

Five Warning Signs from a Speaker/Trainer & Three Qualities That Make or Break Your Event

This report will show you three key lessons that anyone that books a speaker needs to know.

It is divided into four parts. Read each one.

The first part is about the surprising truth about the real value that a speaker brings to your bottom line.

Your money's worth in the new business and social climate

Your real asset is the attention that people give you.

The second section is the crucial checklist of traits to flag in a potential speaker.

The Five biggest warning signs you must watch

1. Their marketing says one thing, but their words and voice another
2. The speaker is self-absorbed
3. The speaker is scared of production and technology.
4. The speaker won't help with marketing
5. The speaker is weird in a bad way



The third section is a short but accurate picture of what a great speaker provides.

Three essential qualities from a presenter

1. Wow Factor -
2. Make your life easier
3. Audience focused

The final portion of the report outlines why Seth Braun is the preferred choice.

World-Class Speaking, Training and Facilitating

1. Seth Braun
2. Indestructible Success
3. Speaker's Trust

Part One: Straight Up, Are You Going To Get Your Money's Worth?

The Meeting Industry is working hard to prove the return on investment for events. The Meeting Industry does over \$120 Billion in business. There is a strong incentive to demonstrate the effect on profit and revenue.

However, in the new economy, money isn't the most important currency. Attention and trust are the real currency. A successful event, whether it is internally or externally is fundamental not only to attendance, but also to participation and receptivity. Gaining and keeping someone's attention is critical. This is why your event must be exceptional, or you quickly loose credibility with you constituency.

Here is a brief example:



Are You Going To Be Amazon or a Borders?

Amazon.com spent over a decade unprofitable. They were in the business of building something more important than financial capital. They were building a huge database of heavy users. Amazon slowly and patiently built up massive amounts of information about their customers, but more importantly, they built up the right to capture the attention of their customers. Millions of people trust Amazon so much that they will keep their credit information with them to charge them instantly for purchases. They trust Amazon so much that they will buy the books recommended to them as if they were a trusted friend.

The result? Borders is out of business and Amazon is poised to be the leading publisher, distributor, retailer and clearinghouse for the book industry.

The Gross Domestic Product measures the economy of a nation, however, it is a misnomer, since more money exchanges hands through services than products. And the real currency of service is attention and trust. If you lose these, you loose money.

Make It Or Break It

Planning a powerful event is both exciting and scary. As an organizer you are probably acutely aware that you are only half the equation. A successful and lively experience for your attendees is a complicated mix of logistics, preparation, and choosing the optimal speaker. The details can be dialed in but if the presenter fails to bring that special moxie the result is a flatness that will leave you with a forced smile at the end of the occasion (not to mention a tarnished reputation, a budget under attack and other negative consequences). One bad event can make it three times as hard for your next event.

Contrast that feeling to when a speaker's charisma creates a tangible sparkle in the room. The content needs to be relevant and timely, the presentation superb, and the air filled with excitement. These are the elements that add up to an extraordinary event and this short 3 page guide will assist you by covering all the details you need to choose the perfect speaker/presenter. Then you can build that confidence that Amazon has. People will hand over their trust and attention and your events will become legendary!

Big Orange Signs

First, it would be really important to know what NOT to look for in a presenter. If you were driving down the street and the city decided to repair massive portions of the roads near your home, but decided it wasn't important to focus on the repairs as a potential danger, would you think that was smart? NO! Of course not. The city uses big bright orange signs and flashing lights to deter and detour you from some routes. Do you have a set system of signs and routes to guide you in avoiding the wrong choice for your event? No? Well here is a list that you can hang on to and use every time that you are evaluating someone.

Part Two, Five Warning Signs:

1. Your speaker's promotional material is very certain that he/she is enthusiastic and energizes the audience, but when you speak to them, they sound like a zombie.



WARNING!

What people do is a better indicator than what they say. I don't care how wonderful their marketing is, if they don't inspire you when you talk to them on the phone, something is wrong.

2. The more you work with the speaker and the more strange requests they make. If they ask you to provide a fruit tray to be held off stage for them before and after the talk, then....

WARNING!

Some folks get into themselves a little too much. Like a washed up actor on a reality TV show, they may think the experience is all about them. Hello! - it is about YOU! It is your needs the speaker is going to fill. Sure, some presenters will have a rider that includes water, coffee, lectern, print outs, flip chart or other materials. But watch out for an attitude of expectation or entitlement. That is an indicator of an ego. You want your speaker to come from "how can I serve," not from "how will this benefit me."

3. The speaker is not comfortable with technology and wants nothing to do with the success of the production side.

WARNING!

