



LAS VEGAS CONVENTION SPEAKERS BUREAU

~ Featuring World-Class Speakers
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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 & 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 ARE PERFECT FOR 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!



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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 earned LAST year? 2017: _____

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

What was your **AVERAGE FEE** LAST year? 2017: _____

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

How much did you earn LAST year, TOTAL? 2017: _____

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

What is the gap?

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

INSIDER'S SECRETS TIP #1

ESTABLISH YOUR CREDIBILITY

Why should people _____ to you?

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

Why should people hire you as a _____?

LVCSB.com

Las Vegas has _____sq. ft. of convention space!

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



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

INSIDER'S SECRETS TIP #2

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!

YOUR PLATFORM

Your platform reflects your _____

Have you ever GOOGLED yourself? _____

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

INSIDER'S SECRETS TIP #3

Building Your Brand

You never want to refer to yourself as a _____

YOUR PRODUCT DEVELOPMENT

Building a product to sell is _____!

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



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INSIDER'S SECRETS TIP #4

You need to create AWESOME products

Make them:

- Something people _____
- Something people _____
- Something YOU _____

A great way to start is by creating a _____

INSIDER'S SECRETS TIP #5

Your dream CAN come true! You CAN achieve financial freedom as a writer & a speaker.

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

What would you do if you had financial freedom?

INSIDER'S SECRETS TIP #6

You can learn from the _____ & Successful

To do what the wealthy do, you have to _____

Wealthy, Successful people invest in things that will _____ in value.

Poor people use credit cards to buy items that _____ in value



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INSIDER'S SECRETS TIP #7

The 3 TYPES OF SPEAKERS

1. _____
2. _____
3. _____

The "General Speaker" category includes about _____ speakers
They are talented, they teach, and they _____

The "Public Speaker" category includes people who are _____;
they always _____

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

They use _____ & _____ in their presentations

They use the platform to _____ what they _____

INSIDER'S SECRETS TIP #8

Most speakers are _____ speakers, trying to fit the role of
_____. This is why they aren't making any money!

NOW YOU KNOW THE TRUTH about why so many speakers struggle.



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INSIDER'S SECRETS TIP #9

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

Discover how to speak to your audiences' beliefs, paradigms, & subconscious minds.

INSIDER'S SECRETS TIP #10

Most speakers think earning a lot for speaking is hard to do.

The National Speakers Association reports that 95% of their members earn LESS THAN \$_____ annually from speaking.

To qualify for the NSA'S Certified Speaking Professional designation, they must prove they have earned \$50,000 a year for _____ of the last _____ years.

INSIDER'S SECRETS TIP #11

Getting Started:

- DECIDE you are going to become a _____ Speaker!
- STOP relying on fee-based gigs
- BUILD PROPER CREDIBILITY through _____
- DISCOVER how to use _____ & _____ to start earning more right away!

For the most powerful 8 weeks of your life – sign up for

INSIDER'S SECRETS: Keys to 6-Figure Speaking

And discover how YOU can become a highly paid, professional speaker



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

1. A listing on _____
2. A _____ Designation
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. I’ll record the call for you on Skype so you can check back and reference it whenever you like.