

Open Your Mouth and Build Your Business

Teleseminar with Passion for Business

**The truth about how you can get paid to market with your mouth...
if you are willing to work for it**

**YOUR PASSION FOR BUSINESS 15% DISCOUNT good for 3 days only
on ANYTHING on Darren's Website: 316274 Teleseminar Registrants only!
www.Presentation411.com**



His first paid speech was for \$75 in 1995.

He now earns thousands for a one hour keynote speech. He earns even more in the back of the room offering informational products. He did it step by step, which is how he will teach you. You will get incredible insight from his story and examples from his colleagues.

In 2001 Darren LaCroix, outspoke 25,000 contestants from 14 countries to win the title-- World Champion of Public Speaking. Since that victory, Darren has traveled the world demystifying the process of creating a powerful speech. He has roused audiences in faraway places like Oman, Malaysia and Taiwan with his inspirational journey from first-rate chump to first-class champ, proving anything is possible if you are willing to work for it.

**The Humor Institute, Inc.
888-528-4451
www.Presentation411.com**

What others have said about learning from Darren...

“By the way, thanks for the **feedback on increasing our speaking rates**. We did it as of the first of the year and they didn’t hesitate. Amazing going from \$200 to \$500! Using your modified agreement form is working great too.”

-Charlotter Endorf, Norfolk, NE

“Darren, you are an incredible source of information on public speaking and marketing speaking services. **I learned more in the hour and a half with you than I have ever learned** before about the speaking business. Thanks so much.”

- Bob Mauterstock, Farmington, CT

“Darren, thanks to your constant prodding on your CDs, which I seem to always find in my CD player, I have received **my first speaking paycheck!** Your advice helped me realize what I was getting into and it sure helped me avoid many of the pitfalls that others make routinely. Thanks for your help.”

- Theresa Westcott, Houston, TX

“Hey Darren, Thanks again... **YOU ROCK!** Your program was great! You really **helped me focus on my assets** and realize that I am sitting on a gold mine!”

-Andy Dooley, Orlando, FL

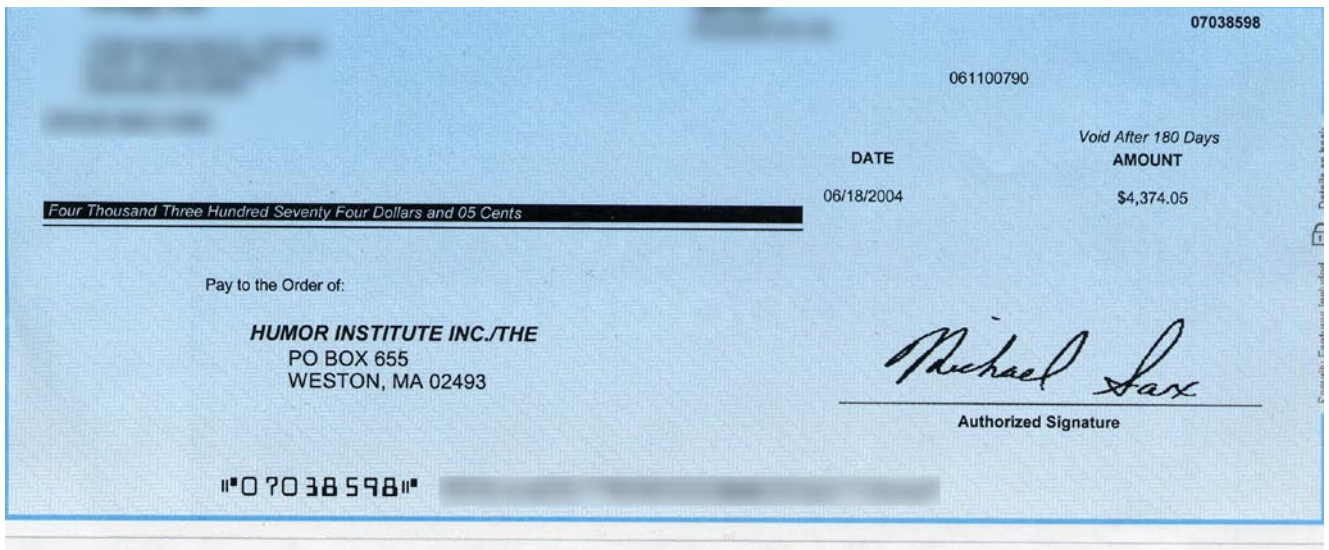
“You got me thinking about doing this in **ways I never imagined**. I can give free speeches to work on my material and still make a money to cover my expenses after giving my presentation. All I need is stage time, stage time, stage time.”