It is not the presenter's responsibility to run the tech side of the event. However, in the case that there are questions or decisions to be made, the presenter should be able to offer meaningful, thoughtful advice, feedback or suggestions about how they want the tech to be handled. The speaker should have specific instructions and specifications for any tech requests. And if, heaven forbid, there is a technical problem, the speaker should be able to roll with the punches.

4. The speaker insists that marketing your event is up to you, and that he/she "doesn't do marketing."

WARNING!

A great speaker can make your job easier by providing you with "done for you" templates and processes. After all, they do this all the time. Why not share their expertise? Great speakers don't leave it up to you to make the event a success. They are emotionally invested in the success and will do whatever it takes to help you within the scope of their time, energy and resources.

5. The speaker refers to him/herself in the third person as "the talent." "Now, will you have hand sanitizer at the event? Because "the talent" must always have hand sanitizer... on call... on a moment's notice.

WARNING!

That last one is a little tongue in cheek, but you understand what we mean. You absolutely must have a speaker that is easy to work with, has the wow factor, is there to help YOU (not the other way around) isn't a Prima donna, and can not only provide marketing materials, but also strategies, consulting and support for a great event. A great speaker is really a member of your team that works remotely and then flies in to ensure a successful event!

You are putting an enormous trust in the person you hire as a professional speaker. Your placing the success of your event in their hands, so make sure the person you choose has that special combination of skill and talent right for you and your constituents. Take the time to kick the tires and look under the hood so you can find that perfect mix of talent, skill and heart and make the selection that will serve your organization's needs.

Now that you are certain about the need to find that special someone, let's take a look at the three essential qualities that define a great guest speaker.

Part Three: The Three Qualities That Make or Break Your Event

Without these, you are journeying into the danger zone with a speaker. Don't trust your budget, your reputation or your future events without these in your pocket.

1. You want your speaker to have the “wow” factor...

What is the wow factor?
Can it be defined?

Well, a truly great speaker has mastery in two distinct areas.

Number one: he or she relates to the audience as individuals and as a group. The funny thing about this is that it is subjective. No-one experiences a speaker the same way. Yet, they all experience a sympathetic response. The way a speaker captures the audience is by capturing the individuals in that audience.

Number two: They have relevance. Are they masters of the material? Do they know what they are talking about?

And while pinpointing exactly what creates a "wow" factor may be hard to do. It isn't hard to tell. You can be sure you have had the wow factor when you hear things like this from your audience:

"I'd come back to another event with the presenter."

"I learned something that I didn't know I needed to learn."

"I give an 8 out of 10, a 9 out of 10 or a 10 out of 10" (It is a fact that there is a percentage of every audience that never gives a 10 no matter how good it is)

If the presenter has the "wow factor, people will feel more open and trusting. You can see a sparkle in the audiences eye as they mingle around after the talk. You can see better connections, more networking, and richer conversations!

And speakers today need to be fresh, relevant and in touch with the times. People's lives are changing at an accelerated rate. It is the speaker's job to be on the cusp of the latest trends. Leadership is the new motivation. A speaker needs to not just talk the talk, but walk the walk and inspire leadership by their presence and interactions. Although the world is changing rapidly, the qualities of a great leader haven't changed. Core values are the glue that holds people together. The presenters content should have principle-oriented content.

And finally, in light of all of the above, today's world-class speaker has the "wow" factor because they can really cross genres and extrapolate lessons from one business or industry to another; from one cultural group to another, from one paradigm to another. They possess a curious and open mind that integrates many different perspectives.

Oh yes, one last important point, if you can get them, you want "the person that wrote the book on your topic," to be at your event.

By the way, this used to be called making sure your speaker can both "entertain" and "educate."

2. You want you speakers to make your life, easier, not harder...

To make your life easier, the presenter has done the research and the interviews to know what your needs are.

A world-class presenter can provide a "done for you" marketing template. This includes a comprehensive online and offline strategy that you can use to add rocket fuel to your promotions. Some examples are:

Headlines and content for direct mail, emails, radio and social media

Pre-written Tweets, Facebook posts, blog posts

Posters, Flyers, Handbills

The presenter and his/her staff is prompt in replying to communications via email and phone. And while great speakers often need to have support from a team in the production, delivery and execution of a brilliant presentation, it shouldn't feel like you are working with a Prima donna. Part of this is the presenters readiness to communicate with the tech team in a friendly, direct way. And while the presenter must always be prompt and professional, they can roll with the punches if/when things go wrong.

Think about it. If you are bringing in a speaker, and the conference center makes a major mistake and puts you in the wrong sized room without tables (if you asked for tables) and the sound system is not working right, you don't want your presenter to be whining about it too! If you are stressed, at least you can have a speaker there that can keep their cool and provide the presence to your audience that makes you look good. In other words, even though a world-class presenter takes 100% responsibility for a successful event, they should have learned how to

be level-headed and generous in any situation.

