



SpeakerNet News

P R E S E N T S

Pick a Lane: How to Focus Your Expertise to Increase Your Bottom Line

A teleseminar with Jane Atkinson


Interviewed by Rebecca Morgan, CSP, CMC

Contents of this report:

- Synopsis of the teleseminar from the SpeakerNet News Web site, with an overview of the program contents and background information for Jane Atkinson.
- Edited transcript of the teleseminar interview. The verbatim transcript has been edited to improve readability and to provide a list of additional resources.
- Jane Atkinson handout prepared for this program.

SpeakerNet News

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Pick a Lane: How to Focus Your Expertise to Increase Your Bottom Line with Jane Atkinson

Is your name known for one thing with your clients and prospects? Are you getting all of the business you want? If not, your positioning may be confusing your prospects and losing you business!

Join us as Jane walks you through a 6-step process for honing your area of expertise. You'll learn the benefits of "picking your lane," and how to reposition your marketing once you've made this all-important decision.



Many speakers take years to hone their expertise—you'll invest one hour and have the tools to take your business to a new level.

You will learn how to:

- Focus your marketing efforts and stop spinning your wheels.
- Establish more credibility with your clients and prospects.
- Do more of what you love and less of what you're "good at"
- Increase your fees and fill your calendar

About Jane Atkinson:

Jane Atkinson has been helping speakers double their business annually for more than a decade. As an agent for speakers she has represented CSP/CPAE's Vince Poscente, Joe Calloway and Peter Legge, as well as celebrities like Sugar Ray Leonard. As former Vice President of International Speakers Bureau, Jane has seen marketing materials of all types—the good, the bad and the ugly! Her new book, *The Wealthy Speaker: Your Proven Formula for Building a Successful Speaking Business*, is scheduled to come out in late 2005.

"Jane Atkinson 'gets it.' She is the best speaking career coach in the business. I'm not saying she's one of the best. I'm saying she's the best, period." —Joe Calloway, CSP, CPAE

www.SpeakerLauncher.com

SpeakerNet News Teleseminar
“Pick a Lane: How to Focus Your Expertise to Increase Your Bottom Line”
with Jane Atkinson
Interviewed by Rebecca Morgan, CSP, CMC

REBECCA: Today, we’re interviewing Jane Atkinson. We are re-recording Jane because we had major technical difficulties the first time. We’re not going to have caller questions—I am going to be asking her all the questions today.

Jane has been helping speakers double their business annually for more than a decade. She has helped her clients focus their offerings, which has resulted in skyrocketing careers. We’ve asked her to share her process with us so we can have similar results.

Jane, thank you for being with us today.

JANE: Thank you for having me. I’m honored to be here.

REBECCA: I’m glad. I know that you have seen a lot in the 15 years you have worked with professional speakers. I know you have figured out what makes some people’s careers skyrocket and others not do so well. What is the major overarching theme you have seen in the ones that have really done well?

JANE: It would be boiled down to two things. One would be focus, which we’re going to talk about today—picking a lane. But the second would be the speech, or the talent. We have people listening who are speakers but also have training and consulting in their product mix and all kinds of different business models. For the purposes of today, we’ll talk mostly about speaking. The one thing that’s been tremendously helpful in catapulting speakers from good to great and taking their fees really up there is the fact that they have worked incredibly hard on getting the

speech great. So marketing is one thing, but the talent and the speech itself are key.

REBECCA: In order to choose that speech, we've got to focus on which speech is the one that is the most marketable. So let's talk a little bit about that focus. I know a lot of our listeners are like me—more generalists—who have four or five or more topics, but at least more than one. So let's talk for a few minutes about why you think that it is so important to focus on one topic.

JANE: I think the industry has changed quite dramatically, especially in the last two years. Meeting planners need to be proving why they are spending the kind of money they are on speakers. They need to show their bosses the ROI. And because of that, they are no longer looking to buy “speakers.” They want to spend their budget on people who are experts, who are the voices of authority on any particular topic. Brian Palmer, from National Speakers Bureau, said clients don't want to hire speakers; they want to work with smart people. That's one of the main reasons for getting focused in terms of your market.

But there are two side benefits. When you are focusing on one thing, you are able to take all your energy and time and resources and pour it into this one area rather than scattering it into several areas. Also, when you're positioned in the marketplace, people come to your Web site, for instance, which is your first line of offense. They're able to find out quickly what it is you do.

REBECCA: It sounds like focusing would help us get the business that would make a difference in our career, even though I can take the stance of a generalist and say