START ME UP with SPEAKING

The Step-By-Step Guide On How to Stand Out, Rock Your Talk, & Profit Big with Speaking.

KIRSTIN THOMPSON
WELCOME
MINDSET ROADBLOCKS
THIS GUIDE IS FOR YOU
YOUR OPPORTUNITIES ARE LIMITLESS
LET’S ROCK YOUR VISIBILITY
PROVEN & ROAD-TESTED STRATEGIES
I WAS JUST ABOUT TO LOSE IT ALL
☑️ A QUICK QUIZ BEFORE YOU START
HERE’S HOW IT WORKS
LET’S ROCK YOUR VISIBILITY
GET MORE GIGS
YOUR BRAND PERSONALITY ARCHETYPE
HOW TO STAND OUT IN A CROWED MARKET
UNCOVER YOUR BRAND PERSONALITY ARCHETYPE
☑️ TIME TO TAKE ACTION & ROCK YOUR VISIBILITY
LET’S ROCK YOUR TALK
I WAS ABOUT TO BAIL ON MY FIRST TALK
HOW GOOD PEOPLE GIVE BAD TALKS
HOW TO WALK OUT WITH LEADS CLIENTS & CASH
☑️ TIME TO TAKE ACTION & ROCK YOUR TALK
LET’S ROCK YOUR BIZ WITH 6-Figure revenue streams
☑️ TIME TO TAKE ACTION & RISE UP
REGULAR PEOPLE. ROCKIN RESULTS.
CREATE A NEW NORMAL
BEFORE YOU GO
START ME UP WITH SPEAKING
THE STEP-BY-STEP GUIDE FOR TURNING ONE TALK INTO MORE LEADS, CLIENTS, AND CASH
WITH SPEAKER & COACH KRISTIN THOMPSON

WELCOME
I’m so glad you’re here! This could very well be the start of something business-changing, and even life-changing for you!
(It sure has been for me.)

In this guide, we’re going to talk about your talk — the one that could very well solve every challenge your business could ever face.

Whether you’re a coach, consultant, author or expert, you can get more visible and and get more leverage with by delivering one, well-crafted talk that turns an audience of strangers into a rush of new leads, clients, and cash for your business.

This is exactly how I grew my business, and now I want to share my secrets with you.

We’re going to talk about how you can package your personality and your expertise into a profitable talk (and product) that will not just help you make more money, but will also help you serve the world in a bigger, brighter way.

Here is my promise to you.
I promise that, by the time we’re done here today… you will understand three keys that will change your business forever and help you get started with speaking.

First, you’ll learn how you can promote yourself in a way that will let you stand out and get more visibility in a crowded marketplace. (By the way, the caveat is, you don’t need to be a weirdo like me. Visibility is not about having purple stripes in your hair.)

Standing out is truly about you showing the world the real, authentic you.

The second key is about you rocking your talk and sharing your message with the world.

How do you package your message in a way that comfortably serves and converts a room? A lot of you who have been giving talks may have had the very common experience of giving a talk that gets you compliments (But not much else.)

“Oh, that was a really lovely talk.”
“You’re a great speaker, thanks so much.”

The problem is that compliments don’t grow your business or your impact.

If you’re not actually converting leads and clients right there in the room at the end of your talk— I want to help you to make a shift today.

(NOTE: You don’t need to be pushy or over the top salesy in order to close the room)

Even if you’ve given talks before and failed, or maybe you’ve been doing a pretty good job but you want to take it to the next level, either way, we have you covered.

The third key is about monetizing your message.
All of this is great, but if you’re not making money and growing your business, it doesn’t do you a lick of good. So before we’re through I’d love to share several six-figure roadmaps with you—that all begin with you rocking your talk.

Before we dive in though… there are few mindset roadblocks that will slow your roll. So let’s see if we can clear them out right of the gate.

**MINDSET ROADBLOCKS**

These are the things that might be standing in your way (or slowing you down) from really being able to get out there and make a big impact with your message by getting up in front of audiences.

“**Don’t be a show off**”

If you’re like me, you were raised to be humble. And that’s a great thing.

But feeling like you “shouldn’t be a show-off” can also hold you back, from feeling free to lead the the room. The truth is…

**Every room needs a leader, and when you’re at the front the room—- that leader is YOU.**

Your audience deserves your best.

**Because someone out there right now is waiting to hear the message through you.**

It’s not about you being a show-off, because your talk actually isn’t about you. Your talk is about reaching and helping that one person who needs your message so badly right now.
They’re out there waiting, and you either give them that opportunity by stepping up and being bold, or you shrink back and miss your opportunity to help somebody today.

**Remember that your talk is not about you but about serving your audience.**

“I’m not a speaker”

You might be thinking, “I wasn’t born a speaker.” or “I haven’t given any talks yet.” These are not reasons to get started and I’ll tell you why.

I didn’t come out of the womb with a microphone in hand, tap-dancing across stages and odds are neither are you.

Like most everything in life— speaking is a learned skill.

And the great news is that in this guide and in our webinar we talk about some of the simple strategies you can start learning today that will kickstart your results.

“Authority takes a lot of time.”

It is a total mistake to believe that all of this has to be slow and plodding. Is there some work involved in any worthwhile endeavor? Of course.

But we’re going to talk about how you can fast-track it.

You’ll get to benefit from my years of experience and remove some of the mistakes I made in the beginning so that results come faster.

When you learn how to take advantage of high-visibility speaking gigs— done properly you will gain instant authority and credibility.

NOTE: If you do a terrible job, you can erode your authority just as quickly, but the the good news is that with even with just a little bit of training and preparation, you will knock the socks off most people in your market. Trust me.
“Virtual is better”
A lot of people right now are touting Virtual. Virtual. Virtual. And Automate. Automate. Automate.

And yes, I do rock my talk from home on webinars and I do use some automation to help serve more people more quickly and easily.

I also use virtual platforms to fill in the gaps between live speaking, because I don’t want to be on the road all the time, and you probably don’t, either.

So we want to use virtual platforms, but nothing really beats the power of an in-person connection.

You can’t just set it and forget it in business.

So automation isn’t the “be all end all”.

And maybe more importantly, there is a great, deep power in in-person marketing. You really get to connect and get to know each other on a much deeper level.

Even the most well-known, top-earning internet marketers use speaking and live events for high-end sales and “hot hot lead” generation.

There is a reason why, my friends. Because speaking works if you work it.

Speaking will bring in your best, most loyal, and high-paying clients.

“This is gonna be hard”

Are you going to work to implement what I show you? Probably.

Is it going to be hard sometimes? Sure… in fact I can almost guarantee it.
But it doesn’t have to be *soo* hard. And everything I show you works— if you work it.

Let’s face it. I am no rocket scientist. I suck at math. In fact even though I got A's in AP English and Spanish, I got a D in Algebra II and had to take it over, and even then only BARLEY passed. Sheesh.

**You don’t need to be smart to use speaking to grow your business— you just need to be willing!**

You can take a quantum leap forward, just by learning simple speaking strategies (and I’ll share some with you in this guide and in the speaking webinar too).

**THIS GUIDE IS FOR YOU**

*If you’re just getting started*, then think of this as a kick-start. It definitely gave it to me.

*If you’re already doing business and generating six-figures*, this can help you rise up to that next level.

*And if you’re already kicking-ass and taking names*, this might be that specialty speaker training that you really need.

**YOUR OPPORTUNITIES ARE LIMITLESS**

There are lots of opportunities right now – *more than ever before*. Its only become more easy for your message and your business to be seen and heard.

