

An abstract graphic on the left side of the page features three upward-pointing arrows of varying sizes and opacities. A network of thin white lines connects several circular nodes, each labeled with a numerical value: 0.1, 0.2, 0.3, 0.4, 0.5, and 0.6. The background is a dark blue gradient with some light streaks.

SULLIVAN SPECIAL REPORT:

SPEAK TO SERVE: COMPLETING THE HERO'S JOURNEY



SULLIVAN
SPEAKER
SERVICES

SPEAK TO SERVE: COMPLETING THE HERO'S JOURNEY

By Vickie K. Sullivan, President, Sullivan Speaker Services Inc.

In Joseph Campbell's "The Hero's Journey," the hero isn't finished until he or she returns home in glory to encourage others to start on their own quest. For many change agents and pioneers, public speaking can be a great vehicle to give back to the community. It can also launch your next big adventure. Before you step into the spotlight, let's step back and strategize this move. Here are 6 ways to make public speaking work for both you and your audience:

1. USE YOUR EXPERIENCE.

You know that going back to basics got you through it all. But that's not enough to tell your audience. Why? Because they've heard it before. Your experience has given you a unique perspective to drill down into uncharted territory. Do it. Create those nuggets of wisdom you learned in those pivotal moments. Your audience will see you for the change agent that you are. (Want a process? Check out my Online Tutorial for more.)

2. STAND FOR SOMETHING.

Your experiences have given you a viewpoint, a prism through which you see the world's true colors. Use that lens to develop a consistent message. What do you stand for? Create your flag, then wave it. Reveal the touchstones that apply, then arrange them for easy use. Such effort brings clarity to your cause – and

positions you to apply your unique viewpoint in another arena.

3. GET SERIOUS. GET HELP.

Public speaking means risk. Audiences are more sophisticated and won't put up with you just phoning in. Judgment is swift and sure. Even if you are naturally eloquent, get help that will expand on what you do well. You will find many sources for help in enhancing your presentation skills, visuals, humor and content. (See the links on this site.) Use them – even a diamond needs to be cut and polished.

4. JUST SAY NO.

In your quest to give back, you will be tempted to accept every speaking invitation. But don't. Speeches can be a black hole in time and effort, so use them wisely. Saying no is never fatal, because your answer isn't permanent. They can (and will) come back and invite you again. And don't buy into the "it's good exposure" argument. Everyone says that.

5. BE RUTHLESS ABOUT YOUR MOTIVES.

Be clear within yourself about why you are speaking and what you want from every speech. Are you giving a speech because someone canceled out on your friend? Fine; just don't lie to yourself about it and think,

“The exposure will be great.” That sets you up for false expectations. Ask yourself: Am I doing this to be famous? To help out a friend? To advance a cause? To further my goals? (More than one answer can apply.) If the speech is to further a cause or goal, then have some specifics on how and what you are willing to do to make that happen.

6. LEVERAGE THE OPPORTUNITY.

Don't expect the world to change just because you gave a great speech. Life is filled with too much information, and experiences for speaking are never effective in a vacuum. You have to do things before, during and after the speech to create the momentum and keep it going. Get clear about what you want, and list specifics on what you are willing to do. After the celebration of your journey on the road less traveled, you (the hero) have an obligation to encourage, to teach, and to share the lessons with others. Public speaking is the vehicle that speeds you on your journey and helps you begin the quest anew. Go forth to new heights of glory!

ABOUT VICKIE SULLIVAN

President Sullivan Speaker Services Inc.



Vickie Sullivan is known worldwide as being the foremost expert on generating revenue for high-end experts. Since 1987 she has worked with thousands of experts in a wide variety of industries to launch their big-fee speaking, professional service and book/ product empires in highly lucrative markets. How does she do it? Through customized solutions created with market analysis and research. Vickie's clients report that her market assessments and intelligence gives them a two-year heads-up on the marketplace.

She has been quoted in national publications such as The New York Times, Investor's Business Daily, and Fortune.com....Her articles have been published in Professional Speaker Magazine, Lawyers Weekly, Presentations Magazine and others.

Vickie helps experts find outlets where their messages will sell for the highest fees and get speaking engagements, book deals and professional services assignments that extend their brand and increase revenue and market share in a wide variety of markets and industries.

Vickie speaks internationally on marketing trends and strategies and is the author of *Springboard Marketing™*, *Talking to Strangers™*, *Speak to Sell™*, *Speaking in the Strike Zone™*, and *Your Position of Power™*. Her bi-weekly market intelligence updates Tips, Trends & Tirades® are considered a top resource for experts and are distributed throughout the U.S. and in 17 countries.

Vickie graduated from the University of Oklahoma with a BA in Journalism/PR and a minor in Marketing. She and husband Larry Miller reside in Tempe, Arizona, along with their four-legged "child" (the kind that meows) Tigger.

OTHER RESOURCES

VICKIE SULLIVANS SPEAKER SUCCESS KIT: AN EXCLUSIVE THREE CD SET

Your ultimate, need-to-know source to start playing the speaker's game. In these three CDs – jam-packed with winning content and offered together for the first time – you'll get the pre-eminent scoop from Vickie on the common mistakes and pricey pitfalls you can avoid in starting your speaking career. The CDs include Get Those Bookings: Marketing Strategies for Professional Speakers, Speaking in the Strike Zone: How to Get in Front of a Buying Audience, and Speak to Sell: Using Public Speaking as a Marketing Tool.

YOUR POSITION OF POWER: PACKAGING YOUR EXPERTISE FOR HIGH-FEE MARKETS

Ready to make yourself P.O.P. in the marketplace? You can with Vickie's four CD set that shows you how to flex your own unique Position of Power. Here, she provides a strategic, step-by-step approach to positioning – and communicating – your expertise in ways that will make you a must-have speaker...and draw in your most profitable customers.

TALKING TO STRANGERS: EFFECTIVE SALES CONVERSATIONS FOR EXPERTS WHO SPEAK

In this amazingly comprehensive 7-CD set Vickie down-loads the info to make every conversation count so you can turbo-charge your success...right now. She breaks down – CD by CD – how to make every phone call more effective, how to communicate how valuable you are, how to respond to budget-blues excuses, and how to implement top-tier closing strategies. Vickie's masterful approach will have you summoning your innate courage to speak to strangers...and

command the highest fees possible.

SPRINGBOARD MARKETING

Looking to create currency with a business that prominently plays up your intellectual capital? In this CD set, Vickie enthusiastically unspools a winning consultant program previously revealed only in pricey one-on-one sessions. It plots out the plan to build an infrastructure – driven by speaking – that sets your expertise apart, fine-tunes message development and turns a single speech into a powerful, revenue-generating machine.

GET THOSE BOOKINGS: MARKETING STRATEGIES FOR PROFESSIONAL SPEAKERS

In this CD, you'll find out what to know before you market yourself, how associations and corporations select speakers they pay for, and how you can influence the committees that decide which speakers get hired.

SPEAKING IN THE STRIKE ZONE: HOW TO GET IN FRONT OF A BUYING AUDIENCE

This fast-paced CD features Vickie giving the very latest on market expectations and how you can tailor your format for the highest return.

SPEAK TO SELL: USING PUBLIC SPEAKING AS A MARKETING TOOL

Specifically targeted to those who want to give presentations to sell products, procure clients or promote their ideas, this CD offers a tested, systematic approach to create captivating topics that sell.

All of these products are available for purchase through the Sullivan Speaker Services online store. Visit <http://www.sullivanspeaker.com/products.htm> today!