



What It Really Takes to Sell A Lot Product

A TeleSeminar for
SpeakerNet News
by
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Purpose

The purpose of this
tele-seminar is to
show you the one key
to successful product
sales

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The Process

We will cover
two things:

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Professional Summarization

1. A summary of what others have talked about over the last 10 years



2. Something no one has talked about... well at least not much

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Tom Antion says " ...most professional speakers make more money selling products than speaking."



Experts disagree on what to sell



What do you sell today?



The better question is, what are your customers buying from you?



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In most cases, the answer is:
Information, knowledge and/or entertainment

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How do they get it from you?

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Usually, initially, by hearing your speak





Two key questions to increasing revenue:

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How can you generate more revenue each time you speak?



Increasing revenue each time you speak comes two ways:



Increase your perceived value so you can increase your fees, and/or...






Sell products in conjunction with each speech

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Larry Wingut says if you don't have product you don't believe in your audience and/or your message





He says product is not hard, and it is an obligation


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Selling product can allow you to take speaking engagements that don't have a full fee

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Selling product in conjunction with a speech can be done several ways:






Sell products in advance to the organization whose event it is

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Sell products in the back of the room



Get an exhibit booth at the event





Take orders from attendees to ship product after the event

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If you sell to the attendees, how many will buy and spend how much?

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What should you offer for them to buy?

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Most experts agree that "systems" are best

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What quality level?





The "product" needs to match your style






No matter what approach you take, one key that virtually all experts agree on is ...

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Implement now ... perfect later




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The one drawback to all of these approaches is ... what?

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You have to be there
to make money, which
limits your revenue
potential

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How can you
generate
more revenue
without
speaking
more?





Since my I entered
professional speaking
full-time in 1992, I have
heard people talk about
one dream consistently
...

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Making money while they sleep



The Internet has finally made that truly possible




What do you need to be able to sell more products outside of speaking events?





Products people want
to buy and ...
People who want to
buy them

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You might think
product is the
problem ... it isn't

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The most important
issue is having people
to sell to

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The key to selling more products is to have a large list of people who value your ideas/message



How do you build your list?



Speaking a lot to large audiences helps, but it's not sufficient ... or the only way



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The simplest way to capture names is to offer something of value

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Speaking more to capture names is one key

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You can also build your list by referral



What makes your content valuable?



Electronic content delivery is the least costly but, there are reasons to use other methods



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Some messages are better delivered physically





Other ways to add to your list include:


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1. Affiliates
2. Sponsored search
3. Organic search
4. Small classified or display ads
5. Direct mail
6. ...

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If you are going to spend money and/or effort to build your list, measure the results






If what you send is
valuable people will
read it and share it

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If what you send is
compelling, people will
take action

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However, without an
audience, what you
say will have no
effect

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Purpose

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The real key to successful product sales is to get a database of people who care about what you have to say

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So get started building a **BIG** list and ...

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Then you can worry
about what else you
might offer for them
to buy

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"This is not rocket
science."

Arnold Goozé
Rocket Scientist, Retired



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