

Presentations That Deliver Clients:

How to Develop and Deliver Highly Effective Presentations That'll WOW Your Audiences and Attract More Clients

Introduction

1. Quick quiz
 - a. Would you like to have a bigger book of business?
 - b. Would you like to increase the number of people who perceive you to be an expert in your area of the law?
 - c. Would you like to increase your hourly rate while, simultaneously, reducing fee resistance and negotiation?
2. Survey results: What are the numbers telling us?
3. The three main ways to establish expertise (meaning, "perceived," expertise).
 - a. Writing (includes all Information Products)
 - b. PR/Media
 - c. Speaking

Note: Experts aren't necessarily more intelligent or effective than others, they're simply better organized and marketed.

"An expert is someone who has their information in order." Nido Qubein

4. The economic impact of a speaking strategy

	Current Practice	Current Results	Future Practice	Future Results
Audience	2 x 20 people	40 potentials	5 x 30 people	150 potentials
Leads	5%	2 leads	20%	30 leads
Clients	5%	0 clients	20%	6 clients
Avg. client	\$10,000	\$0	\$10,000	\$60,000
Lifetime Vale	5 years	0	5 years	\$300,000

5. The Irreducible Minimum of a speaking strategy that delivers clients
 - a. Secure the right engagements
 - b. Develop the right content
 - c. Deliver that content attractively
 - d. Follow-up your leads consistently

6. **Warning #1:** If you ever catch yourself thinking, “I know that!” be careful. Knowing alone is irrelevant. The only thing that matters is, “Am I doing that?” and if so, “Am I optimizing it?”
7. **Warning #2:** There’s no one right way to do this. Therefore you want to pay attention to the principles and then filter them through your personality and situation.

I. Secure the Right Engagements

1. Learn to think like a marketer
 - a. Everyone is a marketer – the only question is, “Are they a good one or a bad one?”
 - b. Everyone is motivated by self-interest (everyone listens to WIIFM).
 - c. Good marketing is about campaigns, not events.
 - d. The greatest enemy of success in this business is anonymity. Self-promotion is essential to establishing expert status.
 - e. The answer is always, “We don’t know until we test it?”
 - f. Your value is directly related to the perceived size of the problem you solve (and how urgently they want the solution).
2. Decide how you want to position yourself (Note: The “everyone” category is long gone).
 - a. What do you want to be known for?
 - b. What can you be the go-to person for?
 - c. What’s unique or special about you and your practice?
 - d. What do you do differently from others in your area/specialty?
 - e. Is there a niche you can own? Note: It’s infinitely easier to be a big fish in a smaller pond
 - f. Where do you hold some controversial positions/ideas/beliefs?

“You do not merely want to be the best of the best. You want to be considered the only ones who do what you do.” – Jerry Garcia

3. Get clear on who your target market is
 - a. You don’t want to speak anywhere and for anyone if you want to attract clients
 - i. Who will be in the audience? And are they people who can buy your services?
 - ii. How many will be in attendance?
 - iii. Is this a paid engagement or not?
 - b. The key question is, “Who can write a check for my services?”
 - c. Who would be your dream client?
 - d. Fill out your **Target Market Profile** – Appendix 1
4. Get clear on who your “buyer” is
 - a. The “buyer” in the speaking world is the person who hires you and writes the check (if this is a paid engagement). Here we’re simply using the word to refer to the person who either hires you or can coordinate your appearance at an event.
 - b. Who can put you in front of your target market?
 - i. Your network (including LinkedIn)
 - ii. Other professionals (especially if you’re serving similar clients—e.g. accountants)

- iii. Association Directors (or Program Directors)
- iv. Conference and seminar coordinators/promoters (local or national)
- v. Directors of Non-profits
- vi. Heads of Business Organizations (like YPO)
- vii. HR Directors
- viii. Executive Education/Continuing Ed Directors, etc.
- ix. Be creative. There are thousands of meetings going on every day in the DC metro region. Which ones will put you in front of your dream clients?

5. Discover where you can speak in front of your target market/buyers

- a. Check out trade journals, newsletters, ezines, newspapers, magazines, etc.
- b. Pay attention to websites you're on (in relation to your expertise) – as well as “calls for speakers.”
- c. Check out directories (e.g. The National Trade and Professional Associations of the US Guide)
- d. Attend industry meet-ups
- e. Work your network
- f. Check out university executive and extension programs
- g. Look into organizations you're a part of
- h. Local chambers of commerce, fraternal groups, civic groups, etc.
- i. Incubators
- j. Consider hosting your own events (seminars, conferences, lunch and learns, etc.)
- k. So, where can you get in front of your target market?

