

TOM ANTION'S TOP TEN WAYS TO MAKE MONEY SPEAKING

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Welcome to your 10 part e-course on public speaking.

I used to make \$75.00 per speech and kill myself doing 4 or 5 a day barely make a living. NOW, by using the techniques I've learned, I make \$17,500.00 per speech / \$20,500.00 per day, and travel the world accepting only the best gigs. Just think what it would mean to you and your family if you grabbed that same kind of success or even a fraction of it.

This will sound wildly hard to believe, but I don't even want those speaking engagements where I get a check for \$20K. You're probably saying to yourself, "Tom you must be crazy! Or you think we're stupid". Well, I might be crazy, but I certainly don't think you're stupid. The reason I don't want the \$20K speeches is that when I speak at a an event where I can sell my products at the back of the room I've made up to \$250K in one speech. I virtually never speak where I make less than 100K.

It's up to you to follow the steps that will lead to your speaking success. This e-course will show you 10 ways to successfully make money as a speaker.

Here's a breakdown of what you will get in this e-course:

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Here's Part I

of Tom Antion's Top Ten Ways to Make Money Speaking

SELL YOUR KNOWLEDGE

This is my overriding principle that came from years of hard knocks trying to get people to hire me to speak. I get more speaking engagements than I ever had before when I quit trying to sell them and began selling my knowledge in as many different formats as possible.

The idea is that infinitely more people can buy what you know through books, tapes, CDs, E-books, DVDs and videos than could ever hire you to speak.

Your name recognition (because of your knowledge distribution) makes speaking engagements much easier to come by because the people that could hire you have already heard you and your message on your knowledge based products. In the meantime, the money from the product sales keeps your business thriving.

Here is a list of 15 different ways to sell your knowledge:

- => Books
- => E-books
- => CDs
- => DVDs
- => Mp3 files
- => Laminated cards
- => Pamphlets
- => Online video
- => Membership sites
- => Teleclasses

=> Paid newsletters (online and physical)

=> Webinars

=> Consulting

=> Coaching

=> Mentorship programs

In Part II I'll teach you about sponsorship.

For more strategies on profiting from your knowledge visit

<http://www.antion.com/speakervideo.htm>

To check out Tom's exclusive mentor program visit:

<http://www.GreatInternetMarketingTraining.com>

PART II

of Tom Antion's Top Ten Ways to Make Money Speaking

GET SPONSORSHIP

You can get other companies to sponsor your speaking fee so they can be associated with your message when you speak. Stop and think of what kinds of groups would want to be associated with your message.

Let's say you speak to the banking industry. Maybe mortgage or mutual fund companies would sponsor you. Maybe bank equipment companies would. Think of anyone who would want to have exposure to your target audience and then simply make a proposal.

Who do you make the proposal to?

Every company is different. Start by calling the marketing department and find out who is in charge of sponsorship deals (Find the Name of the person, the specific department and contact information). Find out how they prefer to be contacted for sponsorship opportunities. Many companies have preassembled kits to send to you. Follow the kit's instructions and then follow-up.

If a company does not provide a kit for you, make one yourself. Prepare an attractive package. Make a brief executive summary listing the many benefits you will offer their company.

These companies are getting many e-mails daily from people just like you wanting sponsorship, so you can easily get lost in the crowd. Increase your chances by being persistent without being a pest.

Large companies have many sponsorships going at all times, so there is no reason you can't land one!

In Part III you'll learned to get paid directly to speak.

I pay you to use my new e-book. Check it out below: <http://www.antion.com/public-speaking.htm>

For high level training with one-on-one attention visit <http://www.GreatInternetMarketingTraining.com>

PART III

of Tom Antion's Top Ten Ways to Make Money Speaking

GET DIRECTLY PAID

This is pretty straight forward. You speak to a corporation, association, civic group, or anyone who would hire you and they pay you directly. You should try to get a deposit of about 50 percent up front whenever possible. The balance should be paid either before the event, or the day of the event. These are details that should be arranged when you book the event.

