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**Learn the 3 Step Formula To Building
A Successful Speaking Business So
You Can Impact, Inspire And Influence
More People**



Dr. Will Moreland

"Named A Top Speaker In America!"

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By Dr. Will Moreland

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One of the most innovative and influential owners in NBA history. A Basketball Hall of Fame Inductee.

“Will is a dear friend. He has supported my mission and has spoken for my organization sharing an electrifying speech that many of the staff still speak about.”

-Jimmy Walker

Founder and Chairman Celebrity Fight Night Foundation, Inc.

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-Jen Welter

First female to Coach in the National Football League. First female to start in a men’s professional league.

“Brilliant, Brilliant, Brilliant!!! That’s how you describe Dr. Will. He is wise far beyond his years. I simply love working with him and sharing ideas.

-Dr. Dolf De Roos

New York Times Bestselling Author and International Real Estate Trainer

“Dr. Will is one of our shining stars and true Leaders in our community. He knows how to command the stage and keep the audience’s attention.”

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Founder of Power Networking Conference
and FraserNet the Largest African American
Networking Group

“I had the pleasure to share the stage with Dr. Will and he simply is amazing to listen to. His story will motivate anyone to change their life and become better.”

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Past Chairman: The International Franchise Association
Chairman Emeritus: Mail Boxes Etc., now The UPS Store

“Dr. Will is the personification of greatness. And what he is doing is allowing you to peek into his Genius mind. When you are ready to go for your greatness, Dr. Will is the man.”

-Les Brown
The World’s #1 Motivational Speaker and
Inductee into the Speakers Hall of Fame

“Dr. Will helped me launch my Speaking Business and release my first book, which became a Bestseller. His strategies made it easy to accomplish my dream of writing a book. Great trainer.”

-JJ Birden
Former NFL Wide Receiver, Bestselling Author
and Entrepreneur

“I had the pleasure of hearing Dr. Will speak and he blew everyone away. His story is amazing. His style of story-telling is phenomenal.”

-Kenneth Holdman
Senior Vice President, SodexoMAGIC

“Will is a young man with a passion to help others navigate their path toward a more fulfilling and successful life. Great insights and wisdom on living a better life.”

-Denis Waitley

One of America's most respected authors, keynote lecturers and productivity consultants on high performance human achievement.

“His leadership teaching is so fresh, so relevant, so needed, so beautifully expressed, and so vital to the kind of change we all must undergo to succeed in this world of today. I had the great pleasure of working with Dr. Will during my time at Grand Canyon University.”

-Dr. Ken Blanchard

Ken Blanchard is a prominent, sought-after author, speaker, and business consultant. New York Times Bestselling Author of “The One Minute Manager”

"Nothing is more urgent than leadership, integrity and cause capitalism in our world, and few offer better perspective and action steps for successfully offering all three than Dr. Will."

-Steve Down

Founder of Multiple Companies, Even Steven's Sandwich, Steve Hotels, Financially Fit and Blue Hat Construction

"Dr. Will is one of the most inspiring men of our time. And he has the rare ability to motivate every leader, employee and organization."

-Ken Jennings

**CEO and Founder Mr. ReKey,
The Nation's Largest Locksmith Company**

Dedication

For the last 20 years my wife and my family have shared me with the world. They know and understand that I am passionate about the work I do and my genuine desire to help people live their best life. They make it extremely easy for me to do what I do. I hope I make them proud and the many sacrifices have been worth it!



My Wife



My Son



My Daughter

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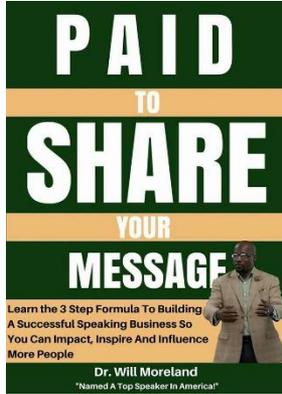
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INTRODUCTION

***I HAD NO PLANS OF BECOMING A
PROFESSIONAL SPEAKER. I
THOUGHT YOU HAD TO HAVE SOME
SPECIAL TRAINING OR
SOMETHING....***

I'm super excited that you picked up this book. Whether you are just starting out or a seasoned Speaking veteran, I'm sure you will pick up some good nuggets in this book. I have been blessed to create a successful Speaking Business, and it has afforded my family and I the best opportunity to live an amazing life. I'm ready to share with you some of the key strategies I have used to build my business.

