100 TIPS ON HOW TO BECOME A MOTIVATIONAL SPEAKER

THE SPEAKER LAB
TheSpeakerLab.com
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**PREPARING THE TALK**

1. Avoid powerpoint slides with heavy text
2. Use powerpoint to show images that make a point
3. Write out your material
4. Use humor ([How To Find & Use Humor When Speaking](http://thespeakerlab.com/humor) and [How To Use Comedy In Your Speaking, with Ron Tite](http://thespeakerlab.com/ron-tite))
5. Tell stories
6. Tell 1st person stories
7. Learn from others but don’t mimic
8. Your best marketing is a great talk
9. Begin with the end in mind ([How To Create & Refine A Presentation](http://thespeakerlab.com/mike-pacchione/))
10. It’s not about you
11. Answer “now what?” for the audience
12. There is no “right” way to create a talk
13. Have your radar up
14. Manuscript stories before you tell them
15. Create a rhythm to your talk
16. Open and close loops
17. Professionals have very few speeches
BEFORE YOU GO ON STAGE

1. **Manage the nerves** *(How To Deal With Nerves [http://thespeakerlab.com/nerves/])*

2. **Don't wing it-** *(How To Practice & Rehearse Before Your Next Presentation [http://thespeakerlab.com/practice-rehearse/])*


4. Do a walkthrough ahead of time

5. Set yourself up for success

6. Talk to the audience before you speak

7. Crowd density is a speaker’s best friend

8. Have a pre-game ritual

9. Check your fly


11. Make a good speaker introduction
DELIVERING THE TALK

1. Stick to your allotted time
2. Don’t be afraid of the silence
3. Stop apologizing
4. Be willing to roll with it
5. Relax
6. Slow down
7. Pause
8. Errors make you human
9. Be appropriate
10. Allow the audience a chance to laugh
11. When things go wrong, don’t panic
12. When possible, do Q&A (How To Run A Successful Q&A Session http://thespeakerlab.com/qa-session/)
13. There’s no absolutes when speaking
14. Don’t be a hero
15. On stage, be an amplified version of you
16. Don’t stand behind a lectern
17. When speaking, get out of your own head
CONNECTING WITH YOUR AUDIENCE

1. The audience takes their cues from you
2. Stick around to meet audience members
3. Know your audience
4. Use a worksheet to keep the audience engaged
5. Get the audience involved
GETTING SPEAKING GIGS

1. **Have a solid website** *(How To Set Up Your First Speaking Website [http://thespeakerlab.com/web-site/])*

2. **Make a demo video** *(How To Create Demo Videos, with Wes Wages [http://thespeakerlab.com/wes-wages/])*

3. **Network with other speakers** *(How To Network With Other Speakers [http://thespeakerlab.com/network-speakers/])*

4. **Pick a target market**

5. **Don’t speak about everything** *(What Do You Want To Speak About - [http://thespeakerlab.com/speak-about/])*

6. **Stop looking for an agent** *(Where To Find A Speaking Agent - [http://thespeakerlab.com/speaking-agent/])*

7. **Speaker bureaus aren’t interested in you** *(How To Utilize A Speaker’s Bureau, with Shawn Hanks [http://thespeakerlab.com/shawn-hanks/])*

8. **Be clear on why you want to speak** *(How To Find Your Reason For Speaking - [http://thespeakerlab.com/reason-for-speaking/])*

9. **Marketing never stops**

10. **Collect testimonials**

11. **Don’t depend on social media for gigs**

12. **Find the decision maker**

13. **Stay relevant**
1. **Have a fee structure** *(Questions About Speaking Fees [http://thespeakerlab.com/speaking-fees/]*)

2. **Do all inclusive pricing** *(Who Pays For Travel For A Speaker? - [http://thespeakerlab.com/travel-expenses/]*)

3. **Be confident in the value you offer**

4. **Negotiate based on value**
THE CLIENT

1. Do a pre-event call

2. **Ask for referrals from clients** *(How To Get Referrals When Speaking [Link](http://thespeakerlab.com/referrals-audience/))*

3. Show appreciation for the client

4. Serve

5. Be just as good off stage as you are on

6. Never embarrass the client

7. **Thank the tech crew** *(How To Make Sure You Look And Sound Good (AV Stuff), with Jeff Douglass [Link](http://thespeakerlab.com/jeff-douglass/))*
1. Have a long term perspective
3. Take your business seriously
4. Build relationships with clients
5. Stop looking for a shortcut
6. Create systems
7. Hire to focus on only what you can do (How To Hire And Build A Team [http://thespeakerlab.com/hire-staff/])
8. Invest in yourself and your business
9. Always have a written agreement (What Should Be Included In A Speaker Contract [http://thespeakerlab.com/speaking-contracts/] )
GROWING BEYOND THE STAGE

1. Develop ways to build your business and serve beyond the stage
3. Diversify with multiple streams of revenue
4. Develop revenue sources that don’t require you to leave home
THE TRAVEL

1. Be a loyal traveler


3. Do what’s best for the client

4. Always have a plan B

5. Never miss an event
**YOUR HEALTH**

1. Don’t let being a speaker get in the way of being a human
2. Take care of your health
3. Stay hydrated
4. Stay grateful and humble
5. Stay connected back home *(How To Be Married To A Speaker, with Sheila Baldwin [http://thespeakerlab.com/sheila-baldwin/]*
6. When you’re offstage, be off the stage
7. Have fun