

Name: \_\_\_\_\_

## **Confessions of an accidental speaker...**

**Some 'straight talk' about the art,  
science and business of speaking**

Presented by:

**Donald Cooper**, MBA. HoF  
Certified Speaking Professional

# **CAPS National Convention**

**December 9, 2019**

**London, Ontario**

### **THE DONALD COOPER CORPORATION**

Web: [www.donaldcooper.com](http://www.donaldcooper.com)

Email: [donald@donaldcooper.com](mailto:donald@donaldcooper.com)

Tel: (416) 252-3703

Toronto, Ontario, Canada

**"Keepers"**

***Confessions of an accidental speaker***

Some 'straight talk about the art, science & business of speaking!

**CAPS National - 2019**

Donald Cooper, MBA, CSP, HoF

---

---

---

---

---

---

---

---

**'Implementation Guide' for this Session:**

**On the 'Convention App'**

---

---

---

---

---

---

---

---

**Confession #1:**

**I have no qualifications for this line of work!**

---

---

---

---

---

---

---

---

**"Keepers"**

**Confession #2:**

**I have no idea what  
the next slide is!**



---

---

---

---

---

---

---

---

**The 'Big Myth' of the  
speaking business**

---

---

---

---

---

---

---

---

~~**"There's enough business out  
there for all of us to do well."**~~

~~...Cavett Robert, 1973~~

**The 'BIG REALITY'...**

- 1.** Be extraordinary,
- 2.** Clearly differentiate yourself,
- 3.** Be a tireless marketer...or get out!

---

---

---

---

---

---

---

---

**"Keepers"**

***"Who did you have last year?"***



---

---

---

---

---

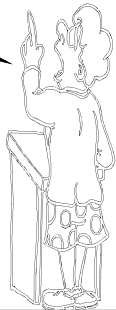
---

---

---

**What biz are we really in?**

Let me tell you about 'Prosperity Thinking'!



**Helping people improve their business, or their life...or both!**

---

---

---

---

---

---

---

---

**So, our real value is in being...**

- 1.** Clarifiers & simplifiers.
- 2.** Realists & myth debunkers.
- 3.** Courageous truth-sayers.
- 4.** Idea & possibilities generators.
- 5.** Challengers.
- 6.** Energizers & encouragers.

---

---

---

---

---

---

---

---

**"Keepers"**

**Speaker or messenger?**

**1. Define yourself as a 'speaker'...**

- one way to help people,
- one revenue stream.



---

---

---

---

---

---

---

---

**2. Define yourself as a 'messenger on a mission':**

- speak, train, consult, coach, facilitate.
- keynotes, breakouts, workshops, public seminars, boot camps, webinars, podcasts, on-line courses, spokesperson.
- articles, newsletters, blogs, books, implementation guides, social media.
- other speakers that you license.

---

---

---

---

---

---

---

---

**Crystal Flaman...  
an inspirational speaker  
on a mission!**



---

---

---

---

---

---

---

---

**"Keepers"**

**Kevin Rempel...  
inspirational speaker and  
Sledge Hockey Experience  
entrepreneur.**



---

---

---

---

---

---

---

---

**We're supposed to be  
'Experts Who Speak!'**

**so...**

**what do you know more about  
than almost anyone else  
in the world?**

---

---

---

---

---

---

---

---

**3 levels of speakers...**

- 1. Commodity (\$):** Undifferentiated and will struggle to survive.
- 2. Experts (\$\$\$):** Respected as thought-leaders, clarifiers and visionaries.
- 3. Celebrities & connected influencers (\$\$\$\$\$) who get big bucks! (2 kinds)**

---

---

---

---

---

---

---

---

“Keepers”

**Thought creator...  
...or  
thought repeater?**

...how much time do you  
invest in 'THINKING'?



---

---

---

---

---

---

---

---

**Make up your own stuff!**

- 1. The truth about customer loyalty.
- 2. There are '4 Currencies'.
- 3. Unfair competition.
- 4. 'Commitments'...not goals, targets.
- 5. You can't get good staff anymore.