These are strategies anyone can implement right now, and start building your business or improve on an existing business. The best part, I have been able to do this in a very short period.



If you are willing to apply the strategies and do the work, you will find success as well. I started my “Speaking Business” in 2012, just 6 years ago. Now, I have been speaking for over 15 years, I just didn't know you could have a “Speaking Business” so I would speak for free.

I call myself the “**Accidental Speaker**” because I never imagined I would be getting paid to speak and share my message. I have been able to travel around the world, meet amazing people and do what I love, help people to succeed.

In this book, I’m going to share with you exactly what I did to grow my business. It is going to save you a lot of time, energy and money. I wish I had this book when I started to build my business. But I’m glad you get to have this tool and I hope it serves you well.

In a short time, I have been honored to be named one of the Top Speakers in America in 2015, and I have shared the stage and platforms with Legends in the Speaking Industry. To name a few, Les Brown, Lisa Nichols, Denis Waitley, Sharon Lechter, and Lewis Howes. I am truly blessed.

So Why Would I Share My Secrets With You?

To be honest with you, I genuinely believe your voice and your message needs to be heard and if I can help in

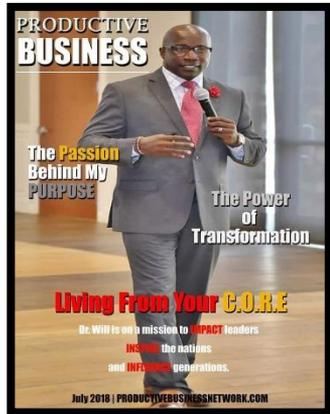
any way to get you in front of the people that need to hear your voice the most, I want to help.

We live in a world of abundance, there is enough room, space and yes even money for ALL of us.

Speaking has opened many doors for me and I want those same doors to fly open for you as well. One of my biggest frustrations when I first started building my business was that when I reached out to other Speakers, many of them were not willing to share their success or strategies with me.

I told myself, if I ever became successful with this business, I would help as many people as possible. Writing this book is a part of my commitment to help others succeed in their Speaking Business as well. In the following chapters, I'm going to share the formula I used to build my Speaker Business. I call it the **P.A.M Formula™**. Within these three letters lies the formula to you building a thriving Speaker Business. I must warn you, they are going to seem so simplistic, that you will be tempted to over look them and say, "Oh yeah, I heard that before or I know that already." **TRUST** me, you don't want to be that person. I have shared the **P.A.M Formula™** with all my clients and the ones that implement it have found amazing results.

Speaking Has Open Up Many Doors



CHAPTER ONE **FOLLOW THE** **FORMULA**

***ANYONE CAN LEARN TO BECOME A
BETTER SPEAKER AND CREATE A
SUCCESSFUL SPEAKING BUSINESS
IF YOU ARE WILLING TO LEARN AND
APPLY THE P.A.M FORMULA™***

How did I come up with the **P.A.M Formula™**? Let me tell you, it cost me a lot of time, energy and money. Remember I told you I call myself the “Accidental Speaker.” Well let me share with you the back story.

I ran a successful consulting company in Germany where I lived for 15 years. In 2010 I moved to Phoenix, Arizona with my family. This was a big deal, not only had I not lived in the US, for a long time, I had never lived in Arizona. My family and I didn't have any contacts, just our faith.

Like most of us, I wrote down my goals, I was full of confidence and just knew all I had to do was tell a few people how great I was at consulting and the money would roll in.

