

Your Position in the Seven Levels

Summary

1. Which level did you identify with?

2. What major deficit or challenge are you facing?

3. What development pieces do you need to move to the next level?

Sample: Robert Oxley—Level 4

Profile and Credentials:

- College educator
- Industry salesperson for a major industry
- Sales leader
- Business development consultant
- Columnist
- Career achiever
- Industry speaker
- Inside industry expert
- Ten years with National Trade Association, five years as their director of training

Marketing Strategies:

- Has written six in-house books
- Recognized as an industry expert because of article writing
- Has created microniche brochures
- Creates custom-designed manuals and brochures
- Custom-designs keynote speeches and seminars
- Marketing people are comparable to today's speaker
- Moving horizontally and vertically in the industry by expanding from department to department
- Audio tape sales
- Workbook sales
- Putting together a 45-minute demo tape
- Acts as a national sales marketing spokesperson for Kohler Corporation for instant recognition
- Created video for major corporation
- Practices cause marketing
- Researches for marketing and mailings

Awareness Level:

- Knows he needs to grow to give his life validation
- Has discovered his three specific niches
- Knows that once you acquire a client base you must infiltrate it continuously
- Collects knowledge from problem solving
- Uses brain intensity and problem solving in one area
- Works with a mastermind group to keep himself accountable and objective
- Client-driven
- Knows that he must develop long-term relationships with clients to create partnering
- Attempts to create things that have never been done before
- Knows that creating microniches can result in profound truth
- Reduces ideas to develop programs
- Knew he needed to study Level Four speakers to be able to become a Level Four speaker
- Mission oriented
- Focusing to become excellent in three niches

Time Spent in Profession:

- Industry trainer and executive for seven years
- In speaking Level Four for less than one year
- Took two years to establish himself at speaking on Level Four

Future Needs: Needs to be Driven by the Message, Not the Product

- Needs to put his knowledge and working theory on one sheet of paper to make a paradigm shift
- Needs to write a book with the knowledge and profound truth gained from the paradigm shift
- Needs to think to be somewhat generic to get to Level Five
- Needs to position as an expert in the industry through the trends
- Improve marketing products

Range Level 3 Processing Form

Advanced "Non-Professional" Speaker

Profile/Credentials

- | | |
|---|--|
| <input type="checkbox"/> High Achiever | <input type="checkbox"/> Career Achievers |
| <input type="checkbox"/> Identified Leader | <input type="checkbox"/> Corporate Trainer |
| <input type="checkbox"/> Author | <input type="checkbox"/> Industry Expert |
| <input type="checkbox"/> Educator | <input type="checkbox"/> Media Host |
| <input type="checkbox"/> Entertainer | <input type="checkbox"/> Sales Trainer |
| <input type="checkbox"/> Consultant | <input type="checkbox"/> Minister |
| <input type="checkbox"/> Best selling authors | <input type="checkbox"/> Sports Figure |

Marketing Strategies

- | | |
|---|---|
| <input type="checkbox"/> Positioning brochure | <input type="checkbox"/> Write articles |
| <input type="checkbox"/> Test market | <input type="checkbox"/> Design manuals and handouts for programs |
| <input type="checkbox"/> Speech Evaluation | <input type="checkbox"/> Needs to implement indirect marketing: |
| <input type="checkbox"/> Audio demo tape | • Verbal Marketing |
| <input type="checkbox"/> Begin taping for video demo tape | • Relationship Selling |
| <input type="checkbox"/> Pre-heat marketing | |
| <input type="checkbox"/> Have the premise of a book | |

Awareness Level

- Can a living be made doing this?
- Find your niche
- Build satisfied client list to gain momentum
- Study, adapt, learn from everyone
- Resist the "comparison trap"
- Be yourself, relax, take more risks
- Focus, become excellent in one thing
- Practice until you hate it—do it until you love it
- Charge less than you're worth, give more than promised
- Be active in NSA, attend the meetings—do what they say
- Put your ego on a shelf, accept criticism and feedback
- Do not change yourself to fit a category
- Start working on CSP

Time Spent

- 3-5 years

Dos

- Ask for help, mentors
- Invest in development
- Attend NSA workshops
- Get involved in local showcase
- Learn from mistakes—observe—learn from others
- Make materials stand alone.
- Have excellent manual content
- Customize material, develop natural uniqueness
- Develop message, continue training
- Do research others do not work harder
- Use humor

Don'ts

- Too many topics, not enough focus
- Not doing as NSA chapter's experts say—trying to do it your way
- Still tied to material—not tailoring to audiences
- Not enough preparation; often speaker does not know topics as well as needed
- Must learn the value of preparation
- Still unable to say NO—do, takes on anything paid
- Not enough satisfied clients
- Producing products too soon or not soon enough

Your Profiles:

Your Future Needs:

Your Awareness Level:

How long will it take for you to advance?

What you must do:

7. Advice from Seasoned Masters

- Study, adapt, find your niche, learn from everyone
- Focus on the long run—invest in your future
- Resist the “comparison trap”
- Be yourself, relax, take more risks
- Focus, become excellent in one thing
- Look at developing new markets to increase the pie for professional speakers
- Practice till you hate it—do it till you love it
- Charge less than you’re worth, give more than promised
- Be active in NSA, attend the meetings—do what they say
- Put your ego on a shelf, accept criticism and feedback
- Do not change yourself to fit a category
- Start working on CSP
- Start procedures of writing your book

Range Level Two

Part-time Speaker

Fee: \$100 - 850

Important Point for a Level 2 Speaker to Remember—

Level 2 speakers need to be doing as many presentations as possible—paid or free. They need to develop stage experience by speaking every opportunity.

