



SpeakerNet News

P R E S E N T S

Marketing Strategies I've Used to Start and Grow My Speaking Business

A teleseminar with Dr. Terry Paulson, CSP, CPAE


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 Terry Paulson.
- Edited transcript of the teleseminar interview. The verbatim transcript has been edited to improve readability and to provide a list of additional resources.
- Terry Paulson's handout prepared for this program.

SpeakerNet News

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Marketing Strategies I've Used to Start and Grow My Speaking Business

with Dr. Terry Paulson, CSP, CPAE

Learn ten time-tested strategies you can use to market and grow your speaking business. The emphasis is on driving your unique focus, providing sustained value, building advocates and partners who trust you, and being easy to be remembered and referred on a low budget.



You will learn:

- How to set the stage for repeat business in every presentation.
- How to insure that you are remembered long after your meetings.
- How to simplify your PR efforts to reinforce your uniqueness.
- How to give gifts that keep on giving audiences value and you leads.
- How to use the Internet to build value and generate business.
- More about the care and feeding of advocates that makes you their “speaker of choice.”

About Terry Paulson:

Dr. Terry Paulson is a licensed psychologist and author of the popular books [*Paulson On Change*](#), [*They Shoot Managers Don't They?*](#), [*Making Humor Work*](#), [*50 Tips for Speaking Like a Pro*](#), and [*Can I Have the Keys to the Car?*](#) He hosted ECI's business television series entitled, “Quality from the Human Side” and is a founding faculty expert of MentorU.com, a leading edge online training community. His presentations help organizations, leaders, and teams make change work!

In over twenty years as a professional speaker and trainer, Dr. Paulson has presented to organizations such as IBM, Warner Bros., Sears, 3M, Schering, Merck, AT&T, Federal Reserve Bank, Texaco, Chrysler, U.S. Steel, NASA, PricewaterhouseCoopers, and hundreds of universities, hospitals and associations nationally.

Dr. Paulson is a Past President of the National Speakers Association and is one of less than 75 of NSA's members to earn the Certified Speaking Professional (CSP) designation and to be awarded the CPAE Speaker Hall of Fame Award for excellence in speaking skills and professionalism. His humor, down-to-earth style, and practical insights have made him one of the country's most highly rated presenters.

www.terrypaulson.com

SpeakerNet News Teleseminar
“Marketing Strategies I’ve Used to Start and Grow My Speaking Business”
with Dr. Terry Paulson, CSP, CPAE
Interviewed by Rebecca Morgan, CSP, CMC

REBECCA: Dr. Terry Paulson, CSP, CPAE, is our guest expert today. We’ve invited Terry to be with us because he has created a unique position in the marketplace for himself and we all want to know how he has done that. He is one of the busiest speakers I know. Terry’s business isn’t solely keynotes, and that’s what makes him especially intriguing to me. He’s going to share with us some of that background and how it all works together. In addition to being one of the most successful speakers I know, he is one of my favorite people. So thanks for joining us today, Terry.

TERRY: It’s good to be here.

REBECCA: I know we have lots more questions than we could possibly cover, so let’s get down to what actually works for you to sustain your 26-year speaking business. In our pre-session survey, Robert Oxley asked, “I would like to walk away with three immediately applicable, new, proven systems or processes that will increase my booking fees and ROI.” I thought he said it pretty well and that’s what we want to hear from you today. Why don’t you start with sharing with us what has made the most difference for you?

TERRY: Let me clarify a few things in light of your introduction first, and then it gives you a sense of what my mix is. I would say about 65% of my work is corporate as opposed to associations. I have almost a 70/30 mix in terms of 30% keynotes and the rest is short, but focused, corporate programs up to full-day programs in the area of managing and leading with change.

I have gone from, before I went to NSA, having as many as 180 programs a year to now I do 80 to 100 programs a year. To a certain extent that's by design and also by the competitiveness of the market.

I think if you look at most of the surveys of speakers, the number one area that people continually and consistently focus on is referrals. Obviously, if you're starting, you don't have a lot of base for that referral. The number one thing that has worked for me is to get people to remember my name. I have realized over the years that as much as I would like to see myself as a world-class, well-known person with all these initials, people don't remember my name. They may love my program, but I found people would say, "Gee, do you know of anybody?" "Oh, there was a wonderful guy; he had a great sense of humor. I loved his message." "Do you remember who he was?" "He was from California."

The one thing I have tried to understand is, from my satisfied customers' point of view, what will increase the likelihood that, at the moment of referral, they can access my name and referral information? I don't think that is a question we ask frequently enough. What has worked well is that I have what I call my "keeper card." Many of the people have seen that from times that they have heard me speak. That card has about 45–50 key statements that are anchor statements, or keepers, from my program on change. My customers told me by their surveys early on, which were the most important points I made, and I put them on the keeper cards.

Most people have business cards that show their picture and have all this information and graphics. But the card I most frequently send out is my keeper

card which has my centering niche: “Paulson makes change work.” This the overall theme at the top, and then these 45 key statements alternated with black and red ink in very small print to fit on a business card. On the very end of that I have my contact information: my Web site, name, and telephone number. My theory is that most people’s business cards just go into a pile of other cards that are in the left-hand top corner of most peoples’ desks. That’s optimistic. As a result of that, that information is not accessible at the point of referral. What I try to do is say, “Keep this card if you valued my program and reviewing it gives you value.” So I build into my program the importance of review, I give them a tool to use it. And oh yes, since they carry that, many times they have the referral information right there when they need it.

REBECCA: Excellent idea. So enabling these referrals is one of your key strategies?

TERRY: It is the most important thing that I do. When I look at the number of people who contact me from people who have I presented to before, the number one source is our keeper cards. Now let me give you one caution. A lot of people get this and they say, “Oh what a great idea, I’m just going to make my card bigger and wider.” And then what happens is it’s too big to carry and they still put it in the top left-hand corner. So I have found it is cheaper to produce a small business-card size; it is more likely to be carried. I can’t tell you how many times I’ve had someone on an airplane or at another program show me the card they still carry and say, “Mine is all frayed, can you give me one?” I then take theirs and send them a plastic-covered one.

REBECCA: I was going to ask if they’re laminated.