

# Interactive Guide

## PART 1:

The question: \_\_\_\_\_

**Income Stream:** Your List + \_\_\_\_\_ = \_\_\_\_\_

Product Hawker vs. Helper

### Your Product Math

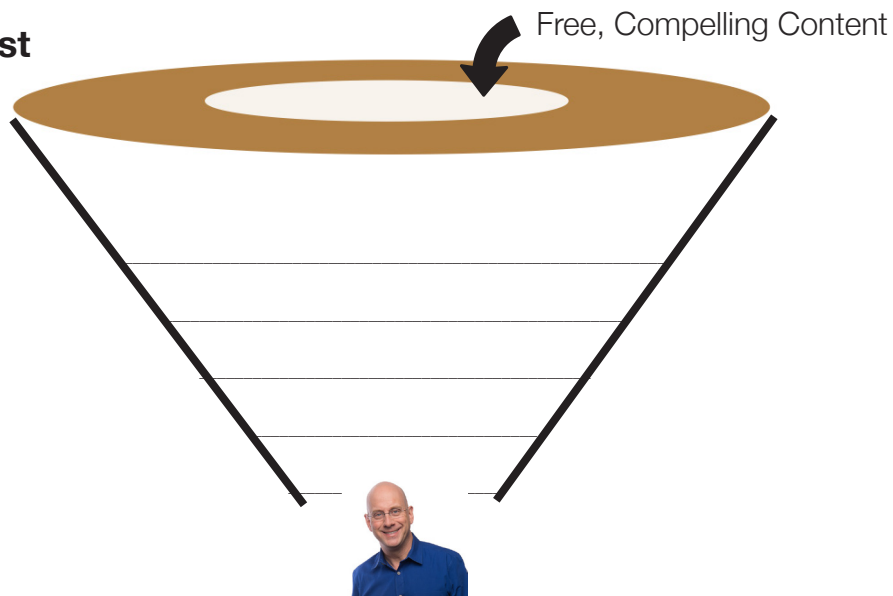
What is the average number of presentations you give per year?

\_\_\_\_\_ X \_\_\_\_\_ = \_\_\_\_\_  
Presentations per year                      Number of people in your audience                      Total

\_\_\_\_\_ X 10.00 = \$ \_\_\_\_\_  
Total from above                      Annual dollars you are missing!

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## Your Funnel of Trust



*"Package your \_\_\_\_\_ so that you can profit."*

-Darren LaCroix, CSP, AS

PART 3:

## Multiple Streams Strategy

#1 \_\_\_\_\_ your list.

#2 \_\_\_\_\_ your list.

#3 \_\_\_\_\_ your list.

## Get 'Em in Your Funnel

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____



**Examples:**

**SKILL Funnel**

**Business Funnel**

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**Same Content, Multiple Formats**

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PART 4:

**How many ways do you want to transfer value?**

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Next generation: \_\_\_\_\_

## Multiple Streams Mindset

### Average

### The Best

Education: \_\_\_\_\_

\_\_\_\_\_

Desire: \_\_\_\_\_

\_\_\_\_\_

Action: \_\_\_\_\_

\_\_\_\_\_

*"Done \_\_\_\_\_."*

-Darren LaCroix, CSP, AS

PART 5:

**What if there were more people at every event where you present?**

\_\_\_\_\_  
\_\_\_\_\_

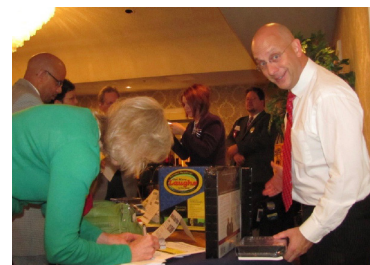
**#1 YOU MUST \_\_\_\_\_**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**#2 YOU MUST \_\_\_\_\_**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**#3 YOU MUST** \_\_\_\_\_.

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Think \_\_\_\_\_.