---

---

---

---

---

---

---

---

**To attract & keep great talent...**

**Answer these 2 questions:**

- 1. What kind of business do the best people want to work for?
- 2. Specifically, what must we do to become that kind of business?



...we become what we hire.

---

---

---

---

---

---

---

---

**"Keepers"**

**Create an ever-growing  
body of material**

- New insights**
- keep you relevant
  - keep you passionate!



---

---

---

---

---

---

---

---

**Absolute  
clarity  
here!**



---

---

---

---

---

---

---

---

**Ric's Grill in  
Lethbridge,  
Alberta  
located in an  
old water  
tower.**



---

---

---

---

---

---

---

---



**"Keepers"**

**Are you always in recruitment mode?**



---

---

---

---

---

---

---

---

**How to know that Jesus has been in your grocery store?**



---

---

---

---

---

---

---

---

**Sometimes we need to look at things from a different angle!**



---

---

---

---

---

---

---

---

**"Keepers"**

**Stop endlessly quoting famous dead people!**

- 'A family business is simply a...'
- 'There's no point being the...'
- 'Women can do 6 things...'



---

---

---

---

---

---

---

---

**Speaking is like dating...  
always know what date  
you're on!**



---

---

---

---

---

---

---

---

**The 3 kinds  
of speakers**

- 1. It's all about me!**
- 2. It's all about you!**
- 3. It's all about entertainment!**

---

---

---

---

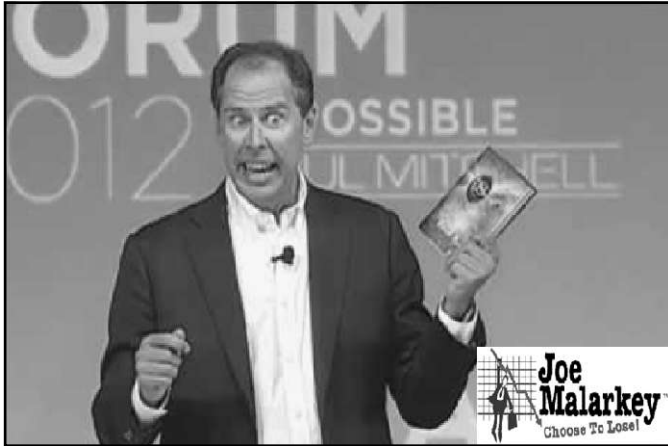
---

---

---

---

**"Keepers"**



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

**"Keepers"**

**'You can do IT!'**

**OR...**

- what to do,
- why to do it,
- how to do it,
- some tools to do it,
- the passion to do it.




---

---

---

---

---

---

---

---

**2 kinds of stories:**

1. An entire speech about 'your story' to make important points that inform, inspire, uplift, entertain and change attitudes and behaviour.
2. Stories you tell within a speech to illustrate and emphasize a key point.



...11 'Rising Stars'.

---

---

---

---

---

---

---

---

**Your commanding presence!**

**Words matter...  
master the art of  
verbal, written & visual  
communication**

...develop an ear for language. '11 reasons NOT to'

---

---

---

---

---

---

---

---

“Keepers”

**Humour matters:**

**If you can't make them  
laugh every 3 minutes...  
you have a problem!**



---

---

---

---

---

---

---

---

**The 'killer words' you don't  
want the audience saying  
to themselves...ever:**

***'I get it...move on!'***



...1 hour on *'Never stop asking why!'*

---

---

---

---

---

---

---

---

**Participation Poker:**

You get 1 additional card for each  
idea you share, or question you  
ask.

The person with the best poker  
'hand' at the end, wins a  
semi-valuable prize!