► **Speaking at Events, Meetings and Conferences**

► **Teleclasses**
These are all opportunities for you to be seen and heard— and opportunities to grow your business too.

All of that is great, but if you are attracted to me it’s probably because you also know that I’m really about serving.

**It’s in the very name of our business.**  

I like making lots of money, I like showing you how to make lots of money. And I like doing that with integrity and in a spirit of service.

The revenue is great, but when you’re really making a difference in someone’s life, when you are getting notes and cards or little touchstones sent to you in the mail...

Those are the moments you know someone’s life has changed because of your gift, and your work, and your message.
For me, that’s the thing that wakes me in the morning, and helps me push through the hard days, and it will for you too.

LET’S ROCK YOUR VISIBILITY

First you want to get yourself highly visible in the marketplace in a way that’s going to benefit your business – because you’re going to know how to capitalize on that moment by rocking your talk, and we’re going to do that in a way that will monetize and fund and grow your business.

I did this myself and grew my business from a limping, part-time hobby that was generating somewhere around $30,000 to $40,000 a year, to where literally we do that (or more) in a single month now.

I built my business to this point in the office Monday-Wednesday-Friday.

That’s pretty amazing, right? Even to me. That was crazy town just a few years ago. That’s when I started really focusing on my business and hired my own first coach, so it’s not a long road that I’ve traveled.

Here are the roadblocks that could be holding you back right now.

If you’re not visible

Many of you are great at what you do, you’re terrific at serving your clients, but your business doesn’t show it yet.

This is exactly where I was in 2011. I felt like I had the knowledge and good ability in sales and marketing. I felt like I had that foundation. But nobody knew who the heck I was.

I was completely invisible in the marketplace.

You might be there right now.
If you’re not packaged
Not packaged, which means you have offerings, but they’re not really packaged up in a way… you’re not *talking* about it in a way, where people get how to hire you and how to say yes to you quickly and easily.

You’re also likely missing multiple income streams. So you’ve got only one way to profit, and if anything happens to that stream, you’re sh*t out of luck.

If you’re not leveraged
You may be generating a lot of income… six-figures or multiple six-figures or beyond – but you’re working way too many hours. You might be feeling burned out or you’re *about to be burned out*.

Living life out of a suitcase will do that to you, living life on the road, or just having long days that are packed with client sessions. These things can wear you out, and you end up with a job that you gave yourself, and that’s not what we want for you.

If you’re not converting
You might be doing a lot of busy activity that is getting you visibility, but it’s not converting into leads and clients and cash. So you’re spinning your wheels, working way to hard, with not a lot to show for it *yet*.

We’re going to address all of these challenges today, because it’s a busy marketplace out there. The truth is that, I don’t care what you do – you might be a health expert, a financial expert, a business consultant of some kind.

It doesn’t matter who you are or what you do, there is tons of competition already out there.

I’m a firm believer that you can be wildly successful anyway. That is true.
It is good to remember though, that it’s a crowded marketplace, and now, more than ever, we’re being bombarded.

How many e-mails did you get this morning? How much stuff do you see streaming past you on Facebook or whatever social media platforms you’re on?

There is direct competition, indirect competition, game-changing software that can come and shift your industry. It’s a lot of noise, and therefore you have to stand out. The cure is to get you really visible in a way that’s memorable, in a way that’s leveraged so you’re not working your booty off, and that converts so that you’re making money.

That’s a pretty good deal, right?

**PROVEN & ROAD-TESTED STRATEGIES**

I’ve invested well over $100,000 in my own training and mentorship. During those years, and even prior to getting my first coach, I gave a ton of talks. I’ll tell you how that happened in a moment.

I road-tested speaking and selling for my own business for years – not months, not weeks, but for years with consistent results – before I ever turned around and started sharing with anybody else.

So, know that this information, the webinars we teach, and course if you move forward into one of our coaching programs, is really from my own time-tested, “been there-done that” tons of times.

I know what works and what doesn’t. I’ll share both with you, so that you know the do’s and don’t’s. And this way you’ll rock your talk faster, and better than the competition.
I WAS JUST ABOUT TO LOSE IT ALL

That is me (yes I’ve had every color hair imaginable) and my sweet husband, Chris, on our wedding day. It was a great day. Shortly thereafter,

We find out we’re pregnant, which was awesome and amazing and exciting news. Of course, one of the most exciting things when you get pregnant is to get the first ultrasound. You get to hear the baby’s heartbeat and maybe even find out if it’s a boy or a girl, all of that fun stuff.
We went in for that appointment. We could hear the baby’s heartbeat, and I remember we were kind of tearing up. Then, suddenly, the whole energy of the room shifted.

The doctor said, “There is no way to say this other than to say it. There is a fluid sac that has developed on the back of your baby’s neck. That’s much larger than normal.”

He showed us the big chart and all of the fancy statistics and they weren’t good. He said...

“**It’s our recommendation that you terminate this pregnancy and start over.**”

I was in my late thirties – no spring chicken, so excited to have this baby. I had just made it through weeks and weeks of “morning sickness” that happened morning, noon, and night. Sadly I had been diagnosed with something called “**hyperemesis gravidarum**” which basically means you feel like throwing up all day every day. (Tons of fun!)

It’s a syndrome that very few women have, but being a weirdo, I got it. So I was really, very violently ill the whole entire first trimester. And it had just ended. And I was so happy to finally enjoy my pregnancy, and then this.

This man is basically destroying our dreams and saying, “No, this isn’t going to happen for you.”

**He said that the child growing inside of me had only a 20% chance of being born alive or well.**

We did decide to go forward after a lot of thought and medical research and spiritual prayer, and it meant was that my entire pregnancy was full of medical tests and scans, and tests and scans, and tests and scans – month after month, after month.
I was very, very lucky, and in May of 2008, I gave birth to a perfectly happy and perfectly healthy baby boy named Gavin.

That picture was taken the night he was born. We’re in the neonatal intensive care unit. I’m happy to say, other than being born weeks early, he was totally healthy and absolutely happy every day of his life. He is just the most amazing gift.

I share that story because…

**We left the hospital with a baby in one hand and a big fat stack of medical bills in the other.**

There were tens of thousands of dollars that we had racked up in debt.

This was in 2008. I gave birth to my son mid-way through the year. I was a contractor for a personal development company. So I was able to take time off for maternity leave but there was no pay. So I wasn’t generating any income.

Meanwhile my husband worked for a small business that wasn’t staying afloat and he gets laid off. We were definitely going broke. The economy here in the United States was tanking.
We were in a death spiral – horrible timing to be having problems like this. We were in a real cluster F;*ck. A real problem. Literally wondering, “How are we going to pay our bills? How are we going to survive?”

**I have a baby at home, I’m not generating income, and my husband just got laid off. I need to do something fast.**

Luckily, Chris is an amazing network engineer and he was able to get a job pretty quickly, but we were still behind on all of these bills.

Meanwhile, I had worked with a professional development company for a little while, speaking, and they taught me how to speak to sell people into their workshops. A lot of people ask me how I got started. That’s how.

It was a word-for-word, scripted presentation. I gave the same talk every single day and sold people into their workshops.

**Now, I knew I had to go out and start getting talks on my own… with my own content.**

So, that’s what I did.
I went to this Quality Inn – that’s literally the Quality Inn – in a little room that smelled like chlorine, because there was an indoor pool next to it. Not very fancy.

But I spoke to a super nice networking group. There were about 40 people in the room, and I spoke for 45 minutes about presentation skills. At the end, I made a simple offer. I’m going to share with you how to do everything I shared with you today— in more depth if you’d like.