Well, guess what? It didn't quite happen that way. What did happen is what I like to simply call “LIFE.” Not only did my business not take off, my wife was pregnant, medical bills were piling up and we were running out of money FAST. Did I say we were running out of money fast!!!

I was depressed, frustrated and scared. Living in a new state, wife pregnant and money running out. I reached out to one of my buddies and he suggested I should look into

starting a Speaking Business. To be completely honest, I gave him a good side-eye look. I said “Man, I don’t have time for that, I need some money, and fast. Remember, I had spoke before, but all for free.

Then he pulled out a check he had just received for speaking. It was for \$3500!!! I said **“YOU GOT THAT FOR SPEAKING?”** That day, is when I decided to become a Speaker, the **“Accidental Speaker.”**

When he showed me that check, I got inspired. But here is the funny thing. I didn’t know you could choose to become a Professional Speaker. I had listened to people like Les Brown, Tony Robbins, Zig Ziglar, Jim Rohn and so many others for years. I thought they had got hit with some magic wand that allowed them to speak on a professional basis.

After talking with my buddy a little more, he invited me to a Speaker Training in California. I didn’t even know this type of training existed. When I got there I was blown away to see so many Speakers. It was about 2000 people in the room.

Immediately I got intimidated, I said to myself, I’m never going to find opportunities to speak with all these Speakers here. They have probably been speaking for

years. I actually walked out the conference into the hall way and was ready to head back to Arizona. Then I remembered, I had some bills waiting on me. I made the choice to stay and learn every thing I could. And boy I am glad I stayed.

I took copious notes and talked and connected with as many Speakers as I could. Once the conference was over, I headed home, motivated and ready to CRUSH the Speaking Industry. That lasted for a good month and then reality kicked in. And the bills were still there.

At this point, I had about three months in the reserve to hold us over. From the information I learned at the conference and some other research I did, I knew that the Speaking Industry was a profitable business to be in. I just needed to figure a few things out.

I went back to my Military Training. I asked myself, when you wanted to be successful in the Military, what did you do? I found a mentor and I modeled the best and asked questions.

For the next three months I researched and studied the best in the business. I watched over 400 YouTube videos of the best Speakers. I looked at over 150 websites of the top Speakers. I reached out to about 50 Speakers to ask

questions. Around that third month, I had figured out the combination to unlock the success vault.

This is the point when I came up with the formula. Now I wasn't as sophisticated back then, I didn't have a name for it. But I did have the formula. I now call it the **P.A.M Formula™**. The **P.A.M Formula™** is what I have used in the last 5 years to build my Speaking Business, my brand and even my consulting company.

In 2015 I was named a Top Speaker in America. My consulting company has won numerous awards and I was named 2017 Business Person of the year. I am not sharing this to brag, but to show you, the **P.A.M Formula™** leads to results. And at the end of the day, that's what matters.

The **P.A.M Formula™** is a straight forward formula that when implemented on a consistent basis will work for you. I have seen its successful results and implementation over and over with my clients.

Let's break it down, and in the following chapters I'll explain each one.

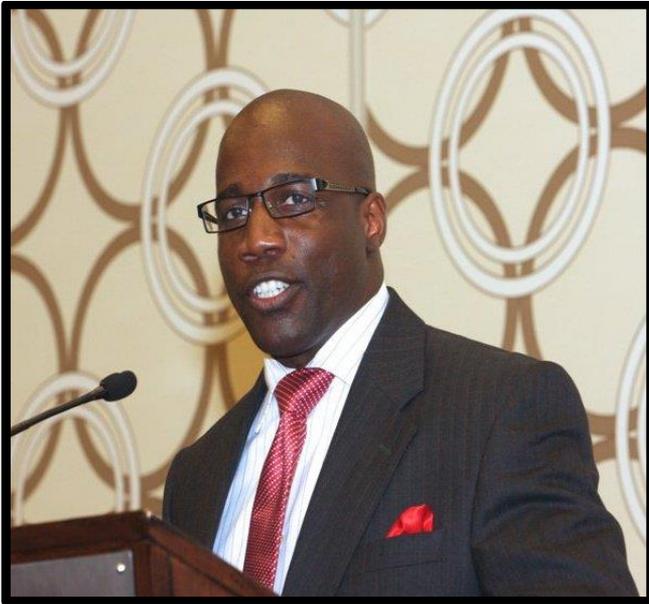
The “**P**” stands for **POSITIONING**.