---

---

---

---

---

---

---

---

“Keepers”

**When you stop loving it  
enough to ‘do the work’  
...stop taking people’s  
money!**

---

---

---

---

---

---

---

---

**Do you do the homework?**

**Do you have a 1-  
page Audit Sheet?**



**‘Thank you’  
Tom Stoyan!**

---

---

---

---

---

---

---

---

**Get specific about your ‘Value’:**

**Our 8-point ‘Value Commitment’!**

- 1.** Professional needs analysis, air quality testing and system design by expert technicians to ensure an effective, economical & environmentally-friendly solution to your air quality, climate control and air management needs.
- 2.** Top quality components, backed by the manufacturers’ guarantee...and our own additional guarantee.



---

---

---

---

---

---

---

---

“Keepers”

Do more...charge more:

Rethink what other value you can deliver before, during and after the event.

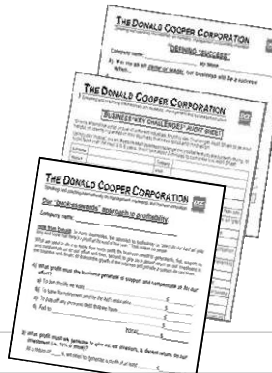
...11 ways Donald can help.



Horizontal lines for notes.

What's your added value?

Our set of 43... 'Business Assessment and Management Implementation Tools'.



Horizontal lines for notes.

Where's your luggage?

...I'm in business with my brother-in-law.



Horizontal lines for notes.

**"Keepers"**

**Make time for your 'Fan Line'!**

**...they're likely your best prospects.**



---

---

---

---

---

---

---

---

**The business of speaking**

**Does your business model serve your life model?**

---

---

---

---

---

---

---

---

**Choosing your 'life model':**

**What do you really want from life?**

- Physical & emotional health.
- Fame & fortune.
- Save the world from \_\_\_\_\_.
- Family time.
- Personal growth.
- Retire at 55.
- Freedom and control.
- Overcome challenges.
- Be a hermit.
- Travel...not to travel.
- To make a difference.
- Spiritual growth.

---

---

---

---

---

---

---

---



“Keepers”

**Your financial model:**

The ‘price tag’ for what you want now and in the future is...

\$120,000 to live.

+ \$ 75,000 for biz expenses.

+ \$100,000 for retirement fund.

**Total** \$295,000 net each year...or,

**= \$375,000 pre-tax revenue.**

...

---

---

---

---

---

---

---

---

**Your Financial model...cont'd:**

My revenue stream will be...

\$250,000 from speaking / training,

\$50,000 from executive coaching,

\$75,000 from product sales.

**= \$375,000 total gross revenue.**

...

---

---

---

---

---

---

---

---

**Your Financial model...cont'd:**

**\$375,000 gross revenue comes from:**

**1.** Speaking revenue: \$5,000 fee = **50 bookings.**

**2.** Coaching revenue: \$1,500 per day = **33 days.**

**3.** Product Sales: \$20 each = **3,750 units.**  
= 50 product sales per booking.

**What's your monthly Action Plan?**

---

---

---

---

---

---

---

---

**"Keepers"**

**What's your business model?**

- 1. **Trainer** } - deliver other people's stuff.  
                  } - deliver your own stuff.
  
- 2. **Speaker** } - keynote            } - high content  
                  } - breakout        } - inspirational  
                  } - combo            } - combo
  
- 3. **Coach** who speaks...speaker who coaches.
- 4. **Consultant** who speaks...speaker who...
- 5. **Facilitator** who speaks...speaker who...

