



SpeakerNet News

P R E S E N T S

How to Get Booked and Make Money Forever

A teleseminar with Larry Winget, 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 Larry Winget.
- 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

1440 Newport Ave. San Jose, CA 95128 408.998.7977
editor@speakernetnews.com • www.speakernetnews.com



How to Get Booked and Make Money Forever

with Larry Winget, CSP, CPAE

Would you like to create a presentation that is in such demand that it sells over and over again? Want to learn the secrets to selling high-ticket speeches? Would you like to arrive at your presentation with boxes of product and take home none? Larry will share his techniques for making each engagement pay off big.



You will learn:

- How to write a speech that sells over and over
- How to sell your speech and make some real money
- How to produce product to support your presentation
- How to get them to purchase your product

About Larry Winget:

Larry Winget is one of today's most in-demand and busiest speakers at a fee that usually only celebrity speakers receive. He has developed a unique presentation and style that makes him one-of-a-kind, and he can teach you how to do the same.

www.larrywinget.com

SpeakerNet News Teleseminar
“How to Get Booked and Make Money Forever”
with Larry Winget, CSP, CPAE
Interviewed by Rebecca Morgan, CSP, CMC

REBECCA: Our guest expert today is Larry Winget. If you know anything about Larry, you know that he went from bankruptcy having no bookings when he was charging \$150 to having as many bookings as he wants at a very high fee. He has done it by breaking many of the commonly held beliefs on how to make it in the speaking business. In fact he calls himself the world’s only irrational speaker.

LARRY: *Irritational* speaker. I am not irrational—I am irritational!

REBECCA: Irrational *and* irritational! We have invited him to be with us today because we wanted to share his contrarian views that we can adapt to our business. Welcome, Larry, and thank you for agreeing to be with us.

LARRY: My pleasure.

REBECCA: Tell us how you discovered you could write just one speech and sell it over and over without customizing.

LARRY: I just hated all that work. The talking to people. I am not good at that. I find it an incredible bother to have to talk to people on the telephone and pretend that I am going to customize when I am not going to do it anyway. I think it is insulting to the client to pretend that you are going to customize and all you have done is throw in the name of their company and maybe the last major thing that they went through. I think clients can see that and audiences can certainly see that. I think they have been insulted for too many years by speakers who promised customization and didn’t deliver it. I just decided to give it up and stop pretending.

I wrote in my contract that I guarantee no customization. Which also meant that I wasn't going to talk to anybody from the client's organization. I didn't care if they wanted to talk to me or not, I wasn't going to do it. I had one speech that I promised I was going to give them.

I put that speech on videotape. I have never had a demo tape; I have always had one full-length video. I gave them that one speech front to back to prove to them that I could be amazing for one full hour, and that is the speech that I promised that I would give them, pretty much word for word, and if they liked it, they ought to hire me. If they didn't like it, I suggested that they please hire someone else. It worked out very well for me, because I believe that you can write one speech that hits pretty much everything that matters to people in business and in their personal life and it has universal appeal, and you can sell that one speech.

REBECCA: Do you give them their money back if you accidentally put in their company name or anything?

LARRY: No I don't give anyone any money back—never—no matter what!

REBECCA: This is intriguing. Talk to us about how you wrote one speech that applies to both business and personal and yet it has key components that have interest and value to people. Most of us would die to have that. What are the elements of it?

LARRY: It is just so easy, it really is so easy. I have read several thousand books in the last 10–12 years, and discovered after reading all these thousands of books which cover thousands of bits of information, they really only cover a handful of good ideas anyway. I believe that there are only 18 good ideas. Those are 18 ideas