This last point is really the critical difference between a god speaker and a great speaker. A great speaker knows that their job is to guarantee a phenomenal event or you don't pay them. If the speaker won't offer that, then look elsewhere. A great speaker's job is to make you look good by delivering tremendous value to the audience so they walk away lit up like a light bulb.

3. You want your speaker to care...

It is well known in the speaking industry that a good speaker is focused on how well they execute content and delivery. It is well known that the differentiating factor for an OUTSTANDING speaker is that they know how to deliver content superbly and are 100% AUDIENCE focused. A great speaker is unselfconscious. They are focused on YOU. Like a laser-beam, the world class presenter is in the moment entirely absorbed in the audience experience. Not only does the speaker care enough to customize every talk to your audience, they adapt when necessary to keep the audience fully engaged. This is called "reading the audience," and can only be done by a speaker that isn't focused on themselves.

Like any profession, the truly great are not only really good at what they do, they are passionate about it. That is really the only way to become world-class. You need to devote yourself to mastery and the fuel to go through the growth process is love and passion for what you do. For a presenter, this may be even more important. A presenter travels long hours, endures time away from family and friends and is required to be "on" no matter what. You must have a presenter show up for your event that LOVES this business. This may be more important than anything else you can look for on a checklist. Because if there is love in the heart of the speaker, the other things will come too.

So what are you doing for your next event? Are you falling into the trap of "same old, same old," or are you applying these lessons to your selection criteria and creating a simple checklist for your next presenter. Do you want a world-class experience? Does your organization deserve the best?

You need a speaker that can deliver the following:

1. Wow Factor - makes your audience sparkle, demonstrates leadership, teaches principles, crosses perspectives and wrote the book
2. Make your life easier - provides support with marketing, won't hide

from technology, is 100% invested and will work as a team player

3. Care and “you focused” - makes the audience the sole focus, genuine loves what they do

And you are responsible for avoiding these Big Orange Signs to a great event:

1. Your speaker's promotional material is very certain that he/she is enthusiastic and energizes the audience, but when you speak to them, they sound like a zombie.

2. The more you work with the speaker and the more strange requests they make. If they ask you to provide a fruit tray to be held off stage for them before and after the talk, then....

3. The speaker is not comfortable with technology and wants nothing to do with the success of the production side.

4. The speaker insists that marketing your event is up to you, and that he/she "doesn't do marketing."

5. The speaker refers to him/herself in the third person as "the talent." "Now, will you have hand sanitizer at the event? Because "the talent" must always have hand sanitizer.

Copy, Paste and Print the following and tape it to a 3” by 5” card for quick reference.

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Part Four: World-Class Speaking, Training & Facilitating

How are you guaranteeing a great return on your investment for your next event?

Are you working with someone that has the WOW factor, wants to support you, can roll with the punches and take charge in helping market your event?

1. Seth Braun

Seth Braun has that unique mix of talent and skill. Talent you have naturally, skills comes from hours and hours of beating on your craft. Braun brings in expertise across broad subject areas. He mixes education with dynamic participation, laughter and good feeling. He truly "lights people up."

Seth is an accomplished author of the Healthy, Fast and Cheap book series as well as his new line, Indestructible Success.

2. Indestructible Success

Indestructible Success is the next best-seller from Rhythm House publishing. It is the most important success book of the decade for creative entrepreneurs, people between the ages of 20 and 40 years of age and anyone that has to lead, manage, create or develop projects, businesses, departments or teams.

The Indestructible Success program is a series of talks, workshops, trainings and seminars designed to get people into three experiences:

1. Be Focused
2. Be Confident

3. Be Productive.

If we don't have just the right fit for your event, we will help you find someone. We will share as much as we can to make sure you have a phenomenal experience. Our mission is to light up the world and pump energy into the Next Greatest Version of America. Together, we can create a future that is better for our kids. We don't have to believe that it is only going to get worse. We KNOW the power of the human spirit.

STOP!



You have just read this report from start to finish.
Don't avoid the orange signs.

Are you going to wish for a great event?

Are you going to ignore the signs and hope for the best?

Or are you going to take action to make sure you have the best event possible? Contact us now to guarantee results.

Contact us NOW to start the conversation for success.

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Sources:

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<http://www.mpiweb.org/Portal/Research/ReportsAndWhitePapers>

Marj Atkinson, MPI research manager and Caterina Bulgarella, PhD, senior consultant for MeetingMetrics, 2010 World Education Congress, ROI Impact Study, <http://www.mpiweb.org/Portal/Research/ReportsAndWhitePapers>