---

---

---

---

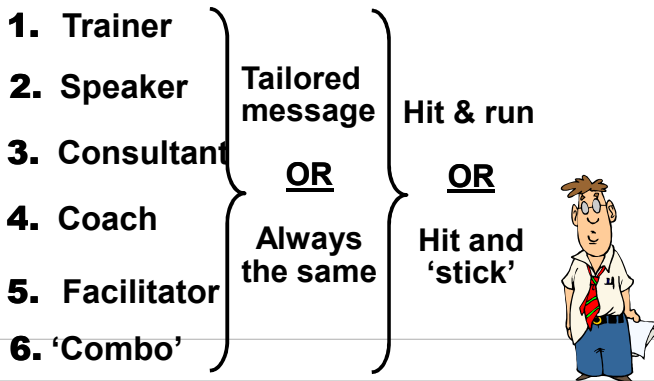
---

---

---

---

**Your business model...cont'd:**




---

---

---

---

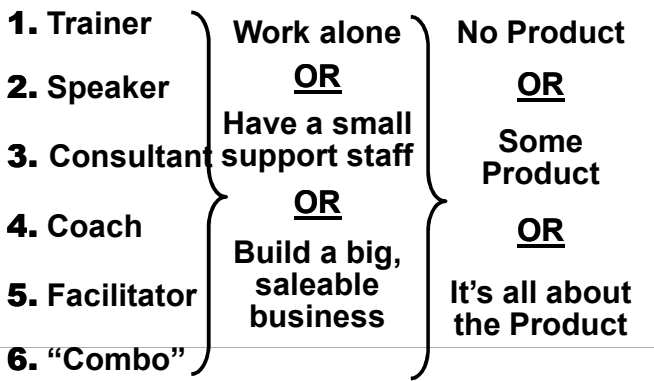
---

---

---

---

**Your business model...cont'd:**




---

---

---

---

---

---

---

---

“Keepers”

**Your business model...cont'd:**

Are you...

- 1. Industry niched,
- 2. Topic niched,
- 3. 'My story' niched...or
- 4. I'll pretty much do anything for anybody?




---

---

---

---

---

---

---

---

**Your business model...cont'd:**

Do you choose to work...

- 1. Close to home and sleep in your own bed every night,
- 2. Nationally,
- 3. North America only,
- 4. Globally...and ships at sea,
- 5. Weekends...no weekends?




---

---

---

---

---

---

---

---

**Are you incorporated?**

- 1. Expense write-offs are easier.
- 2. HST offset is easier.
- 3. Estate Planning advantages. When you die, the Corporation lives on.
- 4. You look more professional.
- 5. Hire top advisors and support team.

---

---

---

---

---

---

---

---

“Keepers”

**What are you building?**

1. A profitable, sustainable & saleable business?
2. A growing investment portfolio.




---

---

---

---

---

---

---

---

**One last ‘Bonus tip’...  
To ‘Smile Sheet’ or not?**

Used correctly, it’s a wonderful source of feedback and marketing leads!




---

---

---

---

---

---

---

---

**In conclusion...**

1. What we do...matters.
2. That we do it wonderfully...matters.
3. That we do it profitably...matters.




---

---

---

---

---

---

---

---

**"Keepers"**

**Don't forget your...**

**'Implementation Guide'  
for this Session:**

**On the 'Convention App'**

---

---

---

---

---

---

---

---

# THE DONALD COOPER CORPORATION

Speaking and coaching internationally on management, marketing and business profitability

## FEEDBACK & FOLLOW-UP

(PLEASE GIVE THIS SHEET TO DONALD AFTER HIS PRESENTATION)

### 1) OVERALL RATING OF DONALD'S PRESENTATION:

On a scale of 1 to 5 (with 5 being "informative, entertaining & uplifting") I would rate this presentation as a... 1 2 3 4 5 6 (please circle your choice)

COMMENTS: (and "yes" you can quote me) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_.

### 2) PLEASE CONTACT ME: *(you will need to complete the CONTACT section below)*

- I'd like to **recommend** Donald to a *specific* Industry Association or some other business group.
- I'm interested in knowing more about Donald's "**Business Coaching**" Program.

PLEASE  
INITIAL

As part of **Canadian Anti-Spam Law** I give Donald permission to 'gently' follow up with me based on my interest in knowing more about his programs and services. ***I understand that I can choose to opt out at any time.***

***PLEASE PRINT CLEARLY***

First name: \_\_\_\_\_ Last name: \_\_\_\_\_

Position / Title: \_\_\_\_\_

Company: \_\_\_\_\_

Email address: \_\_\_\_\_

City: \_\_\_\_\_ Prov / State \_\_\_\_\_ Country: \_\_\_\_\_

Tel: (\_\_\_\_) \_\_\_\_\_