

28 Tips On Becoming a Highly Paid Professional Speaker **By Mike Moore**

<http://www.speakforprofit.com> <http://www.motivationalplus.com>

Every month I receive numerous emails from people all over North America asking how I got into the speaking business and how they can too. To respond to these many inquiries I wrote Public Speaking for Profit and Pleasure. Here are ten timely tips, from my manual, to get you started on the path to profitable speaking.

1. You know that you might have what it takes to become a speaker if you feel compelled to speak. The fact that you were drawn to this article and clicked The Path to Profitable Speaking indicates a definite interest and a possible compulsion. If you feel compelled to speak you can easily learn how. You can accomplish whatever you put your mind to.
2. Good speakers enjoy what they do and the audience senses their enjoyment and responds positively. Enthusiasm is essential in an effective speaker.
3. If you want to become a successful, well paid speaker you must become well known. Promotion and publicity are vital to your success.
4. Leave your promotional footprints wherever you go so people find you easily.
5. After each speech ask those who hired you for a written testimonial. Use these testimonials, or parts of them, in your advertising and publicity. I have never had people refuse to provide a testimonial for me. Sometimes I have had to remind them, but no one has ever refused.

6. Access free publicity whenever possible. Write and submit press releases frequently. Writers and editors are always looking for new story material and your press release could result in an interview and a story being written about you, your work and/or your publications. (Pages 67 and 68 of Public Speaking for Profit and Pleasure)

7. Some new speakers say that it is difficult to establish a reputation as a speaker when many businesses are reluctant to hire unknowns to in-service their employees. I solved this problem by offering to speak free of charge ...with certain conditions attached of course.

8. To get speaking engagements you must present yourself to people looking for speakers. Every community has an abundance of organizations, associations and service groups in need of speakers for their conferences, banquets and in-service sessions. Make yourself known to them.

9. Write and record material related to the topics you speak on and offer these products for sale as back of the room items after every speech. Sales of these back of the room items frequently exceed the speaking fee you receive. Publish on demand using your computer and printer. Only have your products produced professionally when you see that they are selling well.

10. Promote yourself and your products within each speech, but in just the right dosage. Too much self promotion and you can turn your audience against you. Too little and they might ignore your products altogether.

The Speech (The MOST IMPORTANT INGREDIENT)

Eight Ways to Get Started as a Well Paid Motivational Speaker

If you have always had the dream of becoming a well paid motivational speaker but didn't know where or how to start you just might be interested in these 8 tips from someone who earns a very good living speaking.

1. Decide on a topic. (What are you passionate about?)
2. Prepare a dynamic 45 minute speech on your chosen topic. (See pages 12, 13, 14 of Public Speaking for Profit and Pleasure)
3. Make sure it is laced with stories and humor.
4. Know it so well that if I woke you in the middle of the night and told you to start ten minutes into your talk you could do so easily.
5. Bring your speech to the local market then to the world.
6. Advertise and promote yourself like crazy.
7. Let word of mouth work its magic.
8. Find someone who is doing what you want to do and learn from him/her.

If these tips have sparked your interest and you want to know more why not give me a shout at 519 753 0702 or visit my website <http://www.speakforprofit.com> and check out my complete Profitable Speaking System.

I will be only too happy to help you take advantage of my 30 years of successful well paid speaking.

When you purchase the complete Profitable Speaking System you receive FREE COACHING for one year.

The Speech Delivery

1. Focus on the needs and wants of your audience. Remember that a bore is ME deep in conversation. To avoid being boring be audience centred not ME centred.

2. Put a smile on your face the moment you enter the building and keep it there until you leave.

3. Be enthusiastic about your life and your message. Enthusiasm is contagious and does get attention.

4 Tell stories. A study was done at an American university to observe the factors that impacted positively on student attention and their retention of course content.

5. Laugh at yourself during your presentation. There is nothing people enjoy more than hearing and seeing a speaker laughing at his/her weaknesses and human foibles. It gives the audience permission to laugh at themselves when they see their own shortcomings and weaknesses reflected in yours. It promotes a “ we’re all in this together” attitude.

If you don’t laugh at yourself you leave the job to someone else.

6. Use your voice as an instrument. Show emotion, joy, intensity, amusement, frustration with your voice. Whatever you do, don’t be a monotonic speaker. They are deadly.

7. Have fun with your audience. Near the end of every presentation on humor and fun in the workplace I provide a rhythm band experience for members of my audience. I usually select 8 willing people to participate in this musical experience. I give each member of the group a rhythm

band instrument similar to the instruments we all remember from primary school. With the instrument comes a brief instruction on how to play it. I don't teach them too much as the fun comes from watching them become creative in playing their instrument. I play and sing a song on the guitar and my band goes wild. If you can't play the guitar don't worry about it. Just select a song from a CD and play it for the band to accompany. The song isn't that important but the fun is. I have had CEOs from large companies in the band having a great time. After the concert I have had members of the audience say "I've never seen him/her like that before. They were actually having fun." Such is the liberating power of play.

8. Tell your audience stories. We all love to be told stories whether we are six or sixty years old. In my audio CD "How to Use Storytelling in Public Speaking" I talk about the importance of storytelling and show you how to use them effectively in your presentations.. Stories amuse, inform, and entertain your audience so use them frequently.

9. Be yourself. Get rid of the masks you hide behind and let your audience see and enjoy the real you.

10. Relax and enjoy the speaking experience. The audience is not your enemy. They want you to be good so their needs can be met and their time investment can be rewarded.

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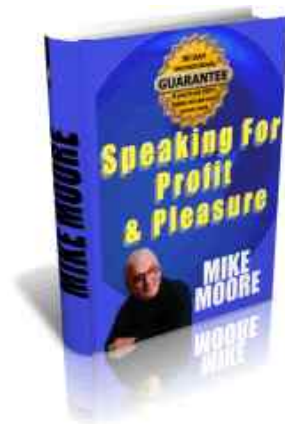
Don't envy well paid pro speakers.....BE ONE

About 15 years ago I was listening to a man speak to over 1000 people. I knew he was being paid \$3000 plus expenses. I recall thinking, " I could do a better job than that.

Right then and there my journey into the world of career speaking began.

Now I often earn more than \$3000 per speech, I travel all over North America speaking and I teach people throughout the world to be well paid successful speakers. LIFE IS GOOD!!

How about joining the group.



" How Would You Like to receive \$2500 to \$3000 for every one hour speech you deliver...in your own profitable Motivational Speaking

Testimonial

Mike, I was I lucky to find your website! Right from the first phone call I knew I had found not just a mentor but also a friend. You were already giving me a wealth of information, and I hadn't even bought the course yet! It was obvious you really know your stuff.

And I love the course! Everything is absolutely to the point, jampacked with instruction that would have taken me years to discover on my own. You have been SO generous with your time and advice.

Thanks to you, in just a couple of weeks I'm ready to begin my new career.

Heather Stubbs Castleton Ontario Canada

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