The “**A**” stands for **ADVANTAGE**.

The “**M**” stands for **MARKETING**.

I told you already, don't say it..... "I know this stuff already."

Just keep reading!!!



CHAPTER TWO
POSITIONING,
POSITIONING,
POSITIONING!

***LEARNING HOW TO POSITION
YOURSELF FOR YOUR TARGET
MARKET IS ESSENTIAL TO
BUILDING A SUCCESSFUL SPEAKING
BUSINESS***

After those intense three months of studying the inner workings of the Speaking Industry, I learned what the best Speakers were doing to be successful in their given business. Once I figured it out, I reached out to 33 Event Planners to ask them what they were looking when hiring Speakers they were considering booking for their events.

Because I had done an intense study, I was not surprised at the responses that I was getting.

They were **NOT** looking for:

- 1. Individuals that spoke the best**
- 2. Individuals that had fancy degrees**
- 3. Individuals that had been speaking for years**

They were looking for individuals that could help them make their event the best, and what they meant by the best, was “**FILL THE SEATS!!!**” Now understand, yes they want you to have some good content and be able to clearly communicate your ideas.

But at the end of the day, a Speaker is a huge part of drawing in attendees and creating **BUZZ** around their event.

In short, they are looking for Speakers that stand out, “**CELEBRITY SPEAKERS.**” This doesn’t mean you have to be on T.V. or anything like that. It means you need to be the “**PERCEIVED ONE.**” Experts, Gurus in their niche.

That leads us to the “**P**” in the formula...

How you **POSITION** yourself is going to play a major part in your success as a Speaker. Event Planners want to work with the “**EXPERT.**” I use this term Expert very loosely, not to disrespect anyone, but to make a point. If you have not positioned yourself as an **EXPERT**, then you will not attract Event Planners.

To position myself as an authority in my niche and my Clients as well, I use a strategy called the “**Category of One.**”

This is a strategy where you identify your area of specialty and create a tag line that is unique to you. This is a marketing strategy that is used by major companies and yes the Top Speakers as well.

If you look at many of my book covers, you see my name, then right under it, you see my category of one.

“America’s #1 Leadership Life Trainer”

I am a Leadership Consultant as well as a Life Coach. But I didn't want to use "*Life Coach*" because that would group me with all the other Life Coaches in the industry. Remember, the idea is to "**STAND OUT**" from others in the Speaking Industry.

Take some time to think about your "**Category of One.**"

"What is Your "**Category of One?**"

I Am: _____

Think about your best skill you want to provide to the market place. As an example, if you specialize in Women's Recovery, you might use as your "**Category of One**", "Tri-State Leading Women's Expert for Transformation."

Another one might be, "Bay Area Top Fitness Strategist." The idea behind the "**Category of One**" is to find a category that you are the "**ONLY ONE.**" Hence making it a "**Category of One.**"

Once you create your "**Category of One**" you are well on your way to positioning yourself as the "**EXPERT**" and having Event Planners consider you for their event.

All the leading Speakers that I studied used this strategy to set themselves apart. This is vital for your success as a Speaker. Your ability to create “**Celebrity Status**” will enable you to command a higher fee as well. Once you create your “**Category of One**” use it on all your Social Media Bios, books, email signature and any where people will see your name.

When I usually share this strategy, many people are nervous to make such a bold claim about themselves. If this is you, just ask yourself a simple question.

