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Ken Lizotte

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Ken Lizotte : The Speaker's Edge: The Ultimate Go-To Guide for Locating and Landing Lots of Speaking Gigs before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Speaker's Edge: The Ultimate Go-To Guide for Locating and Landing Lots of Speaking Gigs:

2 of 2 people found the following review helpful. Hopeful skeptic to nationally-recognized expertBy Dan HermesRead The Speaker's Edge by Ken Lizotte, one of the most effective writers on thought-leading, speaking, and the cultivation

of publicly-recognized expertise. When it comes to building a national brand as an expert and speaker, there are certain habits that we simply cannot live without. Zig Ziglar practiced them, Barack Obama excelled at them, and yes, even Donald Trump knows what they are. Ken Lizotte has distilled the essence of these steps so that anyone with the seriousness of purpose, commitment, and self-discipline to execute upon them can become known and successful. Myself, I was a hopeful skeptic. Seven years later, after diligently following Lizotte's method, I speak at national conferences, I am offered more consulting work than I can keep up with, I am courted regularly by several major publishers (both print and the new publishers of video content), I am in regular talks with the national magazines in my field for potential articles, and my book paired with my national book tour earned me awards from two of the largest and most esteemed corporations in my field. None of this would be possible without Ken Lizotte's guidance.² of 2 people found the following review helpful. Finally, a blue print for improving my speaking prospects. By Lavie Margolin The book is excellent. It's really the best book on building business for public speaking I've read and right up there with Alan's Million Dollar Speaking (who wrote the foreword for this book). The basics covered in the first 25-50 pages makes the book worthwhile in and of itself.¹ of 1 people found the following review helpful. Highly Recommended! By Customer A great read, packed with lots of good insights, information and tips.. Being somewhat new in the Consulting field, I was hungry for information on how to build my speaking resume. This book did not disappoint. Written in an informative, yet entertaining style, the book is generously sprinkled with many real-life examples and stories. I highly recommend this book!

Speakers for business and nonprofit events are sought out every day by meeting planners and program directors. Those who get the call are typically those who fill a specific need and can boast appropriate credentials and experience. The Speaker's Edge shows you how to land these speaking engagements, especially ones that pay. This comprehensive book covers all the conventional means for locating and winning speaking engagements as well as clever, innovative tactics practiced by the most successful veteran speakers. You'll learn how to: Position yourself as the go-to thought leader in your field of expertise; Use effective tools to highlight your speaker value, including videos, speaker sheets, and speaker bureaus; Consider a variety of speaking opportunities, such as serving on panels, hosting events, and participating in webinars; Locate attractive speaking venues, and successfully use the proposal systems such venues require; Consider what volunteering for pro bono gigs offer as venues for practice and visibility; Negotiate great deals, including setting fees, requesting expenses, and offering options to meeting planners; Maximize your speaking experience, including selling products, arranging follow-up gigs, and soliciting referrals. By employing the recommendations in this book, you will elevate your speaking career and and business to new heights.

