



SpeakerNet News

P R E S E N T S

Transforming from Speaker to Information Entrepreneur

A teleseminar with Randy Gage

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 Randy Gage.
- Edited transcript of the teleseminar interview. The verbatim transcript has been edited to improve readability and to provide a list of additional resources.

SpeakerNet News

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Transforming from Speaker to Information Entrepreneur

with Randy Gage

Chasing from speech to speech is a very limited business model with poor financial security. Successful speakers today have expanded their focus to become information entrepreneurs. IEs sell their information through many models, such as speeches, but also through public seminars, products (physical ones like books, CDs, DVDs, etc., and digital download ones), consulting services, and coaching programs. Join Randy Gage, one of the most successful information entrepreneurs in the world, as he reveals what it takes to make the switch. You'll learn how to increase your sales, and dramatically strengthen your financial situation.



Randy is a brilliant marketing strategist, having twice built multi-million-dollar information entrepreneur businesses. He has authored more than 50 books, audio albums, videos, and other information products, which have been translated into 14 foreign languages. Randy has personally sold more than \$12 million of his own information products, and hundreds of millions more for his clients and protégés.

Randy's online coaching program boasts clients in more than 40 different countries, at fees from \$277 to \$75,000 annually. He is one of the most sought-after speakers in the marketplace, pulling down from \$20,000 to \$50,000 per speech, and filling up seminars and Boot Camps with tickets as much as \$10,000 a person. He has conducted trainings in more than 25 nations around the globe. As a corporate consultant, he gets retainer contracts of \$10,000 to \$40,000 a month. Join us as he lays bare what it takes to build an information empire.

In this powerful teleseminar, we will explore:

- How to find the best business model for you
- What kinds of products are best to start with
- How to decide whether products should be physical or digital
- How to finance your new product development
- How to position yourself as an expert, instead of just a speaker

More about Randy Gage:

www.randygage.com

SpeakerNet News Teleseminar
“Transforming from Speaker to Information Entrepreneur”
with Randy Gage
Interviewed by Rebecca Morgan, CSP, CMC

REBECCA: Let me introduce our guest expert tonight, Randy Gage. If you know anything about Randy, you know he was a juvenile delinquent who was finally expelled from high school, but eventually he found his way and today is one of the most successful information entrepreneurs on the planet. You may also know him as a successful speaker and author. We’ve invited him to share with us tonight his current strategies for redeploying your intellectual capital in new business models and vehicles.

Randy, thank you for being with us tonight.

RANDY: Hey, Rebecca, you know it’s great to be with you guys.

REBECCA: Thank you. We appreciate you doing this for us and we appreciate it not only on behalf of SpeakerNet News but all of our listeners who are just champing at the bit to get your information. We had such great response to your session tonight that I know all of our listeners are anxious for us to get into it, so let’s begin.

Let’s start by talking about positioning yourself as an expert instead of just a speaker. Since we also have trainers, consultants, coaches, and authors on the phone, I’m sure your response would be applicable no matter what title the listener gives to him/herself.

RANDY: Nothing drives me crazier than I see a speaker’s Web site, or a business card, or a one-sheet, and the card says: Joe Smith, Speaker, Author, Trainer, International Seminar Leader or Cindy Smith, Author. There are a couple of

reasons here and I think it's important. People may not realize how important positioning is, but John Grisham doesn't need a business card that says he's an author—because it's like when people lie, they talk louder or get more emotional because they're trying to make up for the lie. You shouldn't have to tell people you're an author. You shouldn't have to tell people you're a speaker.

The model I would suggest you think about would be if Albert Einstein were still alive today, he could speak at 100, 200 conventions a year if he wanted to and make \$100,000 a speech, but no one would call him a speaker. If he was smart, which he was, he would never call himself a speaker, either. He's an expert who speaks occasionally; or you could be an expert who consults. You could be an expert who coaches people. But here would be the thing to really wrap your mind around: people don't want to buy information from a speaker. They want to learn from an expert.

REBECCA: Sure. I'm hearing some of my listeners already saying, "But I'm not Albert Einstein; I'm not John Grisham. I'm not famous already and so I don't have the cachet of my name being synonymous with what I do."

RANDY: Good point. The thing to realize is that you create that cachet and you're never going to create it by writing in your Web site, "Speaker, Trainer, or Seminar Leader" because you're doing the anti-cachet thing. What is cachet? It's just perception. Everything in the marketplace is perception. What's the difference between a speaker who charges \$25,000 and somebody who charges \$2,500? It's perception. And you know and I know and a lot of people on this call