You will use various methods to get hired. I have had the greatest success in my career getting hired to speak by promoting myself properly on the Internet.

Prior to the Internet, and this is still effective, I utilized "media marketing". This is where you are visible on television, heard on the radio, write for trade publications or when you're featured in an article. This is an implied endorsement that you must be real and causes prospective clients to call you.

When a client calls you after discovering you in the media the entire power struggle of the call shifts in your favor; instead of you calling them and being perceived as begging for work, the client is asking you how much you charge and if you're available. This is a much better position to be in when negotiating appearances and fees.

So get yourself on the "Internet" and get yourself in the "Media" and you'll secure a lot more engagements.

In Part IV I'll tell you about speakers bureaus.

For a complete reference manual on how to use the internet to increase your profits visit "CLICK: The Ultimate Guide to Electronic Marketing for Speakers, Authors, Coaches and Consultants" <http://www.antion.com/click.htm>

For high level training with one-on-one attention visit <http://www.GreatInternetMarketingTraining.com>

PART IV

of Tom Antion's Top Ten Ways to Earn Big Bucks Speaking

SPEAKERS BUREAUS

A speakers bureau is a for profit organization that locates speakers for paying clients. A speakers bureau normally takes a percentage of your gross fee. The percentage is usually in the 15 to 30 percent range with the average fee being 25 percent. It is very difficult to start with speakers bureaus unless you are a "Bonafide" celebrity and your fees are substantial. You must remember they get paid on straight commission, so the higher your fee, the more money they make.

Unless you have a proven track record, a speakers bureau will be afraid to put you in front of any of their clients. If you bomb, the bureau's reputation may weaken, and they could lose many more bookings from that client. You must also supply the bureau with promotional materials that are free of your contact information, so the bureau will be contacted directly and not you.

If you're a new speaker and you don't have the high fee and established track record mentioned above, being picked up by a speakers bureau may be impossible.

Another question I get from new speakers is: "How do I get an agent?"

Getting an agent is even harder than being picked up by a bureau. Agents work solely for commission. They usually don't have the backing of a large company to cover their expenses while they are attempting to get speaking engagements for you. Again, without a track record no one will want to waste their time on you unless you're a "bonafide" celebrity, who they know will immediately start making them money.

Many times people confuse "agents" with "marketing" people. A marketing person is attainable by a new speaker. You simply offer them a commission and pay them a salary for their work so they can survive and pay bills until the commissions start kicking in.

So if you're new, I recommend you ignore bureaus, and don't waste time looking for agents. Successfully market yourself at the beginning of your career; then hire a marketing person to keep your business moving while you're out speaking.

In Part V I'll teach you about public seminars.

To learn how to be a professional speaker visit:

<http://www.AmazingPublicSpeaking.com>

To check out Tom's exclusive mentor program visit:

<http://www.GreatInternetMarketingTraining.com>

PART V

of Tom Antion's Top Ten Ways to Make Big Bucks Speaking

PUBLIC SEMINARS

This is another fairly simple idea, but that doesn't mean it's simple to do. Basically you promote your seminar to the public and they buy tickets to attend. You could also promote it to corporations and get them to buy tickets for their employees to attend. I avoided public seminars for years because of the risk and expense involved in printing and mailing brochures. Now I do lots of public seminars because I can promote them at no cost through my website and email magazine.

If you're starting out small, you should be able to handle the setup and logistics yourself. This doesn't mean it's easy. There are pitfalls to avoid when dealing with hotels, radio stations, television stations and print media. You could waste a ton of money making mistakes dealing with any of these entities.

You could greatly benefit your career by reading a book on promoting seminars. If you really feel like you can put 50 or more people in a room, then it's time to hire a meeting planner to handle the tremendous number of details.

There is a lot involved in planning and executing a successful event. There are so many details like registration, name tags, catering (if applicable), refund policies, no shows, recording permissions and audio visual problems etc. . . A "Good" meeting planner will save you money in the long run.