***“Do I Believe I Can Help People With
My Story and/or Product?”***

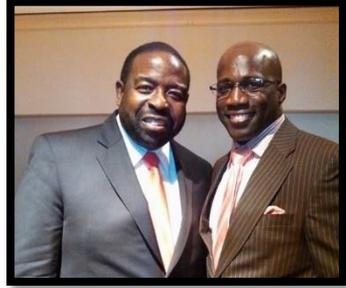
If you answered yes, then it is your duty to position yourself so you can get in front of them. If you are out of position, you will never get the opportunity to speak in front of them. Perception is reality. It is your job to create that reality.

This is step one in the **P.A.M Formula™**.

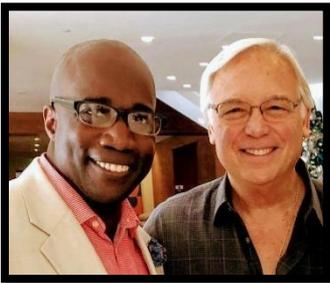
Hanging With The Top Speakers



Dr. Eric “ET” Thomas



Les Brown



Jack Canfield



Dr. Willey Jolley



Cheryl Wood

CHAPTER THREE
TAKE ADVANTAGE OF
YOUR ADVANTAGE

*EACH OF US HAS A SPECIAL
ADVANTAGE THAT WE BRING TO
THE TABLE. YOU HAVE A SKILL,
SYSTEM OR A SOLUTION
YOU CAN SHARE*

In `Chapter Two we talked about “**POSITIONING.**” Which is the first step in the **P.A.M Formula™**. In this chapter we will explore step two which is finding your “**ADVANTAGE.**”

What unique skill, system or solution do you offer to the Market? In other words, what’s your speacialty?

There is one Speaker I know that uses magic to communicate to his audiences. Tony Robbins uses a technique called NLP which is Neuro-Linguistic Programming when he talks to his audience.

Your “**ADVATANGE**” could be a unique situation that you have experienced. Chesley Burnett "Sully" Sullenberger III the pilot that safely landed his US Airway’s plane in the Hudson river became an instant Hero and “Celebrity.” Sully got a book deal and now receives \$50,000 to \$100,000 to give talks around the world.

Maybe you overcame a great obstacle and now can teach people a strategy to help them overcome the same or similar types of ordeals.

I was raised in one of the toughest neighborhoods in America. I was able to turn my life around and achieve success. I now teach others how to do the same thing. Finding your “**ADVANTAGE**” helps to set you a part

from everyone else and will become the basis for crafting your talk or Keynote presentation.

One of the exercises you can do to help you discover your “**ADVANTAGE**” is to take out a piece of paper. Section it off in squares and number the squares in 5 year increments.

In each time frame try to think of some unique experiences or skills you acquired during that time. It could be a tragedy, an event or result you achieved.

0-5	6-10
11-15	16-20

Bestselling Author Brendon Burchard says it was a car accident that changed his life and gave him a “New Perspective” on life. From this experience, Brendon came up with his “*3 Questions You Will Ask Yourself At The End of Life.*”

“Did I Live? Did I Love? Did I Matter?”

Brendon has been able to turn his message into a brand that is now worth millions, because he was able to find his “**ADVANTAGE.**”

Finding your “**ADVANTAGE**” also helps you create your “**Category Of One**” that we talked about in the last chapter. Brendon’s is the “World’s Leading High Performance Coach.” Let me circle back around to something I mentioned in the last chapter.

Remember, when I said you have to be bold. One of my favorite quotes is *“If you are bold enough to say it, people will be bold enough to repeat it.”*

Muhammad Ali who is known as the greatest fighter to ever live was famous for his bold declaration that he was the greatest boxer of all time, before he had his first professional fight.

Is Brendon the “World’s Leading High Performance Coach?” Here is the deal, it’s only someone’s opinion. I’m sure to his clients he is, and that’s what matters. Find your “**ADVANTAGE**” and use it to build your **STORY.**

The second part to this step is creating your “**STORY.**” This is one of the major keys to your success as a Speaker. A well crafted “**STORY**” can set you a part and help you earn a lot of money.

