



LAS VEGAS CONVENTION SPEAKERS BUREAU

~ Featuring World-Class Speakers
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Introduction to **INSIDER'S SECRETS:** Keys to 6-Figure Speaking ***Action Guide***

WELCOME!

If you're interested in discovering the keys to 6-Figure speaking, you're in the right place!

As you're about to discover, I created "INSIDER'S SECRETS" because – as President & Founder of the Las Vegas Convention Speakers Bureau, I hear from speakers *every week* who want to get listed on the LVCSB.com Website. Having a listing on any speakers bureau site is valuable, but it's just one component of a successful speaking career strategy.

WHICH SPEAKERS IS THIS COURSE PERFECT FOR?

Some speakers want to speak for fun ... and they are happy to speak for Free. That's *fine* For THEM.

This course is for you if you have an important message to share, and want to:

- Earn THOUSANDS every time you speak!
- Distinguish yourself from the crowded field of "general speakers"
- Become the leading expert in your field
- Have high, recurring income
- Influence and help others, share your experience, and ***fulfill your potential!***
- Discover how the speaking industry really works, and
- You are ready to start getting PAID to speak!



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I AM HERE TO HELP YOU...

Working with Robin Jay is....

*Within a short time after being listed on the LVCSB.com Website, Robin offered me a full fee gig for a company from Sweden that was holding their meeting in Las Vegas. Robin went all out to make sure I got great value for my listing. Robin is a true professional in every sense of the word and I would highly recommend her to speakers at any level of the business. I rarely lend my name to testimonials, especially in the shark-infested waters of the speaking business. I highly recommend Robin Jay. – **Scott Love, Speaker, President of Scott Love's Staffing Sales Training***

*Working with Robin Jay hasn't just exceeded my expectations...it's blown them out of the water! – **Leslie Stein, Facilitator, Empowerment Expert, Author of "Penny Perspectives"***

Dear Robin,

*Your coaching was perfect and priceless. Everyone said my speech was amazing, perfect, great...congresswoman Berkeley, said at least 3 times in three different ways how incredible and perfect the speech was. Thank you with all my heart. - **Dr. Florence Jameson, Founder, Volunteers in Medicine Southern Nevada***

WHILE MOST SPEAKERS ARE ATTENDING NSA MEETINGS ...

I've been attending Meeting Professionals International (MPI), International Society of Event Specialists (ISES), Las Vegas Hospitality Association (LVHA), Convention Services Association (CSA), Destination Services Association (DSA), and other event group meetings, building relationships with meeting planners who book events and *hire speakers!* This is where the fact that I'm a speaker comes in handy; I'm in a position to promote the speakers bureau and all of the speakers I represent by talking about the bureau whenever I speak.



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THE ULTIMATE SHORTCUT – JUST 8 WEEKS TO SUCCESS!

What do you WANT to earn from speaking?

What is the **TOP FEE** you've earned THIS year? 2017: _____

What do you WANT your **TOP FEE** to be NEXT year? 2018: _____

What has been your **AVERAGE FEE** this year? 2017: _____

What do you want your **AVERAGE FEE** to be NEXT year? 2018: _____

How much will you earn THIS year, TOTAL? 2017: _____

How much do you want to earn NEXT year? 2018: _____

What is the gap?

What's it worth to you to close that gap? 20%? 20K?



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CREDIBILITY

Define your credibility:

Why should people listen to you? _____

Why should people buy your book? _____
(If you have one)

Why should people hire you as a coach? _____

LVCSB.com

Las Vegas has _____ sq. ft. of convention space!

A _____ Speech is when everyone at a conference is in one room.

A _____ Speech is when the attendees go off into smaller rooms for in-depth presentations on narrower content or specific training.

THE TOP 3 MISTAKES MOST SPEAKERS MAKE

1. They rely on _____ gigs
2. They create and try to sell _____ products
3. They don't understand how _____ it is to get paid to speak!



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WHAT DOES FINANCIAL FREEDOM MEAN TO YOU?

What would you do if you had financial freedom?

"To achieve my dream of Financial Freedom, I need to take time to understand how the _____.

PREVIOUS SPEAKER TRAINING

Have you had any professional speaker training before?

Did previous training share how to monetize your speaking?

Have you implemented any of the training and how would you evaluate your success as a result of that training?

On a scale of 1 – 5, (1 being ineffective, 5 being awesome), rate any previous training:

(Circle one)

1

2

3

4

5

TOP 3 MISTAKES

#1: They rely on Fee-Based Gigs – which are when a _____
or _____ calls you and invites you to speak for a fee.

Your platform reflects your _____



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When you search GOOGLE, you want to show up on Page _____

PRODUCT DEVELOPMENT

Building a product to sell is _____!

You want to create a product because there is a _____
and share _____ you created it.

To create an AWESOME product, make it:

- A. Something people _____
- B. Something people _____
- C. Something you _____

A great way to start is by creating a _____

The 3 TYPES OF SPEAKERS

1. _____
2. _____
3. _____

The "General Speaker" category includes about _____speakers

They are talented, they teach, and they _____

You never want to be a "specialist" – instead, become an _____



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The "Public Speaker" category includes people who are _____

They always _____

The "Paid Speaker" category are those speakers who are happy to speak for _____

They use _____ & _____ in their presentations

They use the platform to _____ what they _____

BECOMING A PAID SPEAKER

You can create an event that will help you to earn _____x more than you invested

You will need at least _____ person to make a profit

Wealthy people invest in things that _____ in value

Poor people buy items that _____ in value

EARNING \$10K per speech is based upon a presentation built on _____ & _____



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The **INSIDER'S SECRETS: Keys to 6-Figure Speaking Course** offers 4 INSANE BONUSES:

1. A _____ Designation
2. A listing on _____
3. The _____ Speakers Boot Camp Info
4. Insider's Secrets to _____

LOOKING AHEAD TO INSIDER'S SECRETS

Module 1 – “Don't Speak Again Until You See This!”

Discover the top mistakes most speakers make and how to avoid them

Module 2 – “The Science & Psychology Behind Earning More Every Time You Speak”

I'll reveal how you can earn more by speaking directly to your audience's subconscious minds. This is an amazing game changer!

Module 3 – “Simply Irresistible; Do THIS If You Want to Succeed!”

You'll learn what it takes to create irresistible offers and how to close more sales more often.

Module 4 – “Presentation Skills & Thrills”

In this content-packed segment, you'll discover what you need to know to market yourself, create explosive products, reach a global audience with your message, and so much more!



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Module 5 – “INSIDER’S SECRETS to PUBLISHING”

You’ll meet uber-successful literary agent, author, and micro-publisher Deb Herman. Together, we will share the ins and outs of TODAY’S ever-changing publishing landscape and help you to see which publishing solution is best for your success.

Module 6 – INSIDER’S SECRETS to SPEAKER MARKETING

Gretchen Bruener will share information to help you avoid years of struggling – including how to find fee-based gigs in your own backyard and online!

Module 7 – INSIDER’S SECRETS: AUTOMATE YOUR INCOME with Bryce Kuhlman

Bryce created WISDOM ROBOT to help speakers offer their products online. Imagine cloning yourself! That is what this is like. You’ll discover how to make money while you sleep – priceless!

Module 8 – A LIVE 1-on-1 with the Robin Jay, President & Founder of the Las Vegas Convention Speakers Bureau.

I’ll personally evaluate your materials, your platform, your presentations, or even your manuscript ... whatever you’re working on and whatever you want help with! This is an extraordinary opportunity to get the personalized coaching that will help you on your path to 6-Figure speaking success.