I said, “It’s normally $300 to do a full-day workshop on this topic, but if you guys are interested, I’ll do it for $100 a person.” Just for the members of this group only. Of the forty people there, thirty people said yes.

I walked into the room that day flat broke, and I left with $3,000 in my hands.

And then when everything began to change. I felt a little like I’d done something wrong. Could it really be this simple?

That solves everything. I thought, “Holy snickerdoodles. Hallelujah! The clouds have parted and I see the way out!”

There’s no more wondering things like…

*Where do I get a client?*
*How do I generate money?*
*What if I don’t have a job?*

As I said, this is the first time I gave a talk on my own. And I refined my content, and the strategy and the style for years before I ever taught anybody else.

It ultimately became our first product, which is called **Command Any Room**. It’s one of my most popular programs that shows you how to create a talk, how to book the gigs, how to craft it, how to deliver it, how to make money from it.
That program ended up generating $100,000 in its first 12 months. I’ll show you that road map before we finish. This is why I’m a fan of YOU creating your own signature product too. It’s a great way to create a leverages income stream— but more on that later.

Obviously, we’ve gone on to create lots of other products about speaking, creating your signature product, hosting your own workshops and events, events.

Now I can’t guarantee your results. And if you’re looking for a get rich quick scheme, this isn’t it.

But what I do believe is that amazing things are possible when you decide that your time is now, and you finally start sharing your message with the world.

✅ A QUICK QUIZ BEFORE YOU START

Before we dive into the real meaty content… I think it’s important that you get a lay of the land.

Take a moment to answer each question True or False:

- ☐ I’m known for the results I help people get.
- ☐ I am known as something – a vibe, a style, a personality.
- ☐ I have one talk I can give that I know will consistently convert strangers into clients.
- ☐ I know my average closing ratio when you speak to live groups.
- ☐ I have a signature system or series and I’m known for it.
- ☐ People repeat my catchphrases back to me.
- ☐ I regularly get invited to speak on stages, teleclasses, telesummits, podcasts.
I have a product I can sell that does not require me to deliver it – it’s automated and it people can experience it even while I sleep.

I have multiple streams of income.

My income is exactly where you want it to be.

How did you do on the quiz?  Good? Not so hot? Oh Shizzle!!!!

The good news is that how you did today, does not dictate how successful you can be this year, if you put this information into effect in your business.

HERE’S HOW IT WORKS

Here is what you want to start paying attention to: **visibility, leads, clients, and cash.** These four things will drive your business. You get seen, you generate leads, you generate clients, you generate revenue. That is the magic formula.
But the way, this comes straight out of some of the content we give you at The RISE Live Event.

Here’s how this works, the system itself – what are we talking about when we talk about rocking your talk?

This is the road map that will rock your biz to the next level:

**Focus on Your Expertise**

Stay focused on the stuff you already know. Your gift might be health, it might be finance, it might be marketing, it might be social media. Doesn’t matter what you do, but you do want to start by considering how your expertise helps your clients solve a problem. This is where we start.
Create Your Signature System

We turn that expertise— the stuff you already know— into a signature system. We don’t have time to really cover that process today but very simply you want to map your knowledge out into steps or keys or pillars that your clients can follow.

Craft Your Talk

We take the steps of your system, and build your talk around it. Your talk is going to be almost like a preview of that system.

The main points of your talk will the the key steps or pillars of your signature system…. of course using some of our favorite Command Any Room strategy to make sure your talk is also structured to serve and sell.

Rock Your Talk

Then you’re going to give that talk, that’s the next thing.

You deliver a great talk that is created and structured so that it teaches the room something and shows them how they could learn more.

At the end of your talk you make an entry-level offer— a way for people to learn more in a class, workshop, or program based on your signature system

I usually suggest that your entry-level offer be under a thousands dollars, and for most people getting started you’ll want to price your offer at $300-500. This entry level offer might be a several week class, a one day workshop or a home study program where you teach the steps of your signature system.

Example: Command Any Room is my core signature system. It has five steps: Plan It. Book it. Craft It. Rock It. Cash In & Repeat It. In the beginning I would sell Command Any Room for $500 and teach one step
per week, over a six-week series (week six was a live Q&A Call).

Your signature program (based on the steps of your signature system) gives you a sweet money-maker, and its a price point that’s easy for new clients to say “yes” to as well. Its a win-win!

Serve at a High Level
Now people have heard your talk and they’ve attended your entry-level program, and odds are they are thrilled. They’ve fallen in love with you and your content, and they are going to be excited to learn from more, in a deeper way.

As you wrap up your entry-level program, you can invite your best students to move up to the next level with higher end offers like:

- Group coaching
- Private coaching
- A Mastermind
- A V.I.P. DAY
- Done-for-you consulting

We’ll talk a little bit more about why this works so well later.

Lead With Your Entry-Level Program
Everybody in the coaching and consulting world loves talking about high-ticket this, high-ticket that, high-ticket “rah rah sis boom bah,” but entry-level really is where it’s at for many reasons. I’ll show you why.

When you give a talk, you generally have about 45 minutes from first meeting people to making your offer at the end of your talk.
Its a far stretch to ask people to invest in your $30,000.00 mastermind program when 30 minutes ago they didn’t know who you were.

Its much easier to allow them to get to know you better with an “easy-to-say-yes-to” $300 offer. Then feel free to invite them to level-up later.

This builds greater trust. Will help you generate more sales from your talks. And in the end makes you more money.

**In fact, I’ll walk you through several six-figure revenue streams before we’re through.**

---

**LET’S ROCK YOUR VISIBILITY**

In order to get highly visible, you have to get booked to give talks. We’re not going to do a deep dive into booking skills right now, but I want to give you a couple of quick tips you can use right away.

First, let’s look at what might hold you back from your best results.

**Emailing to Get Gigs**

You will struggle to get speaking gigs if you are simply e-mailing groups or organizations. That will not get their attention. It’s boring. It doesn’t show off your personality or passion for your message, and for helping their audience.

**And let’s face it, we all get a million e-mails a day. Its not a way to stand out.**
Outsourcing to Get Gigs

Many people try to out-sourcing it. Getting an assistant and handing the “gig getting” over to somebody else is really just you chickening out. Its like “Hot potato! You go find me some speaking gigs!”. This is not going to work. (Yes, I’ve tried it and tested it and much to my dismay, I am still the best person to get great gigs.) :) 

You are the best person to get the gigs. No one knows your topic, your expertise, and your deep desire to help people, better than you do.

Hiding Out

And then some of you are just plain hiding. You’re sitting in your office or you’re sitting in networking meetings, but what you’re aren’t doing is putting yourself out there to get the gigs.

There comes a time when we must put our egos aside and make a choice to put service ahead of all else.

The day I realized that all my worries and concerns were me focusing on me- and that this was holding me back…. everything changed. And it can for you too.

Decide that you will make a fool of yourself— if it means serving someone else today.

And you’re business will thrive.

(And if you let me help you, you won’t need to make a fool of yourself either)

GET MORE GIGS

Here is what it really takes to get speaking gigs. It’s honestly this simple.
You have to know your stuff – meaning, your area of expertise.

You do need to be good at what you do. I’m guaranteeing you, you’re already there or you wouldn’t be here reading this. And then…

**Don’t be boring.**

That’s what 99% of groups and organizations or radio or podcast hosts are looking for in a speaker or guest.