This is also one of the toughest concepts for many Speakers to grasp. Many times they feel as though they

need to create a new talk, a fresh talk every time they speak. But if you study the Top Speakers, they basically have variations of the same talk.

Go listen to your favorite Speaker. Watch several of their videos. You will hear the same “**STORY**” over and over again. Within their “**STORY**” is their skill, system or solution.

Think about a Comedian. They will perform at multiple venues testing out different jokes. What they are trying to do is craft a routine. First a 5 minute set, then a 15 minute set and so on. The best Comedians work up to a “One Hour Show.” This is the same concept for a Speaker. You want to work up to that “One Keynote” that will change your Speaking Business.

Les Brown has been a major help to me in growing my Speaking Business.

I had the opportunity to meet Les Brown in 2012 and invest some time with him. And the direct advice he gave me for building my Speaking Business was to find my “**STORY.**” He said



“**My STORY** has helped me earn over 65 million dollars during my career.” Not too bad for a kid that was left in an abandon building as an infant with his twin brother.

Telling the same “**STORY**” as a Speaker helps you build momentum and an audience. Let’s look back at the example of a Comedian. When a Comedian travels from State to State, they tell the same jokes in each venue. When you and your friend go see the show and you are in different States, you are still able to connect over the experience, because the Comedian used the same jokes.

The same is true about your keynote. The more you tell your “**STORY**” the more you began to build a community around your, skill, system or solution. If you ever heard Les Brown speak, you are most likely familiar with his phrase “You Got To Be Hunger!” This is one his signature statements in his “**STORY.**” It helps connect his audience to him and each other.

This is one of the major subjects I teach inside Genius Speakers Academy. Crafting your “**STORY**” and being disciplined to deliver it over and over again will set you a part in the Speaking Industry.

Have you ever spoken before and someone says, “I would love for you to come and talk to my group or organization.” Something you said during your talk resonated with them. And they feel their

group would benefit from what you said. Why would you change what you said?

Finding your “**ADVANTAGE**”, crafting an amazing “**STORY**” are the two major elements in step number two of the **P.A.M Formula™**.

CHAPTER FOUR
YOU MAKE YOUR
MARK WITH
MARKETING

***MARKETING YOUR MESSAGE IN THE
RIGHT WAY TO THE RIGHT MARKET
AT THE RIGHT TIME IS THE MOST
IMPORTANT STRATEGY TO GROWING
YOUR SPEAKING BUSINESS***

Here is where the rubber meets the road. When I joined the Army, I went through what they call Basic Training.

This is where you learn the fundamental things of being a Soldier. How to march, shoot a weapon, throw a grenade and physically train. It's four weeks of doing things you really don't want to do.

To top it off, they make you learn these things in the most stressful environments. They wake you up early in the morning to run. They allow you to eat in shorts amounts of time, like 5 minutes. It was awful.

But here is the kicker, when I joined the Army, no one told me about Basic Training. I mean they mentioned it, but they didn't focus on it. I was told about all the benefits, the travel opportunities and my MOS. My MOS was my Military Occupation Specialty, my job. The thing I was really joining the Army to do.

Here is what I soon found out when I was dropped off in Fort Knox, Kentucky for Basic Training, I was a Soldier, even though my MOS was going to be Human Resources, I was a Soldier. I know you are thinking ***WHAT IN THE SAM HILL*** does this have to do with becoming a Speaker.

I'm glad you asked. Because it leads me right into step 3 of the P.A.M Formula™. This is where most Speakers

will lose the game. If you don't get this part down, you will not have consistent success as a Speaker.

Step 3 is “**MARKETING.**” Why did the Army send me to Basic Training first? Because they wanted me to know, I am a Soldier first. As a Speaker, you are in the business of **MARKETING** your Keynote to get in front of your target audience to serve and help them.

