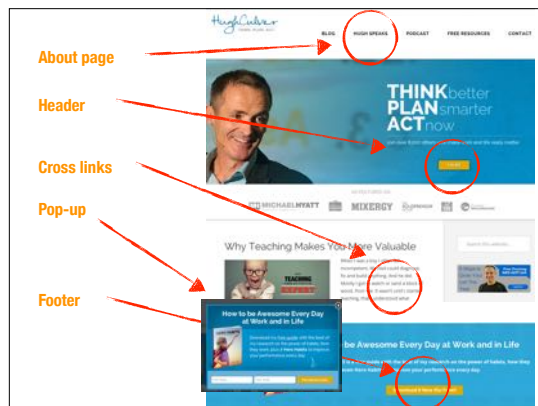
1. Main opt-in
2. Content upgrade
3. At events
4. Webinars
5. Get on OPP
6. Slideshare
7. LinkedIn Pulse



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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 WEBINARS: Visit Register now.

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

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

PROSPECTUS ONLY: New Proven Patterns course (big, \$195) for only \$_____

Name _____ Email _____

Address _____ City _____

Phone # _____ Phone # _____

Country _____ Zip _____

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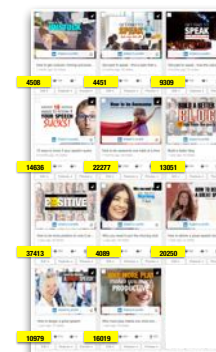
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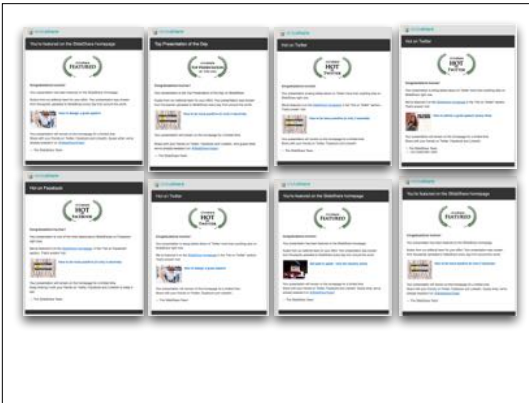
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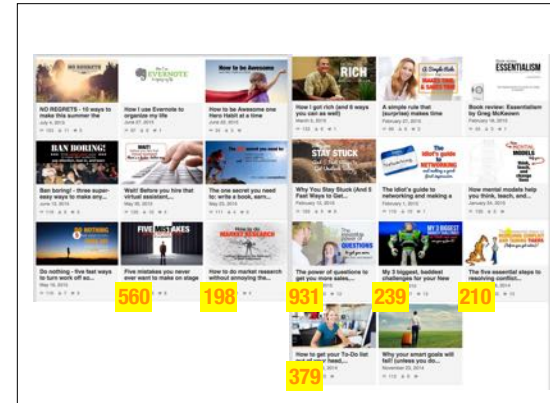
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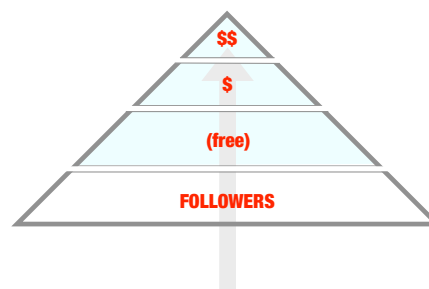
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PROFIT PYRAMID



PROFIT PYRAMID



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

1. opt-in gift
 2. handouts
 3. book
 4. on-line course
- easy to consume
 - "eye candy"
 - avoid "newsletter"
 - include image of gift
 - cross link to opt-in
 - experiment.
 - multiple locations.



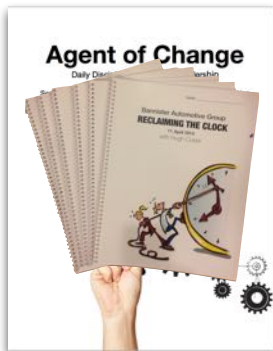
PRODUCTS

1. opt-in gift
 2. handouts
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- easy to consume
 - "eye candy"
 - avoid "newsletter"
 - include image of gift
 - cross link to opt-in
 - experiment.
 - multiple locations.
- short ebook (advice)
 - check-list
 - 3 videos
 - free images
 - tools & resources
 - solve specific problem
 - templates.



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PRODUCTS

1. opt-in gift
 2. handouts
 3. book
 4. on-line course
- \$9 handouts
400 people
[fee] + [handouts] = [revenue]
 $\$3,500 + \$3,600 = \$7,100$
 $\$0 + \$3,600 = \$3,600$

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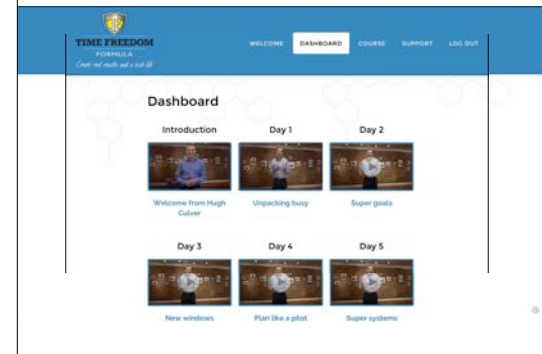
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- higher revenues
- more flexible (sales)
- sell on-line
- affiliate sales
- passive income.

TIME FREEDOM FORMULA



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



ON-LINE COURSE

CONTENT:

- record webinar
- screen capture (camtasia/screenflow)
- live recording

HOSTING:

- hidden page
- hosting site

ACCESS:

- send to page
- wishlist
- hosting site

SALES:

- at events
- affiliate sales
- Fast-Action bonus



GET MORE REFERRALS



1. Know your audience
2. B/D/A check-list
3. Make them move!
4. Less content
5. Let them hire you!

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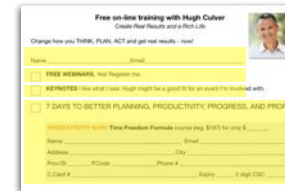
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☐ **FREE WEBINAR:** Not Register now

☐ **SEND NOTICE:** This email course might be a good fit for you based on the material with:

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

PRODUCTIVITY NOTICE: Your Productivity Formula course (up \$195) for only \$_____

Name _____ Email _____

Address _____ City _____

Phone (____) _____ PCode _____ Phone # _____

C Code # _____

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