1. Do you know what you’re talking about?
2. Could you please express it in a way that’s not boring?

Thank you. Good night.

Here is the bigger answer to getting more gigs. You won’t believe how simple it is, and yet it works every time.

**Pick up the phone.**

It totally works. When was the last time somebody called you to offer help? Probably never, right? Nobody calls each other anymore. And they rarely call to offer help.

**Pick up the phone and reach out to groups and organizations.**

In our deeper training, we give you sample scripts and a coaching on how to do that, but here is the quick answer, the down-and-dirty short cut.

When you call a group or organization, don’t talk about you.

**The booking conversation is NOT:**

“Hi, I’m my name is Kristin Thompson. I’m a great speaker, and I want to speak to your group. Do you take outside speakers?”
Don’t be a “me monster.” No one likes a “me monster” and no one wants to get a phone call where you’re asking them for a favor which is how this type of call sounds.

Instead of asking for a favor— let’s do them a favor for them by being a great resource, a great speaker, and a great solution to a problem their audience has. a problem you happen to be an expert at solving!

**The booking conversation IS:**
“Hey I know a lot of your members, business owners, are great at what they do, but they are struggling to give talks and sales presentations that generate enough leads clients and cash flow. So I have put together a free 45 minute program that helps them with that and I’d love to see if it would be helpful to your group.”

1. Talk about the group or organization and a problem their members might be struggling with.

2. Offer to help them and share how everyone will learn something new with your talk… something that will help begin to solve their problem

3. Assure them you won’t be boring. Remember every meeting or event is hoping to provide a great experience for their members. So on top of highlighting the hot content of your talk and how it solves a problem…

**Be sure you let them know it will be fun, interactive, and that everyone will be thanking them for inviting you out.**

This a much better conversation. Its one that focuses on serving others, instead of serving our own needs.
YOUR BRAND PERSONALITY ARCHETYPE

What is visibility and branding and standing out really about?

Jeff Besos famously said, “Brandng is about what people say when you leave the room.”

The worst thing that people could say about you when you leave the room is nothing.

I promise you, for most people out there, that’s what’s happening. You go to a networking group, you mingle around, you don’t really make any impact, you leave. They can’t really remember who you are, or what you do. Honestly, the worst thing that can happen is that you’re forgettable.

It’s not easy to stand out. In fact let’s play a game of “Where’s Waldo?”.
I am in the picture above, and I am blending in there on the far right. (Btw, I thought I was being pretty funky & wild by rolling up my sleeves)

This was me in the beginning. I’m not mocking wearing a suit by the way. Some of you should rock a hot suit. I’m really mocking me wearing a suit. That’s just not my style.

So here’s the big take away for you here. You don’t need to be crazy. You don’t need to have purple stripes in your hair.

What stands out the most in today’s world, is YOU being 100% authentically you.
Here is a great example. Ali Brown on the left is totally Ali Brown. I call her “Business Barbie” with the greatest affection and respect. She is as beautiful as a Barbie doll and smart as a whip, very glamorous.

Kendall Summerhawk is in the picture on my right. She is smart, sharp, and very earthy. She lives on a ranch in Arizona, and wears cowgirl boots and that’s her vibe.

There I am in the middle.

I’m the “Rock Your Talk” girl. And that’s how I roll.

We’re all being 100% true to who we are and we are all successful.

**There is not one way to be, in order to be successful.**

That is the thing, the big “aha” I hope you’re having here.

---

**HOW TO STAND OUT IN A CROWED MARKET**

**Be Unique**

Start by asking yourself what is your unique take on your topic? Maybe you teach it in a unique way. Maybe the way you price your work is unique. There are lots of different differentiators.

We go into that deeper into differentiators in *Rock Your Talk From Home*, and at Rise Live Event, when we talk about creating your signature product.

For now just take a moment and consider the ways that you’re different from your competitors and focus on that.

Here are just a few ways you can differentiate yourself:

- **Pricing (think Wallmart vs. Gucci)**
Personality / Style (Martha Stewart vs. Rachel Ray)

Delivery methods (Local Bookstore vs Amazon)

Customer service (Target vs. Nordstrom)

Many times even ONE point of differentiation is enough to make you stand out in a crowded marketplace. So find your differentiator and let it show.

Be Polarizing
Don’t be afraid to have opinions that go against the grain of your industry or popular belief systems. Be willing to “buck the system” a little bit.

Questions like these can help you find places where your opinion differs from your industry:

- Do you think the old way of doing things is outdated?
- Is everyone else in your industry avoiding an issue you think needs to be addressed?
- Is the common training or information on your topic “off” in some way you fundamentally disagree with?
- Do you think that the leading-edge ideas are a bunch of smoke and mirrors and you wish people would go back to the fundamentals?
- Does your industry have a “dirty little secret” that you’re willing to “spills the beans” on in order to help more people?

Look for ways your opinion differs from your colleagues, and then shine a light on it for all to see.

The truth is that when we try to please everybody, we really please nobody. Its bland and boring… and if you really think about it, insincere.
So instead of biting your tongue, **say the things you really believe in.** People will respect you for it, and be attracted to for it too.

It takes a little bravery, and I promise you it’s worth it. You’ll begin to attract clients who really get you, and they will be clients you’ll love to work with too.

---

**Be Repeatable**

We talk about this at the RISE live event because its an often overlooked piece of marketing. (see what I did there? I pointed out something about my industry that I think is missing. A differentiator if you will. ;) )

At the Rise Live Event we help you create catch phrases that you can use in your marketing and in your talks— little writer-downers that people can jot down in their notes, repeat back to you, and remember easily.
“Rock Your Talk” for instance is really easy to remember, and so is Command Any Room. They are some of the most repeated phrases in my business, and its what I’ve become known for…

helping people rock their talk and command any room.

<table>
<thead>
<tr>
<th>MAGICIAN</th>
<th>MAKE DREAMS COME TRUE / LEADER / SHAMAN</th>
<th>MAC / INTEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>OUTLAW</td>
<td>BREAK THE RULES / OVERTURN WHAT’S NOT WORKING</td>
<td>DIESEL JEANS/VIRGIN</td>
</tr>
<tr>
<td>JESTER</td>
<td>HAVE FUN / YOU ONLY LIVE ONCE</td>
<td>PORSCHE / IKEA / XBOX</td>
</tr>
<tr>
<td>LOVER</td>
<td>FIND &amp; GIVE LOVE, EXPERIENCE THE SENSES</td>
<td>BAILEY’S / HAGGEN DAZS</td>
</tr>
<tr>
<td>EVERYMAN</td>
<td>OKAY AS YOU / VOICE OF THE SILENT MAJORITY</td>
<td>EBAY / DISNEY /</td>
</tr>
<tr>
<td>CAREGIVER / MOTHER</td>
<td>CARES FOR OTHERS / THE SAINT OR PARENT</td>
<td>HEINZ / VOLVO</td>
</tr>
<tr>
<td>RULER</td>
<td>RULES / LEADS / POWER IS EVERYTHING</td>
<td>BRITISH AIRWAYS / MERCEDES</td>
</tr>
<tr>
<td>CREATOR</td>
<td>INNOVATOR / CREATOR / IMAGINATION</td>
<td>LEGO / DYSON</td>
</tr>
<tr>
<td>MAIDEN</td>
<td>RENEW FAITH / BE HAPPY</td>
<td>COCA COLA / DOVE</td>
</tr>
<tr>
<td>SAGE</td>
<td>AWE / EXPERT / DETECTIVE / THINKER</td>
<td>GOOGLE / PHILIPS</td>
</tr>
<tr>
<td>EXPLORER</td>
<td>AUTHENTICITY / INDIVIDUALIST</td>
<td>STARBUCKS / HARLEY / RED BULL</td>
</tr>
<tr>
<td>HERO</td>
<td>ACT COURAGEOUSLY / EXPERT MASTERY</td>
<td>LAND ROVER / NIKE</td>
</tr>
</tbody>
</table>

Catch phrases catch on!