PART 6:

**#4 YOU MUST** \_\_\_\_\_.

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**#5 YOU MUST** \_\_\_\_\_.

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**#6 YOU MUST** \_\_\_\_\_.

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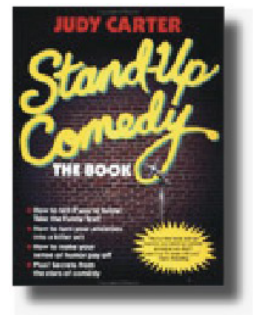
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#7 YOU MUST \_\_\_\_\_.

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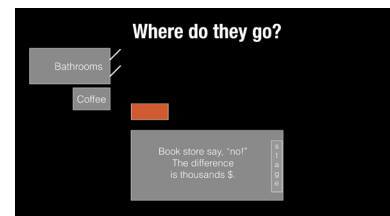
PART 7:

#8 YOU MUST \_\_\_\_\_.

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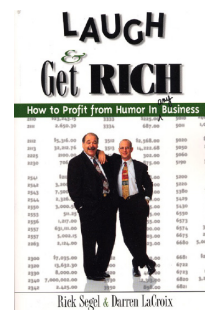
Don't give them \_\_\_\_\_.

#9 YOU MUST \_\_\_\_\_.

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#10 YOU MUST \_\_\_\_\_.

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#11 YOU MUST \_\_\_\_\_.

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## #12 YOU MUST \_\_\_\_\_.

## BONUS: YOU MUST \_\_\_\_\_.

They don't \_\_\_\_\_.

They don't \_\_\_\_\_.

They want to \_\_\_\_\_.

You must \_\_\_\_\_.

**Your to-do list** (Choose your next steps and a deadline).

\_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_

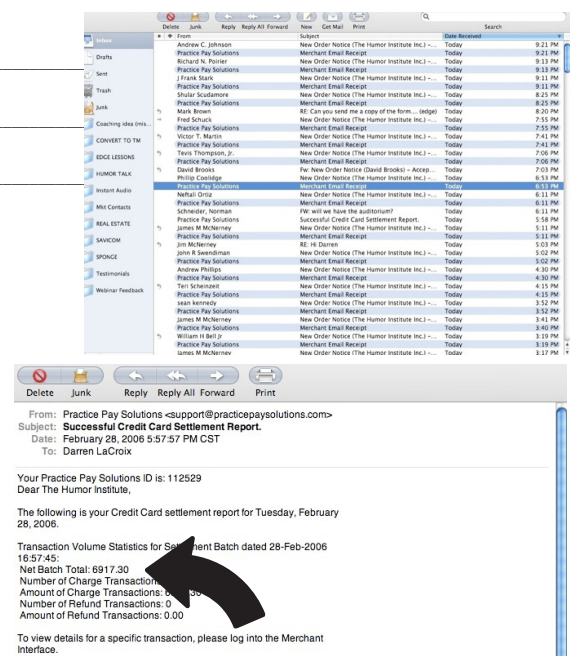
\_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_



*"Done is \_\_\_\_\_."* -Darren LaCroix, CSP

#1) Skim through the rest of the examples included in this Guide.

#2 ) For the most current list of recommended resources, go to <http://darrenlacroix.com/darren-recommends/>

# INTRODUCTION:



Darren LaCroix,  
2001 World Champion of Public Speaking

## The 10 Biggest Mistakes Speakers Make ((Introduction))

Are you confident enough to hear the truth?  
Most presenters make crucial mistakes that disconnect their audience.  
What happens if you make the same mistakes over and over again?  
They become a habit. They become part of you and your style.

In 1992, Darren LaCroix bombed miserably in a Boston comedy club. Just nine years later he outspoke 25,000 contestants from 14 countries to become the World Champion of Public Speaking with a very funny speech.