6. Get clear on what your objectives are

- a. To generate leads and clients
- b. To establish credibility
- c. To get in front of people who can refer you
- d. To get in front of “buyers”
- e. To try out new material
- f. To inspire or motivate people
- g. To persuade people to do something
- h. To change the way people think about something

Remember: You become the go-to expert in your area when you consistently disseminate information that your target market sees as valuable – and you do that in a variety of formats

7. Develop a list of potential subjects/topics that you think your target market eagerly desires/wants to know about

- a. Speak on something relevant ...
 - i. That meets a felt need
 - ii. That heals a hurt/pain
 - iii. That solves a problem
 - iv. That your target market is interested in/wants to know/will be responsive to
 - v. That is hot
 - vi. That has a high perceived value

- vii. That is unique or different
- b. Sweat your titles (they're more important than you think)
 - i. A title is a brand promise (and it should pre-sell your topic).
 - ii. Focus on benefits, not features (meaning content)
 - iii. Focus on WIIFM
 - iv. Use everyday language – but don't be ordinary
 - v. Test, test, test!!!!!!!
- 8. Create your marketing collateral
 - a. Provide your “buyer” with everything they need to ensure that the maximum number of people will show up.
 - i. Emails
 - ii. Newsletter content
 - iii. Bio
 - iv. Photo
 - v. Articles
 - vi. Posters
 - vii. Videos, etc.
 - b. Create your own marketing materials
 - i. Website – I highly recommend creating a Wordpress website. Quick, easy, and inexpensive. Plus, you have complete control.
 - 1. Get a domain name (e.g. www.GoDaddy.com)
 - 2. Get a hosting account (e.g. www.ipage.com , www.hostgator.com , etc.)
 - 3. Go to Fantastico > Wordpress installation (on your hosting acc't server)
 - 4. Get a theme (free or paid) and install
 - 5. Enter your content
 - 6. If you want to outsource, check out sites like (www.elance.com, www.guru.com, www.99designs.com, www.rentacoder.com)
 - ii. Free content (e.g. a blog, articles, whitepapers, reports, reprints, tools, helps)
 - iii. Speaker One Sheet (including a list of your topics) or a promo piece for a specific talk (include testimonials)
 - iv. Videos of you speaking
- 9. Make the ask
 - a. Use your consultative selling skills. Get the “buyer” talking about their needs and the needs of their people. Focus on value and benefits! Never start with, “I have a talk. You have an audience. Would you like me to speak to your group?”
 - b. Be relentless.
 - c. Be prepared for rejection. This is a numbers game. “Some will, Some won't, Who cares?”
 - d. Don't forget to take advantage of your network to help pre-sell you.
- 10. Nail down the details (assume nothing!!!). Be clear on who is responsible for what.
 - a. The location
 - b. The time you'll be speaking (note a.m. and p.m.)

- c. How long you'll have to speak (if it's too short, try to negotiate for more).
- d. Will anyone else be speaking? If so, who will be before you? What will they be speaking about?
- e. How many people will be attending? Note: In general, smaller audiences (under 100) are better for attracting clients than larger ones.
- f. Will there be any food (or alcohol)?
- g. Will there be a sound system? If so, what kind of microphone (wireless or wired? Lavalier or handheld?).
- h. Will there be a video projector? How will you connect with the their projector?
- i. Do you need any other materials (handouts copied or an easel or white board or ...)
- j. What will the seating arrangement be?
- k. What kind of lighting will be in the room? Always ask for as much light as possible.
- l. Will this be fee or free? Note: the typical payment process for a speaker is a 50% deposit upon signing and 50% on the date of the engagement).
- m. If free, negotiate for what you'll get
 - i. A list of attendees and contact info
 - ii. An insert in their materials
 - iii. An ad or mention on their website (with a link to your site)
 - iv. A PR piece in their newsletter (or the paper or an industry magazine, etc.)
 - v. A video tape of the presentation
 - vi. A chance to sell an information product or offer your services

II. Develop the Right Content

1. Learn to think like a communicator
 - a. Everyone is most interested in what's interesting to them (not what's interesting to you)
 - b. "The teacher hasn't taught unless the student has learned."
 - c. To change someone's behavior, you need to change their beliefs (i.e. you need to change their thinking).
 - d. Covering "your content" should not be your goal.
 - e. "Educators take simple things and make them complicated. Communicators take complicated things and make them simple."
 - f. Everyone doesn't learn the same way you do. The four primary learning styles are ...
 - i. Why?
 - ii. What?
 - iii. How?
 - iv. Now?
2. Make sure you do an audience analysis for every engagement
 - a. Study them (add to and review your Target Market Profile Sheet)
 - b. Survey them (online tools like www.SurveyMonkey.com make it very easy to do surveys)
 - c. Interview ahead of time
 - d. Fill out the **Audience Analysis Form** (Appendix 2) for every engagement. Know your audiences so well that you know ahead of time how to adjust your material to fit them
 - e. Never forget, you're in the pain relief business!

3. Engage in up-to-date research
 - a. Don't rely on old material (or keep doing the same material – or saying the same things everyone else is saying)
 - b. Recency does have power (This morning, Last week, In the latest ruling, ...)
 - c. Google Alerts can be your best friend (www.Google.com/alerts)
 - d. Create a filing system that works for you (and filter into your largest categories)
 - e. Make sure you have enough illustrations and content for each of your main points

4. Organize your material for the best flow (Think like a lawyer ☺)



Needs?
Hurts?
Problems?
Interest?
Know?
Feel?