"For those of you looking for great advice on how to secure speaking engagements, The Speaker's Edge is the book for you. Whether you're just starting out in the speaking circuit or a veteran speaker, you'll get some great tips on the how and where to take advantage of the many speaking opportunities out there, both paid and unpaid. Ken Lizotte has written this book in a conversational style with tips that speakers can easily implement right away." — Steve Markman, President, Markman Speaker Management "A landmark book for speakers! Powerful, practical, and spot-on advice from one of today's most experienced thoughtleaders. Whether you're a seasoned professional or new to the field, The Speaker's Edge is an essential read for any speaker who wants to reach the highest level of performance and excellence!" — Marshall Goldsmith, the international best-selling author or editor of 35 books including What Got You Here Won't Get You There and the #1 New York Times bestseller Triggers "As an experienced author of 30+ books, I didn't think I could learn anything new about the publishing game. Boy, was I wrong! Because reading Ken's wonderful book (especially Chapter 3) wasn't only 'a feast of recognition' for me, it actually contained all kinds of new and interesting material which turned out to be very helpful in publishing and marketing my work in a high performance way." — Dr. Andreacut; de Waal, MBA, Academic Director, HPO Center, the Netherlands, and Associate Professor, Maastricht School of Management, the Netherlands, and author of What Makes A High Performance Organization "The vast majority of professionals simply do not understand what a profound, positive change they can make in their business by speaking effectively in front of their most important audiences. As an expert on the platform, you differentiate yourself from all others in your field, and build a formidable, unforgettable brand. Embrace the secrets of this book and leave your competitors in the dust." — Suzanne Bates, author of All the Leader You Can Be, Speak Like a CEO, Discover Your CEO Brand, and Motivate Like a CEO (all from McGraw-Hill) and CSP (Certified Speaking Professional), a designation of the National Speakers Association "The Speaker's Edge is the go-to resource to turn a speaking hobby into a speaking business. The strategies and techniques presented by Ken Lizotte are field-tested and proven. They work!" — Lee B. Salz, sales management strategist and bestselling author of Hire Right, Higher Profits "Ken Lizotte's Speaker's Edge is the perfect sidekick for new speakers looking to get started, get noticed, and get booked! This helpful guide teaches the dos (and don'ts!) of building a successful speaking business while giving lots of useful tips and stories from successful speakers. I highly recommend this book to anyone looking to be taken seriously and make a real career out of the art of speaking!" — Angela Lussier, award-winning speaker, author and creator of The Speaking School for Women "Ken Lizotte understands that

professional service practitioners ndash; consultants, speakers, and executive coaches ndash; want pragmatic, no-nonsense strategies and tactics to boost their effectiveness. In his newest book, *The Speaker's Edge*, Ken presents a guidebook to getting speaking gigs and growing your professional speaking business. The advice is immediately usable and relevant for today's market. We should all call Ken 'The Mailman' because he just keeps delivering the kind of practical advice we all need to grow our businesses, serve our clients and balance our personal lives."ndash; Jim Pouliopolous, Director, Professional Sales Program and Marketing Lecturer, Bentley University"Don't be a 'best-kept secret.' Speaking brings visibility and presence. *The Speaker's Edge* provides you with everything you need to land high profile speaking engagements. A must for all thought leaders."ndash; Rick Dacri, CEO, Dacri Associates, LLC, nationally recognized speaker and author of *Uncomplicating Management: Focus on Your Stars and Your Company Will Soar*"Ken Lizotte delivers another masterpiece! *The Speaker's Edge* is a comprehensive, practical guide to making a business out of speaking. Where other books speak in generalities, Ken gives you specifics including templates, checklists, and all the how-to's you need as a new, intermediate, or even veteran speaker. His recommendations are not absolutes, but a plethora of options to pick and choose to best suit your market and your buyer's interests. Regardless of which you choose, you're assured they've all been tried and tested by the expert speakers whom he's been advising for years. If you follow Ken's advice and your customers' direction, you can't help but book rewarding and profitable speaking engagements, over and over."mdash; Curtis N. Bingham, CEO, Chief Customer Officer Council"I do a lot of speaking and have heard many professional speakers talk about their craft. I have to say Ken Lizotte's book, *The Speaker's Edge*, brings new value-added to the conversation. Ken shows readers why a speaking gig is not about the money it pays, or the publicity. Speaking is a platform for sharing your message, your story, and your brand. The value of speaking comes from the people who hear you, and the future relationships that develop. As for the art of speaking, Ken shows his readers that in today's world, it's not about the speaker, it's all about the audience. *The Speaker's Edge* is a great gift for the successful professional who learns how to leverage speaking gigs into productive professional relationships."mdash; Keith Long, Collaborative Writer who has been published by Harvard's Nieman Foundation for Journalism, Random House, and Financial Times, among many others