They also help people remember important bits of content you share.
So take a moment to write a catch phrase of your own!

**Be memorable**

Most people are so focused on creating content, that they forget to be interesting or memorable. So you’ll stand out, if you just take even a few moments to consider how you might make your talk, your information more interesting.

Ask yourself, “How can I make this information more memorable?”

Here are a few simple ideas to help you be more memorable:

- Short punchy catch phrases are memorable
- Phrases that rhyme are memorable
- Things you repeat are more memorable
- Things that are funny, scary, or different are more memorable.
- Songs are memorable (that’s probably how you learned your ABC’s)
- Pictures are more memorable than words.

**Be consistent**

All of this is great, but if you’re not doing it consistently across all areas of your business, you don’t ever generate momentum. Consistency is key.

So once you start using your brand personality — which we will uncover here in a moment, and you’re using your catch phrase, and you know how you’re different…. stay consistent.
UNCOVER YOUR BRAND PERSONALITY ARCHETYPE

One of the things that you want to get clear about out is your unique brand personality. It is a critical part that will infuse through everything else that we’re going to do together, from creating your product, to the way you look to what your website looks like. It is infused into everything.

I like to use brand personality archetypes to help my clients stand out while staying in alignment with your true personality and authentic style.

The archetypes come from Jungian psychology. I graduated with a degree in psychology from Loyola Marymount University. I even had my undergraduate research published. (I was also smart enough to know I’d make a terrible therapist.)

Anyway, these archetypes come out of Jungian psychology, but they’re really helpful when you’re trying to figure out your brand personality in your business.

So take a look and consider which archetype best describes you in your business. There are two questions you want to ask yourself.

1. **Which personality do you naturally lead with in business?**

2. **Which personality do you naturally lead with in your business that your clients need you to be?**

We all have all these personalities inside of us... so we’re not saying you are ONLY one thing. We’re saying you have all of this inside of you— but which one is your leading trait in business, that serves your client too.

Make sense?

In my business, I lead Outlaw – Everywoman. (and there’s a little bit of joker in there too.)

**There’s a rebel part of me:** That’s the part of me that stands up for my clients, even if I am standing alone. I don’t follow the leader, I consider
what my clients need most, and that’s what I’m going to give them.

**And I’m the EveryWoman / EveryMan:** This means I believe we’re all equal. And I believe that everybody has a message to share and has a right to be heard.

**Uncover your core brand archetype (or two), and begin to use to stand out in your market.**

In the picture above we see Emily before and after. This is a gal who I worked with privately for a while, who was beautiful before and beautiful after, but she was really hiding her personality before and showing it in the after.
She’s a leadership coach. She teaches people how to rev up their culture and rev up their leadership of their company.

Before, she was hiding and shrinking, and then she got that edgy, rebel, “Rev up your leadership and your culture” vibe that made a huge difference in her visibility and in her confidence and in people taking her seriously as a leader herself. Big difference.

When you figure out your brand personality archetype, here are some ideas. People say sometimes, “Now what do I do?” Once you figure it out, it really is the thing that guides every other decision in your business.

**Your unique personality, plus your topic, equals a great standout position in your marketplace.**

Your brand personality influences your:
Program and product titles

Color choices

Font Choices

Personal Style

Pictures

In other words, you’re not going to see flowers and pastel colors and lots of flowery cursive fonts on my website. It doesn’t make sense with who I am. But for somebody else, it does. So you really want to match up everything you’re doing so that it’s in alignment with who you are, because that is the simplest way to stand out.
Here are the benefits. It helps you with your pricing, you can attract better partners, you’ll gain more authority, you’ll have tons more opportunities.

The number of opportunities I’ve had to speak on someone’s telesummit or on their podcasts merely because my brand caught their eye might just startle you. It’s a lot. Even when my business was small— it didn’t look small, it looked cool.

People say, “Wow, cool name, cool look!” That’s actually what gets their interest. Let’s do the same for you.

**Wouldn’t it be great if people saw straight through to our heart- right away?**

Of course. But the reality is, we catch people’s eye online or across the room first, **and it happens** in just a moment. Having your brand nailed will really help you attract the right people, and help them see the real you, as quickly as possible.

☑️ **TIME TO TAKE ACTION & ROCK YOUR VISIBILITY**

Think about three places where you want to be seen in the next year.

It could be a podcast that you would love to be featured on, an event you would like to speak at, a panel you would like to be a part of.

Just noodle down a couple of ideas of places where you would love to be seen that you know would help your business.
LET’S ROCK YOUR TALK

Nothing beats the feeling of inspiring people to take action and grow in some amazing way in their life or business or body or health, or whatever it is you do, and that only happens if you close the room.

Let that sink in..

The best way to serve people is to work with them and give them a full transformation.

And in order to work with them, you need to invite them.

Before I share some tips to help you rock your talk— you’ll want to consider where do you want to be seen.

There are lots of opportunities for you to give talks and get visible.

There are over 100,000 associations just in the United States alone.

I looked this up according to the “Association of Associations”. That’s not actually what it’s called, but I swear to you that’s what it is, and it exists.

Here is the thing. That’s just the U.S. There are about as many associations in Canada, and then we have the whole rest of the big, wide world.

Every association has local meetings that are usually every month, regional meetings, national meetings, meetings galore! And this is great news for you.

Go to google. Look up associations + any industry or niche you want to work with and enjoy the bounty! You’ll find tons of groups to speak to in your city, state, and country.

In the United States there are 1.8 million events, conferences, trade shows. Think of the thousands of people who are attending every year.
There are over 100,000 English speaking podcasts. And there are thousands and thousands of people listening every week.

You can be a guest on someone’s podcast. Get on one great podcast and you can get tons of visibility, leads, and even clients.

You can also host your own podcast. And then, of course, all of the other platforms, from YouTube, to video, to Google Hangouts, to your own workshop or live event.

To help you make sure you take advantage of all these opportunities, here are the four things that you always want to make sure that you have or that you leave with when you give a talk. Get it locked in.

**By the time you leave, your talk should give you more:**

- Credibility
- Leads
- Clients
- Cash

The first batch of clients you get from a speaking gigs should be right there in the room….with no follow-up, no strategy sessions. You leave with their order form and cash in hand.

And then you can get a second wave of clients by following up with people after your talk too.

**I WAS ABOUT TO BAIL ON MY FIRST TALK**

Eight is the number of people I spoke to at my very first talk. Eight people! Seriously, I should be embarrassed. Not even 18. I can count on two hands.
Ninety-nine is the number of times I was going to leave, because I was so scared. (remember this is a talk to just eight people) Yet I was about to walk away without ever giving it.

This is not a story to be cute or dramatic. I literally sat in the parking lot in front of the building. I got there an hour early and I was drinking a Starbucks, and I was thinking...

“Forget these people. I’m going home!”

I’m being totally honest. Even though it was a small group, and they were super nice, and let’s face it there aren’t any dire consequences if it doesn’t go well…. I was still terrified.

I thought, “This is nuts. I don’t know why I agreed to do this. I’m probably going to throw up on these people. I should just go home and pretend it never happened.”

