



LAS VEGAS CONVENTION SPEAKERS BUREAU

~ Featuring World-Class Speakers
Robin@LVCSB.com, www.LVCSB.com

Introduction to **INSIDER'S SECRETS:** Keys to 6-Figure Speaking

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 and 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 NEED THIS COURSE?

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!

I AM HERE TO HELP YOU...

What speakers say about working with me:

*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 ensure 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...and 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 management 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 and wherever I'm speaking.

A quick note about this INSIDER'S SECRETS ACTION GUIDE:

It's for you to fill out and review. It will help to give you a "30,000-foot view" of your speaking career. Please read through it after watching the webinar and answer the questions honestly. You don't need to show your answers to anyone. It will help you gain clarity about the future of your speaking career. I've even answered some of the most important questions for you.

INSIDER'S SECRETS:
Keys to 6-Figure Speaking Action Guide
THE ULTIMATE SHORTCUT – JUST 4 WEEKS TO SUCCESS!

What do you WANT to earn from speaking?

- What is the **TOP FEE** you earned LAST year? _____
- What do you WANT your **TOP FEE** to be THIS COMING year? _____
- What was your **AVERAGE FEE** LAST year? _____
- What do you want your **AVERAGE FEE** to be THIS COMING year? _____
- How much did you earn LAST year - TOTAL? _____
- How much do you want to earn THIS year? _____

- ***What is the gap?***
What is it worth to you to close that gap? 20%? 20K? (Circle one)

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?

ABOUT THE LAS VEGAS CONVENTION SPEAKERS BUREAU

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

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

A BREAKOUT 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 EASY it is to get paid to speak!

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 your previous training share how to monetize your speaking?

Have you implemented any of that 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

BUILDING YOUR PLATFORM

Your platform reflects your _____, _____, & _____

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

PRODUCT DEVELOPMENT

Building a product to sell is MANDATORY!

You want to create a product because there is a _____ for it, then share _____ you created it.

To create an AWESOME product, make it:

- Something people _____
- Something people _____
- Something you _____

A great way to start is by creating a _____

The 3 TYPES OF SPEAKERS

There are THREE types of speakers. These are:

1. _____
2. _____
3. _____

The “General Speaker” category includes about 18,000 speakers. They are talented, they teach, and they _____.

The “Public Speaker” category includes people who are _____. They are always booked to present the _____.

The “Paid Speaker” category represents those speakers who are happy to speak for _____.

They know they will have a great payday because they use _____ & _____ in their presentations.

They use the platform to SELL what they KNOW.

BECOMING A PAID SPEAKER

You can create an event that will help you to earn 10 x more than you invested

It doesn't take a lot of people to earn a lot of money. You can succeed speaking to small groups with just 5 or 10 people to make a profit

Wealthy people invest in things that will APPRECIATE in value.

Poor people buy items that _____ in value.

EARNING \$10K per speech is based upon a presentation built on SCIENCE & PSYCHOLOGY.

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

1. A CERTIFIED CONVENTION SPEAKER Designation.
2. A listing on _____.
3. The MILLIONAIRE Speakers Boot Camp Info.
4. Insider's Secrets: KEYS to _____ Speaking.

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 information is a 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!

BONUS: A LIVE 1-on-1 with me - 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. I’ll record the call for you on Zoom so you can review it again and again - whenever you like.

I hope you’ll choose to be one of the 10% of people who will take the necessary steps to assure your success! I look forward to sharing INSIDER'S SECRETS with you.

- Robin Jay