Meeting planners have way more clout than you do when dealing with hotels and can frequently negotiate a much better deal than you can for your one-time event. The hotel's sales team knows the meeting planner has the potential to bring them more business. The staff is more likely to provide a meeting planner with discounts that you most likely have no knowledge of.

Public seminars can be very lucrative, but they can also be a gigantic pain in the rear if you don't know what you are doing. Don't be afraid of them but get good training or assistance before you dive in.

In Part VI I'll tell you about telephone seminars.

To learn how to become a professional speaker visit:

<http://www.antion.com/speakervideo.htm>

To check out Tom's exclusive mentor program visit:

<http://www.GreatInternetMarketingTraining.com>

PART VI

of Tom Antion's Top Ten Ways to Make Big Bucks Speaking

TELEPHONE SEMINARS

This can be a form of public seminar, or it can be done for private groups. You arrange for a telephone bridge line (very inexpensive), or a conference call (can be VERY expensive). You have participants call in and you deliver the seminar over the telephone. This saves a tremendous amount of money on travel expenses for you along with all kinds of savings for the participants (travel, time, etc.).

During the call, you can request that your participants view your web page as a visual tool. These visuals can be power point slides, plain web pages with graphics or screen shots of spread sheets, graphs or just about anything that needs to be seen.

At the time of this writing, bridge lines for up to 1000 people can be acquired for free. One place I've had success with is freeconferencecallhd.com. You can also record these calls and turn them into audio products using simple and inexpensive software. I use "Sony Sound Forge" Studio on a pc, but you can also use "Garage Band" on a mac.

I have produced a three CD set on this topic that will teach you the mechanics of telephone seminars and also the strategies I use to make as much as \$18,000.00 on one telephone seminar and over \$200,000.00 selling the recordings. Visit:

<http://www.antion.com/teleseminarkit.htm>

In Part VII we'll discuss webinars.

To check out Tom's exclusive mentor program visit:

<http://www.GreatInternetMarketingTraining.com>

PART VII

of Tom Antion's Top Ten Ways to Make Big Bucks Speaking

WEBINARS

This is similar to telephone seminars except you are using the Internet instead of a telephone to hold the seminar. In the past I've avoided webinars. Anytime a person has to download or install something on their computer you're asking for trouble, unless you're promoting to a computer savvy audience.

Not once in all the years that I've been doing plain and simple teleseminars has someone asked me how to dial a telephone. Keep in mind, webinars are much more time consuming to create because of the necessity to have visuals displayed for the entire time you are talking.

Services like gotowebinar.com are available; they make it "relatively" easy for both you and the attendees to participate. Webinars are also more readily interactive, in that attendees can submit questions and give feedback during the live event.

Most good services allow you to record and will provide a replay link. This allows registrants that couldn't attend the live webinar the opportunity to experience the meeting at their convenience. One of the benefits of webinars is there are no long distant charges for the participants as there could be when dialing into a teleseminar bridge line.

I use <http://www.HybridWebinars.com> as my replay service for webinars. (this is my affiliate link to the real company I use)

Check out all my complimentary webinars at:

<http://www.TomAntionWebinars.com> Please "like" the page at the top and comment at the bottom.

In Part VIII we'll talk about working for a training company.

To check out Tom's exclusive mentor program visit:

<http://www.GreatInternetMarketingTraining.com>

PART VIII

of Tom Antion's Top Ten Ways to Make Money Speaking

TRAINING COMPANIES

In this case a company hires you to deliver their programs to public seminar participants or to participants from the same private company. Career Track is an example of a company who hires seminar leaders.

In some cases, you can develop programs for the seminar company and get a higher fee for delivering that program and a fee each time it is delivered by another seminar leader. You also get a percentage of all the products you sell in the back of the room.