1. Profile of the Level 2 Speaker

Part-time speakers work another job while doing some speaking. They are a raw talent with some paid engagements. Insecure in the industry, they are driven more by the passion of being a speaker than of delivering the message. Wanting to be the “greatest speaker they’ve ever heard,” they can still fall back into self when presenting. Level 2 speakers think they want to speak, but they don’t know the business. The transition into full-time starts here.

2. Credentials of the Level 2 Speaker

The Level 2 speaker’s credentials include: a leader whose profile is rising, consultant, college professor, corporate executive who does some outside speaking, industry speaker, educator, church leader, salesperson, or corporate trainer. The speaker is also involved in Toastmasters.

3. Marketing Strategies of the Level 2 Speaker

The Level 2 speaker may have a brochure and audio tape. There is a need for focusing, direction, identified marketing and niches. The mission and purpose need to be defined.

4. Awareness Level and Mind Set of the Level 2 Speaker

Questioning when to go further with his speaking career, the Level 2 speaker is asking, “Could I make a living at this?” This speaker could be involved in Toastmasters for experience.

5. Positioning and Time Spent as Level 2 Speaker

The aspiring professional speaker is in Level 2 for one to five years and is usually speaking for no fee. At some point, someone hears this speaker and asks what the fee would be for speaking for their organization. It is then that the Level 2 speaker asks questions about making a living in the speaking industry.

6. Do’s and Don’ts of the Level 2 Speaker

Success Builders

Be persistent—never give up
Use free engagements to practice
Join NSA
Get involved in local NSA chapter
Get involved in local chapter’s showcase for evaluations
Learn from mistakes—observe—learn from others
Tape everything and evaluate it
Study topics in depth
Take acting and singing lessons
Get a professional critique of presentation

Hindrances

Too many topics, not enough focus—working in too many areas
Not getting enough help from others
Being tied to material—writing out presentations word for word
Not enough preparation—often speaker does not know topics as well as he or she thinks
Needs to say NO more often—the speaker may take on any engagement as long as it is paid
Not tailoring material to audiences

7. Advice from Seasoned Masters

- Study, adapt, find your niche, learn from everyone
- Focus on the long run—invest in your future
- Resist the “comparison trap”—don’t compare fees or number of speeches with other speakers.
- Practice till you hate it—do it till you love it
- Be active in NSA and attend all the meetings
- Put your ego on a shelf, accept criticism, feedback
- Do not change yourself to fit a category. Be who you are and LIVE IT; only then will it flow

Levels and Criteria for Development

The ranges and criteria have been gathered from speakers bureaus, meeting planners and industry speakers.

Range Level	Credentials/ Attainment Profile	Awareness	Length of Time at Level	Mindset
First – Unpaid				
Beginning Speaker Part-time Toastmasters	High achiever Successful Representative of company/industry	Many will let you speak if you think you can	1-20 years Civic associations Association meetings Service clubs	"Hey, this is fun! I want to do more!"
Second - \$100-850				
Part-time Speaker Toastmasters NSA	Consultants College professors Another job; some speaking	Think you want to be a speaker but don't know the industry	1-5 years	Feet getting wet. You love the water. "Could I make a living at this?"
Third - \$1,000 – 2,000				
Advanced "Non-Professional" Speaker NSA	Jobs through direct marketing Development of marketing tools— brochures, audio tapes, etc. Beginning to write a book Need an audio demo Has one support person	Career can take off fast but will not necessarily hold	3-5 years Solid client list— <u>must</u> be established & <u>must</u> build heavy momentum before advancing to the next level.	You like the water. Sink or swim, you are going for it! Lots of work here and no staff to help
Fourth - \$2,500 – 3,500				
Prof. Speaker Full-time NSA	Book being published. Make or break time. Requires great amount of momentum. Referral business—they know you before you know them. Needs a video demo and other sophisticated marketing tools. Starting serious development of passive income products. Building office staff—3 or 4 people	Not having enough momentum can damage your career. Speakers bureaus are starting to look at you	3-5 years Most critical time frame for the professional speaker to advance	Paddling up stream. "I have all this overhead now. Help!"
Fifth - \$4,000 – 9,000				
Accomplished Prof. Speaker Full-time NSA	Specialist, nationally recognized expertise. Extremely good speaker. Becoming a best-selling author. Referrals; indirect marketing. Spin-off and repeat business. Strong image; in great demand. Requires sophisticated marketing tools. Heavy into passive income selling.	Must stay on cutting edge as specialist through delivery and content development.	Indefinite for professional speakers. Can move to celebrity status.	Flowing with the current.
Sixth - \$10,000 – 25,000				
Celebrity Speaker Full-time NSA	Book on best-seller list. Nationally known. Become TV personality. Becoming business/household name. Developing other businesses to build on fame	Hired more because of name than content.	Can be short-lived	Hitting the crest of the wave. . .
Seventh - \$25,000 and up!				
FAMOUS SPEAKER PART-TIME	TV and movie personalities. Political speakers. Famous celebrities	When name fades so does demand	As long as famous	Sailing away in own luxury yacht