The thing that made me go up there was that my Mom and Dad raised me right. They raised me to be a good person. So I mustered up whatever courage I could and went upstairs to give the talk.

This is how big of a chicken I am by the way. Always have been and likely always will. So if I can do it... so can YOU.

I do not remember what happened through most of the talk. I vaguely remember walking in the conference room. I remember it was a tiny little conference room, like a board room. I have no idea what I said, no recollection.

**Miraculously, I sold three tickets to a workshop. (I’ll you why that is in a moment— and its good news for you!)**

Three tickets at $400 each sold in a room of eight people... not too shabby for a girl just getting started.
The talk generated $1200.00 in sales. Now I was starting to get pretty darn excited.

$1200.00 might be a lot of money to you right now. It might be chump change to you.

But on that day, and at that point early on in my business, I was thrilled with the sales. And even better, it wet my whistle enough that I was sure this was a skill worth learning.

Of course, I have gone on to give talks that generate $50,000 and more. I did a webinar from my home office just the other day to a few people that generated $20,000.00 in new sales of our entry level program.

There is so much you can do once you get started. It doesn’t matter where you are now… all that matters is that you begin to see how speaking can lift your business up into the next level for you.

HOW GOOD PEOPLE GIVE BAD TALKS

Good people do give bad talks. Or even worse…good talks, that don’t convert.

It can happen to the best. Here are a few common challenges that might be holding you back or slowing down your results.

Changing topics
Will be slow your results and really sabotage yourself if you’re constantly giving a new talk every time you speak to groups.

Remember, by the way, this could be online or off. Webinar or teleclass, live in a room, it doesn’t matter. If every time you speak you have a different topic, strike one.
One way to profit
In the beginning, this is what I did. I had a workshop. One workshop. That was the only thing I offered. There was no next step, there was no higher level, there was just one thing. (Not a good idea.)

No plan
A lot of you are all over the map. You’re not speaking consistently. You’re not speaking on the same topic. You don’t have an outline to follow. You’re just winging it.

Lecture
If you’re just talk **at people** and you talk and talk, and then talk some more… you’ll lose sales. Lectures are notoriously boring. No bueno.

Don’t lecture people. And don’t be boring. Keep your talks interesting and interactive.

Hard sell
No one likes a “hard sell”. I’m going to guess that you are not hard-selling, because very rarely are people attracted to me and my work who do that.

But what does happen is **the fear of hard selling holds you back**. In fact, you might be so afraid of hard selling that you’re not making offers at all. You’re just skipping the whole hoo-ha! We’ll talk about what to do instead in a moment.
Are You a Winger?
If you’re a winger you are likely already getting up and giving talks... and you enjoy it too!

You’re confident. You’re comfortable. Both very good things, that will serve you when you’re out speaking.

But you’re also not totally organized or strategic. You’re just going up there assuming it’s going to work out.

Your results will likely be inconsistent because you’re not following a structured talk that’s designed to serve and sell.

There are additional consequences that come with “winging it”. Your audience can’t follow you very easily, you’re probably going over your allotted speaking time, and so you’re not closing as much business as you

You’ll want to highlight this golden nugget because if you listen to it you WILL make more money at your talks. Its simple, but not always easy to follow. But mark my words, its true.

Every minute you go over your allotted time, is lost sales.

The more you go over your time, the more sales you lose.
Are You a Teacher?

Many of my clients are teachers. And I am a teacher too. Teachers are caring and want to serve in a big way, but your tendency might be to get so focused on the content that (unfortunately) you bring too much.

And you can get so focused on the content, that you forget to be interesting.

The consequences for being a teacher (who over teaches), is that your audience can leave your talk feel full with content, and they don’t understand that they still need to learn more to be successful.

You give them so much without really explaining why that’s not all that they need, and then they don’t buy.

You might also go over time, much like the winger. When you go over time, you sell less.

And it is also likely that you’re avoiding making offers. Teachers have a tendency to not make offers.

Consider the consequences of not making an offer to your audience.

Imagine you are standing in front of somebody who really needs your help that day, and you don’t give them the opportunity to get that help, what are you doing?

My opinion is that you are actually harming that person. You’re knowingly leaving them in the problem, and that’s not right.

Understanding this was the game changer for me. You cannot walk somebody all the way up to the door of changing their life, their business, their weight, their health, their finances, and then say, “Okay, bye! Good luck to you.”

No, no, no. That’s not serving people. You have got to consider what you’re doing to people when you leave them in the lurch like that.
Instead, you’re going to encourage them to buy now, if it’s what they need. We don’t sell stuff to people that they don’t need, but we do make offers that give people what they do need.

**The Command Any Room Commandment**

Please join me and my clients in following the Command Any Room Commandment.

*Thou shall always have an offer.*

Some of the time? No.

Most of the time? No.

*Always* have an offer.

In fact, I’m going to encourage you to have two offers:

- A free offer
- A paid offer.

I’ll show you how this works, and why its so brilliant in a moment.

First you need an order form.

**An order form is a simple way for people to say yes right there in the room.**

A very common rookie mistake is to give a talk and then direct people to a URL to visit later.
“I hope you enjoyed my talk today. After you drive home... after that big long annoying traffic jam that you’ll sit in.... after you finally get home to your computer — oh wait, first you’re going to have to say hi to the kids, let the dogs out, and catch up with your spouse and their day... THEN I’d like you to visit www.biglonghardtorememberwebsite.com,” where you will never, ever go to buy anything.”

Okay so I’m being funny here, but the point is dead serious.

You have to give people a way to say yes right then and there in your talk. So have an order form. It can be a 8x10 piece of paper that you print on your printer at home. It doesn’t need to be complicated, but there are two things you want to include.

The very first box that people can check is for a free gift, and then the next one down is for a program that they can purchase— your entry level signature system.
Always have these two things. Why?

**The Free Gift**
The free gift builds your list and allows you to continue the relationship.

**The Paid Program**
The paid program allows you to actually work with people and serve them in a bigger way.

There are lots of different offers. For those of you who I get to work with in a bigger way, we can help you with that if you don’t know what to offer.

The reality is that if you have information in your head, you have something to offer people.

▶ **A Weekly Series**: Teach one step of your system each week
▶ **A Live Workshop**: Teach all the steps of your system in one power packed day
▶ **A Home Study Program**: Record a series of classes that people can watch or listen to on their own, whenever they want.

If you have information in your head that will help people, you have something to sell. We could obviously get much deeper into this, but that’s the short & simple answer.

**A Warning About Free Consultations.**
I’m not a huge fan of selling people into free consultations. Generally speaking when people give a talk and then just offer free consultations, its because they are afraid of making a real offer.

I would much rather you close people there in the room and leave with the client and the cash in hand.
That said, sometimes you can’t sell at the end of a speaking gig. And some of you are masterful at one-on-one sales conversations. If you are, don’t hesitate to give a limited number of consultations away to audience members. You can then close them into your product or program in your phone conversation later.

And if you work with corporate clients, consultations are a great way to go.

Give a free talk to business owners. Give them a free “Double Your Sales Team’s Sales in 30 days Consultation” — and off you go.

RULE #1: Don’t call it a Free Consultation.

Have a cool name, like a “profit breakthrough session”, or a “Weight Loss JumpStart Session”. This will help raise the value of the session and make it more likely that people will want them, and will show up for them.

If you are really great at those one-on-one sales conversations, that is a way to convert people. But – and a big but – my preference is you close people right then and there.

TIME TO TAKE ACTION & ROCK YOUR TALK

What could you offer at the end of your talk?