He is also the author of the book *Laugh & Get Rich*. **(HOLD UP BOOK HERE)**

Darren admits there is NO WAY he could have won without a speaker coach to point out his mistakes and bad habits. He actually had 2 coaches. One coach, the 1995 World Champion of Public Speaking Mark Brown, gave him the exact opposite advice as everyone else. Champions think differently.

After a decade of coaching speakers and corporate presenters at all levels, Darren has seen it all. Using his coach's eye, he can easily see the common mistakes that most presenters make.

What are the biggest mistakes most presenter make? You are about to find out.

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## OUTRO (After Darren Concludes)

Thank you, Darren. (Put in your personal comments)  
As you can see Darren has a lot to teach us. Do you wish you could hear more? He will stick around and answer questions, and he also has discounts for you because you're at this event.

(Dear Mr./Ms. Introducer if you have any questions, call Darren directly 508-735-XXXX.)

# (See Downloads Section)

## PROGRAM AGREEMENT

**Darren LaCroix**

*Keynote Speaker • Author • Comedian*

**Between:** Darren J. La Croix - The Humor Institute, Inc.

**and Client:**

**Today's date:**

**Program date(s):**

**Program topic(s) and Title(s):**

**Program time:**

**Estimated audience size:**

**Location:**

**AV requirements:**

- Lavalier microphone (preferably wireless)
- Lectern
- Table to display books and educational materials
- LCD Projector/screen
- Audio out of laptop (for playing video clips)



Program Fee: \$ XXXXX

Check due: (\$1/2FEEXXXX (deposit to hold date) please return w/agreement  
((\$1/2FEEX,XXX Balance will be due on the date of the presentation

Checks are payable to: **The Humor Institute, Inc. (Fed Id # 043-XXX-XXXX)**

Client Contact name/phone:

\*\*\* Client may purchase Darren's book (\$19.95 each) for a discounted price of \$10 each.

To ensure the program's success and the humor works best for the audience:

- \* Full attention is required during the program for mutual benefit of client & speaker. Waiters and waitresses will not be permitted to serve meals or clear tables during the program.
- \* Darren will attend "conference meal"
- \* Darren will have his educational products available for your group. He will not spend more than two minutes talking about them. Please provide a table in the back of the room.
- \* Client does have permission to tape or film. If done, the client will provide Darren with the master tape once dubs are made.
- \* Please complete, sign, and date this agreement. Keep one copy for your records and mail the other with deposit to:  
**YOUR COMPANY NAME, YOUR ADDRESS HERE, ZIP**
- \* All travel expenses, including food during travel time (don't worry, Darren doesn't eat much) will be reimbursed by client

Accepted by \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_  
Darren J. La Croix

Client Signature \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

**YOUR COMPANY NAME, YOUR ADDRESS HERE**  
Phone **YOU-RNUM-BER!** • **www.YOURWESITE.com**

# TRACK, TRACK, TRACK BOR Simple Excel Spreadsheet

## From day one! Get paid to learn how

	Group	att	bks	aud	Total #	Percent	\$ income	\$/person
	Bose TM	13	6	0	6	0.46	90	6.92
	Fidelity TM	11	2	0	2	0.18	30	2.72
	Auburn Rot.	35	4	0	4	0.11	60	1.71
8/17	Early Risers	13	5	0	5	0.38	75	5.76
<del>11/3</del>	<b>ERA - Yarm.</b>	<b>75</b>	<b>17</b>	<b>15</b>	<b>32</b>	<b>0.42</b>	<b>970</b>	<b>12.93</b>
11/4	<b>N. Church</b>	<b>65</b>	<b>21</b>	<b>3</b>	<b>24</b>	<b>0.36</b>	<b>490</b>	<b>7.53</b>

	Group	att	bks	Pks	#APk	Sgls	Total	Percent
2/23	ERA- ME	82	10	2	0	0	12	0.14
2/27	Genzyme	21	11	0	0	0	11	0.52
3/10	WIB	23	9	2	2	0	13	0.56
4/5	NJBA	170	25		2	0	27	0.15