Once you determine your “**POSITIONING**” and “**ADVANTAGE**” it is now time to “**MARKET**” yourself. At the core of what you do, your job is to **MARKET!!!**

You can be the greatest Speaker in the world, but if no one knows you, you will be great all by yourself. I know you have been told “Don't toot your own horn.” Well I'm here to tell you, if you don't toot it, it may never get blown. Later on in the process you will have others that will toot your horn, but overall, it is your responsibility. Think about this. Everyone knows where to find their local McDonalds.

You most likely memorized their menu by now. So why do they invest over a Billion Dollars each year in **MARKETING**? Five little words....

“TOP OF THE MIND AWARENESS”

They want to stay on your mind. As a Speaker, it is your job to stay on the minds of the people that can hire you. At our Genius Speakers Academy, we teach you over 70 different Marketing Strategies to stay in front of your ideal Clients.

I tell our students, the Speakers that are Seen + Heard get PAID!!!

No one is waking up in the morning saying let me find Speaker X and give them this check. If you want your calendar to stay filled with speaking opportunities, you must become good at the art of **MARKETING** or hire someone that is.

Back to my Army days, each morning I had to get up and do physical training before I went to work. I had to stay “Physically Fit” because I was a Soldier. If I didn’t stay in shape, I would be put out the Army. This is what happens to most Speakers, they have no Marketing Strategy, so they are virtually out of business.

What needs to happen for you to create a great Marketing Strategy?

You need to identify who do you want to be a “**HERO**” to? Who do you think your message will most resonate with? I know we all think our message can help any and

everybody, but if you want to be successful as a Speaker, you need to go narrow before you go wide.

On a piece of paper I want you to write out who is the right person to hear your message.

Who Can My Story Help?

Are They Male or Female: _____

What Age Range: _____

Where Do They Live: _____

Where Do They Shop: _____

What Do They Drive: _____

What Do They Believe: _____

Are They Married or Single: _____

Do They Have Children: _____

What Is Their Political Affiliation: _____

This may seem laborious and not important, but with this type of information you can craft the “**RIGHT STORY**” that will connect with the “**RIGHT PEOPLE.**” You want to be as specific as possible.

A woman that is 35 and married with three children, thinks very different than a woman that is 65 with grandchildren, and they both think different than the 24 year old right out of college.

If my “**STORY**” is “How To Enjoy Life After 60” this may not resonate with the 24 year old. From time to time, you will find a few young women that are thinking that far ahead, but not many.

Honing in on your target audience is vital to your success. I see many Speakers get up and just kind of spray like a machine gun. Hoping someone is touched or inspired.

Everyone is not going to like you or your message and that is ok. You are only looking for those that resonate with your message. When you find the right people for your message, that’s when the magic happens. That’s when you start to build momentum as a Speaker.

Don’t over look this critical part of building your Speaking Business. Find your target audience.

FINAL THOUGHTS

**It's Time for You To Be A
Highly Paid Speaker**

There you have it, my **P.A.M Formula™**, the exact formula I used to build my successful Speaking Business. Your commitment to implement each step into your business will help you see great results and set you a part from other Speakers in the industry.

One of the major mistakes I see many Speakers make is that they do not treat their business like a business. They treat it like a hobby. The Speaking Industry is very competitive, right where you live there are other Speakers trying to get the same Gig as you.

If you are not on you're A Game, you will be dusted and beat for the Gig every time.

Take out the time to examine your current business against the **P.A.M Formula.™** See how your business measures up. What areas do you need to hone in on?

As Speakers there are always areas of our business we should be working on. Everyday I examine an area of my business to focus on. This helps me to stay on top of my business and gives me the best opportunity to stay a leading Speaker in the industry.

One the next page, see how you score in your Speaking Business. Make the necessary adjustments.