These companies can keep you on the road quite a bit so you better be ready to travel and don't think each event will be in the Bahamas . . . Your events are more likely to be in places like Toledo, Cleveland and Columbus.

I've known many people who started their careers with seminar companies. It's a really tough life, but it's a great training ground for newcomers to the business. Seminar companies put you in very difficult situations and force you to become a better presenter.

Many times the audience members have been sent to the training and they clearly don't believe they need it and don't want to be there. Not only that, these trainings are typically 4 to 8 hours in length. So you better be darn good and have plenty of material, pertinent activities and appropriate humor, that's polished and ready to go. Don't forget, . . . Some of these people eat their young hahaha

To get started, visit the seminar company's website. There will be a link to a page that will give you all the requirements and specific procedures that are required to be considered for a position as a seminar leader.

I don't particularly care for this kind of work. I teach speakers to make much higher fees and speak for much shorter time periods in my "Wake 'Em Up Video Professional Speaking System". You can check it out at <http://www.antion.com/speakervideo.htm>

In Part IX I'll discuss speaking to promote your business.

To check out Tom's exclusive mentor program visit:

<http://www.GreatInternetMarketingTraining.com>

PART IX

of Tom Antion's Top Ten Ways to Make Big Bucks Speaking

SPEAK FREE TO PROMOTE YOUR BUSINESS

Many professionals speak or give free public seminars to help get clients. Attorneys, doctors, dentists, accountants, real estate agents, lawyers, home builders and many other people from a wide variety of professions give seminars to promote their business and to gain clients directly from the seminars.

To do this effectively you must not spend the entire seminar promoting yourself. You must give the participants good information with the idea of establishing yourself or your company as the expert.

There is certainly nothing wrong with showing people how complicated things are and even though they can do it themselves, they may save money in the long run by utilizing an expert.

For instance, you could be a plumber giving a seminar on how to remodel your bathroom. You tell the participants every little detail of how to do it and also tell them the perils if they do it wrong. No one will complain that you were just giving a sales pitch; but many will think to themselves, "Maybe this is too much to tackle by myself. Maybe I should hire this person to either help me or do it for me."

Like the fifth part of this series, "Public Seminars", one way to do free seminars is simply to promote them to the public. Keep in mind, as you learned in parts six and seven of this series that teleclasses and webinars can also utilize this idea.

The other way to use this idea is to speak at events where the attendees are potential clients for your products and or services. You have to be especially careful in many of these settings so you don't offend the promoter by over promoting your products.

However, some events will want you to promote your products heavily because they share in the revenue of whatever you sell. This is the type of event where I make the most money. I still don't get obnoxious about promoting myself because the audience members buy more from speakers who they felt gave them great value during their speech.

In Part X I'll discuss speaking as part of your job.

"Wake 'Em Up Video Professional Speaking System". You can check it out at <http://www.antion.com/speakervideo.htm>

Also, if you want to learn how to sell like crazy at the back of the room visit <http://www.antion.com/speakershop.htm> and look in the CD section for my "How to Sell a Ton at the Back of the Room" CDs

To check out Tom's exclusive mentor program visit: <http://www.GreatInternetMarketingTraining.com>

PART X

of Tom Antion's Top Ten Ways to Make Big Bucks Speaking

SPEAK AS PART OF YOUR JOB

Many companies have their own speakers bureau. Normally the only reason it exists is as a public relations tool, to provide a good image of their company to the community. One of the ways you can speak for pay in your company is to volunteer to be in the speakers bureau. As long as you are on company time when you are speaking, you are indirectly getting paid to speak.

If they always ask you to speak after hours on your own time, well that's a different story. You still may want to consider it to improve your speaking skills. Another way to get paid to speak in your job is to join the training staff of your company, or start a training department if one doesn't exist. You can simply target a problem the company is having and work up a program to train others in the company on how to solve the problem.

Suggest a few sessions to your boss and see how it goes. If you get positive results, chances are they will want you to do the same program for others in the company.