- a. Be clear on what you want your audience to know, do, be and/or feel by the end
- b. Use verbs for your main points
- c. Think, "Irreducible Minimum."
- d. Use easy to remember words in your main points
- e. Make sure your flow is logical

"Regardless of how strong your argument is or how interesting your material, the speech will not succeed unless it's logically organized." Richard Dawis, The Lost Art of the Great Speech

- f. Does your outline fulfill the brand promise you made with your title?

5. Organize your material for generating business

- a. Give away some of your best ideas!
- b. But don't give away too much (you want them to need you ☺)
- c. Use your clients as some of your illustrations (when possible – and get permission)
- d. Talk more about results and benefits than process
- e. Use the Zeigarnik principle to pre-sell what comes next.

6. Fill in your outline with content enhancers (to make your outline come alive)

- a. Stories and illustrations that actually fit perfectly and move the content forward
- b. Visual aids (diagrams, pictures/images, charts, graphs, videos etc.). Sixty-five percent of people are primarily visual learners – while only 10% are primarily auditory learners.
- c. Lots of questions. Why?
- d. Humor
- e. Great word choices (not big or cliché words, but words that explode in people's minds)
- f. Smooth transitions
- g. Memory and retention devices (the rule of three, acronyms and acrostics, etc.)

7. Craft your introduction

- a. It's all about the hook (you have somewhere between 30 seconds and three minutes to catch their attention and up to five to ten minutes to complete the hook).
- b. Remember, you never get a second chance to make a first impression (therefore work doubly hard on your introduction).
- c. Never assume people want to listen. Assume it's your job to make them want to listen.
- d. Make sure your introduction is appropriate for your audience (maturity, intelligence, knowledge, position, experience, etc.)
- e. Remember that people buy on emotion and justify with facts (therefore focus on emotion first).
- f. Choose your introduction device (the most common choices are)
 - i. A key question (or series of questions)
 - ii. A story/illustration
 - iii. A joke or humorous story (note: story jokes usually work better in introductions than one liners)
 - iv. A startling statistic
 - v. A reference/connection to what just happened (or some recent event).
- g. Key hook principles
 - i. Everyone is most interested in themselves and their lives (therefore start there)
 - ii. Hook to people's pain and/or pleasure. What is their greatest emotion related to your topic? Link to that!
 - iii. Don't just think "One hook." Think, "Multiple hooks!"
 - iv. Use the information from your Audience Analysis Form to discern what to hook your audience with.
 - v. Never forget that every audience asks three questions of every speaker
 1. Who are you?
 2. Do you care?
 3. Do you know your stuff?
 - vi. Likeability is not over-rated! People buy from people they like. Therefore, you want to come across as an incredibly likeable person in your introduction. Note: you want to avoid any hint of arrogance or "I'm smarter than you."
 - vii. Authenticity is huge for this generation. They want to listen to someone they perceive is "real."

8. Construct the rest of your talk

- a. Make it easy on yourself. Use a framework to hang your content on. For example ...
 - i. Main Point
 1. Explain it
 2. Illustrate it
 3. Apply it (YBH = Yes, but how?)
 4. Repeat it (then transition to point two)
- b. Consider writing out your talk word for word (note: you don't want to read word for word, but writing will force you to be clearer and more exact in your language).
- c. Anticipate objections and answer them in your message (i.e. "Some of you may be thinking ...")
- d. Make sure you keep repeating your main points and thoughts.

9. Review your talk
 - a. Does it flow logically?
 - b. Is it persuasive?
 - c. Does it accomplish my purposes (i.e. to generate more leads, etc.)?
 - d. Does the hook work?
 - e. Does it challenge their beliefs?
 - f. Does it demonstrate my expertise? Does it provide valuable information they need?
 - g. Did I say some things they didn't know or wouldn't have anticipated?
 - h. Did I answer the questions they're asking?
 - i. Do the transitions work?
 - j. Are my illustrations on point? Do I have a couple of killer illustrations?
 - k. Does it give people a reason to want to contact me?
 - l. Does it fulfill the brand promise of the title?

Making it Real

1. If you made speaking one of your primary marketing tools, what do you think that would be worth to you over the next twelve months? _____ The next five years? _____
2. How do you want to position yourself in your area of the law?
3. Finish filling out your Target Market Profile
4. Make a list of five potential "buyers" whom you could contact that could put you in front of people who could buy your services?
5. Create a list of three to five titles that you think would resonate with your target market

6. Test out those titles (before March 11, 2011)
7. Start working on your marketing collateral
8. If you're up to it, ask a few different "buyers" if you can speak for their group (or start working on creating your own group)

9. Start collecting material for your first talk
10. Use the X1 > X2 framework to create your outline
11. If you have an engagement already, use the entire nine steps in the content section to help construct a talk that could result in leads and clients
12. With whom can you share, within the next 48-72 hours, what you learned from today's presentation?

13. What is one thing you can do within the next 24 hours in response to what you just heard?

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