Give yourself a grade for the following areas: (4= Excellent, 3=Good, 2= Average, 1= Fail)

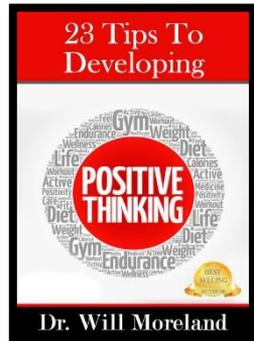
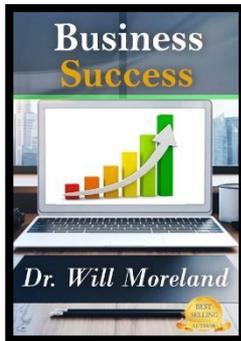
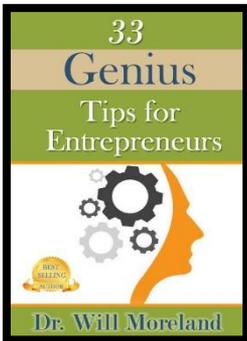
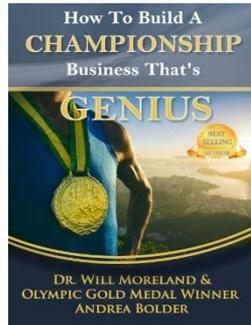
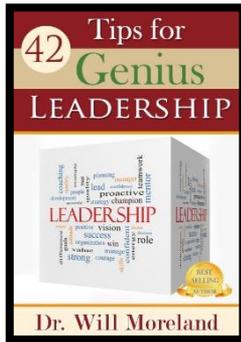
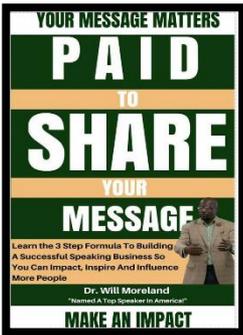
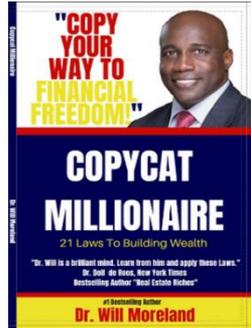
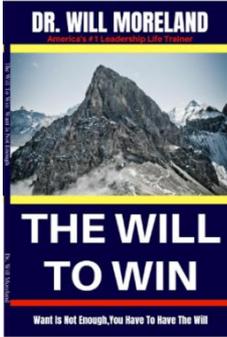
1. **Category of One:**_____
2. **Crafted Your Master Story:**_____
3. **Identified What Skill, System or Solution You Provide:**_____
4. **Identified Your Target Market:**_____
5. **Created A Marketing Strategy for Your Ideal Client:** _____

How did you score? Add your numbers up and divide by 5. That's your business grade.

1. **21-25 > Rock Star**
2. **16-20 > Growing**
3. **11-15 > Average**
4. **5-10 > Failing**

I hope this book has giving you something to think about, as well as some tools to help you build a successful Speaking Business.

Other Books By Dr. Will



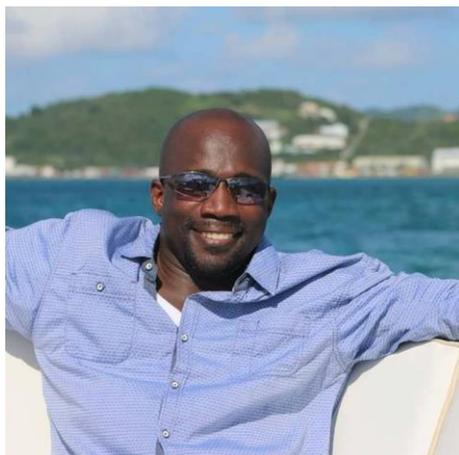
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MAKING AN IMPACT IN THE
WORLD



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ABOUT DR. WILL



My Bio is simple... I sum myself up in 6 simple statements:

- 1. I am LOVE**
- 2. I am CONTENT**
- 3. I am CREATOR**
- 4. I am ABUNDANCE**
- 5. I am HAPPY**
- 6. I am the #1 PERSONAL DEVELOPMENT TRAINER IN THE WORLD**

I have one mission, to IMPACT, INSPIRE & INFLUENCE the World!