As you improve your skills as a speaker, more and more people will notice, which could result in you being first in line for a promotion and/or you being offered lucrative speaking engagements outside of work. Do enough of them at high fees, and soon you'll wonder why you're going to work in the first place.

Since I always like to give extra value, I've got a bonus lesson for you. In lesson XI I'm going to teach you about the lucrative field of speaking at fundraisers.

To check out Tom's exclusive mentor program visit:

<http://www.GreatInternetMarketingTraining.com>

BONUS PART XI

of Tom Antion's Top Ten Ways to Make Money Speaking

SPEAKING AT FUNDRAISERS

Let's say a local service club wants to raise funds to help build a playground in a local park. You propose a seminar on "How to Build Lasting Relationships" which they will promote to all their members and to the community as a fundraiser to help build the playground.

You make up a flyer for the event and you get a community center or church to donate a room to hold the seminar (you might be able to get a hotel to do it, but that will be tougher). The group sells tickets to the event and you split the proceeds (Half to them and half to you).

You can also sell your products at the event and give them 10% of your gross sales.

I've done this 95 times in my career. Every single time I've made money for the group Far more money than they could normally raise on their own for an event. I also made really good money for myself as well.

As a speaker, whenever you make money for an organization, instead of costing them money, you will always be welcome back.

I have a complimentary webinar on speaking at fundraisers. Check it out at:
<http://www.TomAntionWebinars.com>

Conclusion

Yes, I want you to be a professional speaker, but NO I do not want you out there claiming to be a pro speaker without proper training. It makes us real pros look bad. Just because they pat you on the back at your local church or GOD FORBID a Toastmasters club, this doesn't mean you know all the things you need to know to be a top, high fee pro speaker.

I've created the best-selling course ever to teach people how to earn big bucks speaking. I've been asked to train other professional speakers at the prestigious National Speakers Association nearly 100 times over the past 19 years. I was the one asked by MSNBC to critique the President's speaking ability.

I know what I'm doing and I'll save you from bombing over and over again. You certainly can figure these things out on your own, but are you willing to go through those embarrassing bombs literally for years just because you wouldn't invest in your training.

And the training is cheap too! Just think how much is charged for a college education and how many MBAs and PhDs that are out of work.

Get good training and I'm the one who will give it to you.

Good luck in your speaking career.

Tom Antion Author "Wake 'em Up Video Professional Speaking System"

<http://www.antion.com/speakervideo.htm>

For high level Internet training for speakers check out my mentor program at:

<http://www.GreatInternetMarketingTraining.com>

About the Author

Tom Antion is an internationally acclaimed multi-millionaire expert in Internet Marketing for small business. He is a full time professional speaker who has been featured on major news media worldwide including the Canadian Broadcast Network, The Australian Broadcast Network, Associated Press, The Tokyo Today Show and hundreds of radio, television and print outlets across the United States.

Tom has the largest Internet magazine in his industry with over 100,000 subscribers in 80 countries.

He is the author of the only video seminar of its kind The “Wake 'em Up Video Professional Speaking System”. <http://www.antion.com/speakervideo.htm> This training course is considered the standard for training professional, or aspiring professional speakers in the art of speaking and the science of marketing professional speaking and training services.

Tom is also the owner of the only facility of its kind in the world, "The Great Internet Marketing Retreat Center" <http://www.GreatInternetMarketingTraining.com> where you live and work with Tom for 4 days learning the fine points of pulling in big bucks on the Internet."

And one more BIG thing, Tom is the founder of another "only facility of its kind in the world “The Internet Marketing Training Center of Virginia” <http://www.IMTCVA.org> It's the only independent, licensed Internet marketing training school in the country.



Currently Tom has taken on the role of consumer advocate where he has a Television show and Documentary in development to try to clean up the seminar industry where sociopathic seminar speakers are robbing people for enormous amounts of money. <http://www.SeminarScammers.com> Also White wing Entertainment is in production of a documentary about Tom's life called "The American Entrepreneur".