Remember you want this to be an entry-level offer: $1000 or less is a great price point for an entry-level offer. Don’t talk for 30 or 40 minutes and offer your $30,000 or $40,000 Mastermind. That’s crazy town and it breaks trust.

Offer something entry-level. Let them get to know you, then up-sell them. You will make so much more money, and it’s so much easier.
Everything we’ve covered so far is great, but if you’re not growing your business, we’re spinning our wheels. And I know that’s not what you’re looking to do.

So I’d like to show you some simple six-figure plans that all start with you rocking your talk. Are you ready?

**The Six Figure Signature System**

The first way goes back to creating a signature system. You take the stuff you know, and you want to turn it into a system you can get known for.

The first signature system I created was Command Any Room and it has five steps: Plan it, book it, craft it, rock it, cash in & repeat it. You’ll want to create a signature system too.

*Your signature system solves a problem for your audience, and should be focused in on* the core of what you do. Its the core of your expertise. For me it’s speaking. What is it for you?

When you create your signature system, you now have the topic of your talk, and you can sell your own signature program where you teach each step of your system… usually teaching each step in a weekly class.
So if you have 5 steps in your signature system, you can teach a five or six

week series. The great benefit to having your signature program is that it
gives you an entry-level program to sell at the end of your talk.

Imagine that if you’re trying to get to six figures, you only need to sell 17 of
these, whatever signature product we create for you. Maybe you already
have a product or program to sell, great. Now let’s start selling it at the end
of your talk.

At just $500 per person selling just 17 each month, you are already making
six figures.

Think about how simple your life would be if that’s all you had to do all
year to make six figures.
You don’t have to do 83 things. You don’t have to know how to do automated funnels or triple backflips. Just sell one core program.

I took my business from that $30,000 floundering to $175,000, and then to over $300,000 with one program and one talk. Let that sink in. One talk, one program.

Last year I freshen up the content, and create one new talk and took my business to $700,000.00 in sales.

What would be possible for you?

**The Six-Figure Membership Program**

Another one way to make money is to model what we’ve done with the Start Me Up with Speaking Club.

This is not for you if you’re just starting out. But if you’re a little bit farther down the road, and you already have a product or two, you can bundle them and create a nice entry-level membership site where people can access to lots of training, still at a fairly entry-level investment, because its leveraged.

It allows you to serve more people, and it gives people who are just getting started accessibility into your training and to your expertise. And this makes a great offer to make at the end of your talk.

As an example, inside the Start Me Up with Speaking Club, we give you all of our products in there. We even put some bonus content in there too. And we give access to our Facebook group so you can ask questions, and I can answer you.

At just $117 a month for your client – just 75 sales gets you over $100,000. Again, if you’re trying to get to six figures, *that might be the only thing you sell all year.*
Please let me be perfectly clear… this is not 75 sales a month.

It’s 75 total sales of this program will generate over six-figures in income for your business. Are you starting to get ideas here?

**Six-Figure Signature Group Coaching**

Let’s think about a group coaching program based on the teachings in your signature system. Think of the people who go through your six-week series. You give your talk. You sell them in that entry-level series. It’s easy to say yes to and they love what you delivered during the series.

As the class is getting ready to end, you make the higher-level offer to join your group to get additional support, coaching, implementation, customization, and accountability.
You would only need to put 20 people in that group to add another six-figures to your business. 20 people. We’re not talking about huge numbers here.

Is this starting to click? These are all really leveraged ways to catapult your income.

---

**Six-Figure Live Events**

Multi-day, multi-speaker live events are not for you if you’re just getting going. But if you already have a successful business, live events are a great thing to grow into.
One-day local workshops are something that everyone can consider, especially if you love to teach and you love having a big impact on people.

**The important things is to let these ideas and strategies meet you where you are now.**

To begin with live events and workshops can generate ticket sales, and sponsorship revenue too. Take a moment to think about how might be willing to sponsor and event of yours.

### WORKSHOPS & EVENTS

- **Ticket Sales:** $50,000
  - $500 \times 100 = $50,000
- **Sponsors:** $25,000
  - $5000 \times 5 = $25,000
- **VIP Days:** $25,000
  - $5000 \times 5 = $25,000
- **Product Sales:** $10,000
  - $500 \times 20 = $10,000

### Total Revenue:

$110,000.00

Who else serves your market? Printers, sign makers, other service professionals who serve your market in a different way than you do. They want to get in front of that audience, too. Give them the opportunity. Its a great way to get your costs covered if nothing else.
V.I.P. Days (high-end, day-long, strategy sessions) are a great thing to offer at a workshop or a live event. Why? Remember at the beginning we talked about the relationship that gets built in a live format. When you’re in the room with people and you create and build this trust and connection that only time can do, now you’ve earned the right to really give people an opportunity to work with you in a deeper way.

Frankly, they’re going to want to work with you in a deeper way. They’re thinking, “Enough of this getting started stuff. Let’s go! Let’s climb that mountain. Let’s lose that weight.” Whatever it is you do, they’re ready to rock.

And of course, you can make your entry-level offer, too. Some people will still just want to get their feet wet first.
Boom. You definitely can do six-figure payday at a rockin live event. The first year of The RISE Live Event was in 2013. The event generated multiple-six figures in addition to sponsorship revenue which took care of our costs. Even more importantly the Rise Live Event gives me the chance to connect with new clients, and have a lot of impact over 3 power-packed days.

Big paydays & Big Impact can happen for you too.

**Six-Figure Private Coaching**

Again, live events are a great place to make a higher end, private coaching offer or a Mastermind offer.

Let’s say you host a $17,000 Mastermind and you want 10 people in it, that’s pretty close to a multiple six-figure payday right then and there. A lot of Masterminds now-a-days are much more than that, closer to $25 or $30K— or more. My Rise Mastermind is priced slightly under the top of the market, not because its worth less, but because I know my clients like to invest in things like travel to speaking gigs, facebook ads, etc. So I like to give you some wiggle room. :)

Anyway you can use your live event to fill your high-end coaching program and... Boom! You’ve created a huge payday. Live events are the place to do that.

---

**TIME TO TAKE ACTION & RISE UP**

Here’s the big thing you’ll want to think about. You can use any one of these six figure plans to catapult your business to 6-figures or multiple six figures. But in order to do that you have to take action and decide.

**Have you been playing small?** I’m going to guess you have, because I truly believe we all do. There is always another level to ascend to.
It’s time to stop playing small. It’s time to Rise Up.

Definitely don’t tell yourself you need to do this alone. It doesn’t have to be me, but it does need to be someone. And of course, I’d be honored. :)

Surround yourself with people walking the path you want to walk—people earning what you want to learn…that so you can create that new normal.

Don’t hope and pray it works out. That ain’t gonna do it. But do decide. Whether it’s to work with me or do it on your own, decide to get more visible next year. Decide to get up in front of rooms big and small. Share your message, and do it in a way where you’re always making an offer so that you can serve people in a bigger way and grow your business at the same time.

It does require that you choose to walk a different path.

SpeakServeGrow.com/start

WHICH PATH WILL YOU CHOOSE?
You cannot walk on the sidewalk where the rest of the world walks, and then expect to get somewhere extraordinary.

If you really want to have rockstar success, you have to get off the path that everybody else is on. **Rise up.** Step into that biggest version of yourself. **Be boldly you.**

![Image: BE BOLDLY YOU]

Yes, you might going to alienate some people along the way. That’s okay. You’re also going to find a ton people who love you for who you truly are,
your core personality. They’re going to love you, and they’re going to be loyal clients.