- Oliver Cozby, Ft. Worth, TX

SETTING “THE STAGE”

• Darren’s mentor said in class... “Some of you will _____.”
Everyone in class _____. Why? Lack of _____.

• The Deposit Check (1/2 of the event): \$4,347.05



• 3 Questions from Alan Weiss, CSP

1) _____

2) _____

3) _____

Think “_____” not “speaker”

WHY YOU?

WHO IS WILLING TO PAY? (Or let you market in exchange for value)

HOW DO YOU REACH THEM?

Think “Next Steps”your PRESENTATION is ONLY STEP 1

LISTEN TO YOUR AUDIENCE!!! They’ll give you product clues!

NEXT STEP EXAMPLES:

THE SKILL of PRESENTING (Area of Expertise)

1. • STAGE TIME (Darren’s Newsletter)
• FREE Keynote at Toastmasters
• Paid Keynote Presentation
2. • Starter Pack
3. • Master Presenters Pack
• NSA (National Speakers Assoc.)
4. • Personal Coaching BOOT CAMP
5. • World Champions’ EDGE Member
(On-line community)

GET PAID TO SPEAK by Next Week (Area of Expertise)

1. • SSN (Speaker Net News)
• FREE teleseminar
• Ad in Toastmaster Magazine
2. • Get Paid to Speak (Audio Course)
3. • Get Paid to Speak BOOT CAMP
• NSA
4. • Get Paid EVEN MORE BOOT CAMP
5. • PRO Edge Member

LOGOS are nice, but COPY (and words) SELLS.



Don’t think you need coaching? Think again...the problem is two-fold

First, we don’t know what we don’t know. Most speakers think that just because they can speak in front of a group without shaking, they’re making a memorable impact. Second, most speakers make the same “mistakes” over and over again because they don’t know any better.

The Champions’ Secret Solution

What’s the one thing all World Champions have in common? We were all coached. All of the Champs had mentors who cared enough about us to be truthful about what we were doing wrong. Our coaches gave us a higher level of feedback than our audiences did. We couldn’t have grown as fast without them. Charlie ‘Tremendous’ Jones says, “We are the books we read and the people we hang out with.”

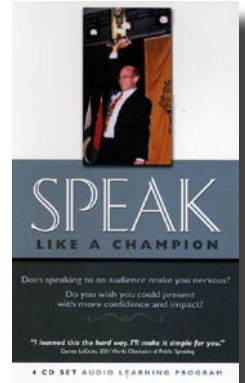
Do the speakers you hang out with challenge you to grow?

Are you an unknown expert?

Not unknown to the world unknown to _____. Thank “Goodness” for being in the right environment and being surrounded by mentors who saw more potential in him than he did

After Darren won the World Championship of Public Speaking, Rick Segel, a mentor of his, pulled him aside and told him he must _____.

Darren’s first response was _____



Multiple streams of “expert” income

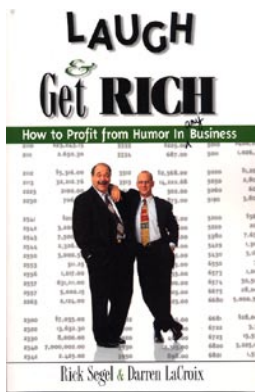
If you are an expert can you see that there are _____?

Possible streams of income:

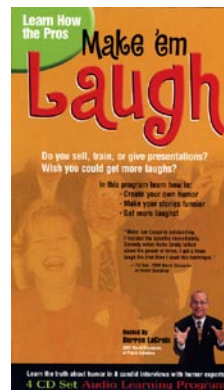
- Speaking
- Writing for fee
- Books, e-books, booklets, special reports
- Consulting/Coaching
- Cds-DVDs, MP3s
- Public Seminars
- Royalites & licensing
- Teleconferences
- Webinars/recorded webinar
- Podcasts
- Affiliate programs
- Membership programs

Not an expert? You can be a “collector” like Darren

HELP! I don't have that kind of experience in my field; what do I do? You can create “real value” when you might not have it yet!



Darren & Rick interviewed CEOs who used humor as part of their business plan



Darren interviewed his comedy mentors on how to be make ‘em laugh in professional presentations



Ideas?



How I stumbled into easy paid speeches

First time with my book at a local non-profit organization:

| | |
|---------------------|---------|
| Attendees: | 13 |
| Books sold: | 6 |
| Discounted price: | \$15.00 |
| % who purchased: | \$ 0.46 |
| Total income: | \$90.00 |
| Dollars per person: | \$6.92 |



Cost per book: \$7.52 x 6 = Total cost: \$45.12

\$44.88 paid for speech!

Audience helped Darren create his keynote speech

Darren handed out his _____

Now he's getting paid to practice! **Earn while you learn!**

Your ideas?

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