	Group	att	basic	MEL	Laff60	Total #	Percent	\$	\$/person	
<del>5/6</del>	<b>Landmark</b>	<b>600</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>600</b>	<b>600</b>	<b>100</b>	<b>6000</b>	<b>10</b>
<del>11/13</del>	<b>Malaysia</b>	<b>363</b>	<b>88</b>	<b>30</b>	<b>10</b>	<b>128</b>	<b>0.35</b>	<b>2050</b>	<b>5.65</b>	

Group	att	bk+	MEL	CP	PK	Total	Percent	\$ income	\$/person
CT Success	72	34	4	6		44	0.61	1170	16.25
New Bedford		14	4	1	3	8	0.57	280	20
Networking	89	23	7	4	7	41	0.46	1220	13.70
MITRE	28	4	2	4	2	12	0.42	330	11.78
Relay for life		68	6		1	7	0.10	135	1.98
TLI	67	6	6	5	4	21	0.31	620	9.25
Wakefield	18	2	1	1	1	5	0.27	135	7.5
Danbury	45	2	2	2	6	12	0.26	455	10.11
Jan Totals	492	86	28	35	29	178		\$5374	
Speakers BC19		0	4	1	4	9	0.47	309	16
Warwick	15	0	2	5	1	8	0.53	195	13



# Stay Connected. Become a Master Faster

Join me and my faculty!

**Presentation Mastery** Membership: *Direction & Correction*

**Business Mastery** Membership: *Presentations + Get Paid to Speak*



## Presentation Mastery: ALL CORE FOUR Online Programs (Proven, step-by-step systems)



**CORE 1 • CREATE POWERFUL CONTENT** \$297  
Find the powerful stories & content already inside you.



**CORE 2 • STORIES THAT STICK** \$497  
Quickly become the best storyteller in your area.



**CORE 3 • MAKE 'EM LAUGH** \$497  
Want more laughs every time you present?



**CORE 4 • OWN THE STAGE** \$997  
Make your good speech great.



**• GET PAID TO SPEAK** \$497  
How to get your first check or your next one!



**• MULTIPLE STREAMS (coming soon!)** \$397  
Create multiple streams of speaking income.



**• BUSINESS COACHING CALLS** \$997  
Join Darren and Ford LIVE twice per month.  
- Stay ahead of marketing and industry trends.  
- Get direct feedback on your site/profile.  
- Learn how to use the newest tools.



### Presentation Mastery Membership

- **Monthly ONLINE LABS** with World-Class Coaches \$397  
(They are recorded if you miss it!)
- **FAST-START** Programs (10 Programs) \$470
- **ONLINE MASTER** Programs (ALL CORE FOUR) \$2,288

**TOTAL VALUE \$3,155**

Circle the membership level you want.

**YOU PAY ONLY:**

Monthly  
**\$39**  
Billed monthly

or

Annual  
**\$390**  
Billed Annually  
(Equates to \$32.50/month)

Two  
Months  
FREE

### Business Mastery Membership (All presentation programs+)

- **Includes Presentation Mastery AND ...** \$3,155
- **GET PAID TO SPEAK + M. STREAMS** Programs \$894
- **Business Coaching Calls** w/Darren & Ford \$997  
(2 per month; they are recorded if you miss it!)

**TOTAL VALUE \$5,046**

**YOU PAY ONLY:**

Monthly  
**\$59**  
Billed monthly

or

Annual  
**\$590**  
Billed Annually  
(Equates to \$49.17/month)

Two  
Months  
FREE

Name \_\_\_\_\_ My user name \_\_\_\_\_ (You choose a user name)

Billing address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ email: \_\_\_\_\_

cc# \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ exp \_\_\_\_/\_\_\_\_

Signature \_\_\_\_\_

\_\_\_\_\_(initial) Yes, I understand this is a recurring payment. I know I can at cancel anytime.

Fill this  
out, and bring  
it to me.



**darren**  
LaCroix

2/9/17