**Let the world hear you roar.**

Partner with people who are already in the game, who are going to help you rise up, and **be unstoppable**. You’re going to get mud on your face on this journey, period. There’s no way around it. You’re going to have to leap over some fires… and baby you can do it!

And I hope you’ll decide that nothing—no person, no place, no thing—will ever stand between you and your dream. Go all the way, and do all of this in a way that honors your lifestyle. Because there is no point in building a big fat money-making business, if it makes you miserable. And of course I
just showed you lots of ways, and hopefully gave you lots of reasons, to
grow your business in a way that is fun, ethical, leveraged and lucrative!

REGULAR PEOPLE. ROCKIN RESULTS.

Meet Jenn Fitzgerald. She is one of my favorite stories of someone getting
started because her results are just bonkers. Totally 100% real. And rather
extraordinary too.

She gave her first talk ever (based on her signature system of course) at a
network marketing event. The talk generated 1,600 sales and over
$16,000.00 in recurring monthly income.
What might be possible for you if you started making offers?

**Remember when we talked about the sidewalk earlier?**
The sidewalk that everybody else is walking on... it’s for the masses. To get extraordinary results, you need to do something different. So hop off the sidewalk, take one of these exciting roads in front of you, the road less traveled, and let’s start rocking and rolling.

I promise you, that’s exactly what helped me take my business from what was kind of a fun, part-time business generating $30,000 a year. That is something I can generate in a single month now— or even from a single talk or webinar. (It’s still amazing to me!)

But here’s what I know. I don’t do what everybody else does. I practice what I preach and teach.

You have to do something different. That’s the path that I’m offering you.

**You can rock one talks that serve people in a really big way,** and also convert strangers into paying clients.

**You can teach local workshops.** That’s a great way to get started, by sharing your message with people and teaching them for a half-day or a full day.

**You can create a big live** event if you already have a successful business and you already have experience with workshops. Big live events are the next level. That gets you tons of authority and can generate huge paydays.

**Use speaking and events to fill your products, programs, and events.** It is the number one way that I have filled my products, programs, and event— it was all through speaking.

And you can have that leveraged product or program that you can offer people at the end of that talk, that gives you a leveraged way to make money. This way we can scale your business, boost sales, and serve more people, without you getting burned out.
This is all about giving you the ability to create a lot more income but in less time.

I have had more than one man laugh at me when I told them what I was planning to earning working 3 days a week. But I am the one laughing now. :)

CREATE A NEW NORMAL

In order to get to the next level, you do need to surround yourself with other people who are also on the journey. It’s one of the most important lessons I have learned. It’s part of what creates what I like to call “a new normal”.

In other words, if you want to jump up an income level from zero to $10,000 a month – for me, it was a huge mental leap – so step one is to hang out with people who make at least that amount. Then the leap was from $10,000 to $20,000 a month… from $20,000 to $30,000 a month, $30,000 to $40,000 a month…and so on.

Each level up is a mental leap before anything else. It requires you deciding that whatever that thing is that you want to create is totally normal. In order to do that, you need to be surrounded by like-minded people.

The most important person who makes the biggest difference is, of course, you. You are the biggest factor influencing your success. I want you to think big, but start small.

The most important word in all of that is that you need to start.
If you want to get started speaking, and catapult your business to the next level, you can, but it does require taking action.

The core of this is Speak, Serve, Grow, and I will come back to that time and time again, because those three things will save your a$$ (and your business) any day of the week.

If you don’t have leads, clients, or enough cash coming in.

**Go out and speak your message & serve that audience in a big way. Boom! You will grow your business.**
I want you to fast-forward and imagine having big-time visibility, maybe launching your own product or program, hosting a live event, serving more people in a bigger way, and making mad money.

**GET VISIBLE**
**LAUNCH**
**HOST**
**SERVE**
**MAKE MAD MONEY**

*Where would your business go?* What would change, not just in your business, but *what would change in your life?* Would you retire your spouse? Would you hire a housekeeper? Would you go on vacation for more time every year? Spend more time with your kids?
What big thing will you do?
Would you create a foundation? Would you give back in some way? Would you create a huge life-changing event that serves the world in a bigger, brighter way? How would you make a difference?

Would you rise up, if the opportunity came to you? I hope that you will. Whether it’s the Start Me Up Club or something else, say yes to those big opportunities in front of you.

Tracy is one of our Start Me Up with Speaking Club members. Those of you joining will meet her in the Facebook group. This is a really good example that you don’t need to speak to huge audiences, which is a myth.

START ME UP

In one hour, threw together a small intimate and local Friday morning workshop.

3 people attended and I sold $3000 package!

WAHOO!! Love this group! You don’t have to spend lots of time to do this stuff or have 100s of people.

TRACY TOBLER - ROCK STAR MEMBER
Tracy just wanted a little pop of income. She found three people, put them in a little board room, did a little 1/2 day workshop, served in a big way, made an offer, walked out with a $3000 client.

That is a great way to get started and a good reminder that you don’t need to be speaking in front of enormous audiences to generate money.

**Kat Kim was stuck at zero.** She was really stuck in her business. Smart, sharp, beautiful girl, but she had fallen prey to that trend that’s out there right now of “high-ticket.” Everybody’s preaching, “High-ticket! High-ticket!” That’s great, except when you’re just starting your business and you likely don’t have the confidence level to ask for whatever seems high-ticket to you. You can get yourself in a jam.

---

**REAL RESULTS**

Is it alright to brag a little bit and share that I've generated over $40,000 in sales in the last 4 months? ($44,000.00 to be exact)

I've only JUST started. I was at a big fat ZERO before starting Start Me Up Club!

Thank you Kristin for all the support and kick-ass content! I’ve invested in many programs before and I would say that I get ENORMOUS value from your content. No fluff, just value.
Kat literally could not get anybody to say yes to that high-ticket offer. She was stuck at zero. With the training and the feedback and the answers I was able to give her in the Start Me Up Club, literally re-worked her offer, made it more entry-level, and made it easier for people to say yes. We found the magical point where it was fair value, and where she was confident making that offer. Boom! In just four months, she generated over $40,000. $44,000, to be exact.

An amazing Start Me Up transformation.

Rob is in the Rise Mastermind. He has done an amazing job. He actually just celebrated his first $20,000 month. Within the program he renamed his brand, created a new signature product (two actually) and he gave whistle online and off. (He actually spoke at the RISE live event as a speaker and was fantastic!)
He generated a ton of sales there. He literally had people running to the back of the room. They crowd of buyers stampeded me in fact! It amazing to witness.

These are the things that are possible when you learn how to get out there with your message. More importantly, when you learn the strategies that get people to run to the back of the room.

Rob was very gracious in sharing with the audience that the reason why he felt those results happened. He said, “I literally did step-by-step exactly what Kristin told me to do.”

**It’s a formula, and it works if you work it.**

**BEFORE YOU GO**

I hope that I get to meet you either on one of our webinars, in the Start Me Up with Speaking Club, or at The Rise Live Event!

The information I shared will help you, but only if you put it to good use.

I know you have a message to share, or you wouldn’t be here! So let’s work together to get it out to the world.

Turn your expertise into a signature system you can get known for, build a rockin talk that structured to sell, and the use that talk to make a bigger impact— and serve more people, while also funneling them into your high value products and programs.

Someone out there is waiting to hear the message through you…. whether or not they get the chance… is up to YOU.

**Until we meet again, go our there and rock your brand, rock your talk, and rock your biz!**