



SULLIVAN SPECIAL REPORT:

# TEN WAYS TO USE PUBLIC SPEAKING TO FURTHER YOUR CAREER GOALS



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

If you're not visible, then you are invisible. When you participate in panel discussions and do stand-alone speaking at both company conferences and industry events, you can broaden your appeal and generate opportunities you never knew existed. Here are 10 ways to leverage a single speech to further your career goals:

## **SAY SOMETHING DIFFERENT.**

If you say the same things as everyone else, your speech can boomerang and label you as “nothing special.” Break out of the box and question conventional wisdom; offer alternative ways of thinking that make sense; show how having different assumptions can create different solutions. (See my free [online tutorial](#) for help in differentiating your content.)

## **SHOWCASE YOUR SPEECH.**

Who needs to know about you? Invite them. Don't depend on the audience the host provides. Be sure to ask permission; most will say yes, especially if the group is large enough that a few extra people won't disturb the flow. Best time to ask? Before accepting the invitation.

## **REUSE YOUR CONTENT.**

Use the speech as a reason to submit an article for a national journal or company intranet. It's easy to do—just present some of your information. (But not all of

it—you want to give people a reason to attend your session.) Most association editors readily print articles by the presenters in order to publicize the event.

## **LEVERAGE YOUR INVITATION.**

Announcements to your network, such as “I'm giving a speech on \_\_\_\_\_ topic . . . any war stories will be appreciated. And yes, I'll change the names to protect the guilty and the innocent.” Letting friends know you are speaking without bragging can help position you as a “rising star.”

## **DISTRIBUTE THE TAPE.**

Many conferences tape the session to sell afterwards. Negotiate with the sponsors for free copies, volume discounts or even limited permission to copy and send tapes to those who couldn't hear you speak—a great way to follow up on the invitees who were interested but couldn't be there.

## **RESEARCH TO CUSTOMIZE.**

Looking for a reason to talk with someone important? Interview them to customize your speech. They'll be flattered—and you just started a great relationship! Be sure to get permission to use their specific examples or story; ask if you can quote them (they'll almost always say yes). Then send them a tape so they can experience their ideas through you.

## **SPRINGBOARD YOUR NEW VISIBILITY.**

What else can you do for this organization to help their members with this topic? Host a discussion? Create a special interest group? You can make this happen before the speech to generate interest in your topic. You thus build attendance through word of mouth.

## **STAY CONNECTED.**

Continue to benefit from your exposure by maintaining the connection you began with your audience. Develop something as a follow up—a weekly chat room to discuss experiences, or an informal support network you invite them to join. You get continuous visibility and the positioning deepens. The connections will pay off.

## **CREATE TOOLS.**

Creating tools and processes allow you to be seen as more than a talking head. Go beyond recommendations and standard models to create a list of questions that spur thinking or a process that can be easily applied. You will be known as the creator of the “\_\_\_\_\_ process.” Such a list can take on a life of its own—much to your benefit.

## **GIVE GIFTS.**

Put your list of questions or process on an oversized business card and laminate it. Your audience has it for easy reference and will keep it long after the notes are tossed. But don't substitute this for handouts and notes.

Public speaking is like any other tool – your results depend on how you use it. Good luck and we'll see you—visible—on the road!

## 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 online newsletter The Sullivan Report and bi-weekly market intelligence updates Tips and Trends are considered a top resource for experts and are distributed throughout the U.S. and in 12 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 two "children" (the kind that meow) Tigger and Jaz.



## OTHER RESOURCES

### **VICKIE SULLIVAN'S 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 downloads 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!