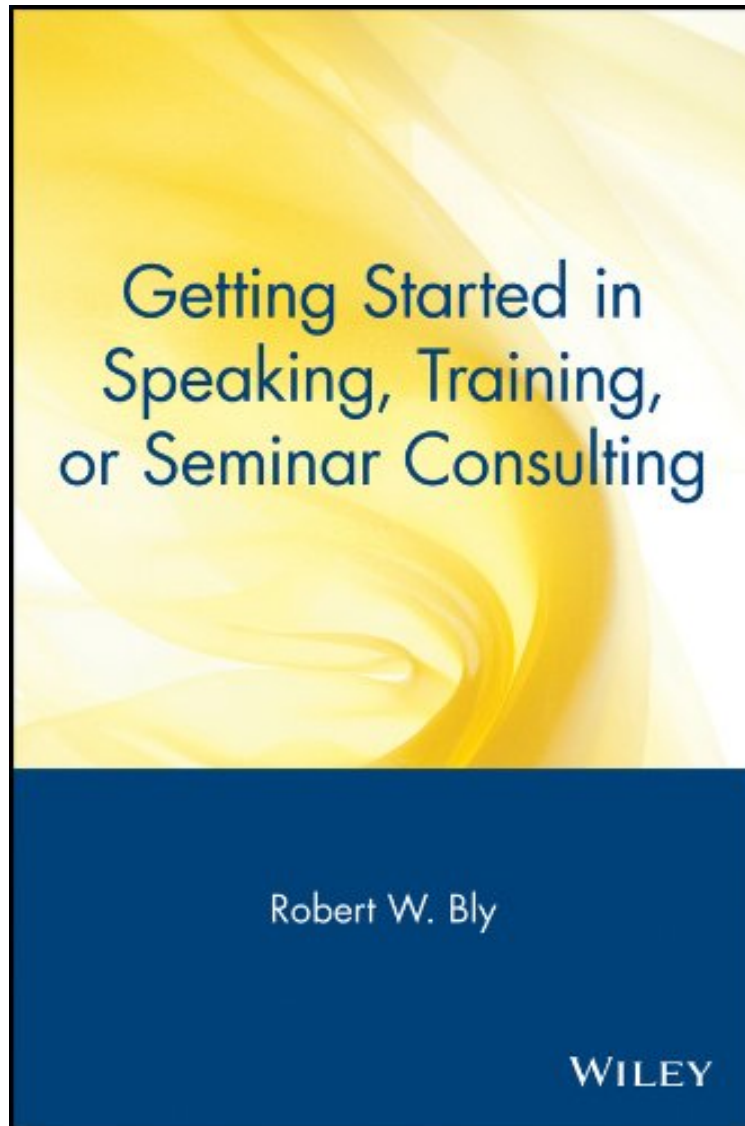


Getting Started in Speaking, Training, or Seminar Consulting (Getting Started In.....)

Robert W. Bly

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How to make a living speaking, training, and running workshops and seminars Expert Bob Bly shares his secrets for earning \$1,000 to \$5,000 a day, or more, as a self-employed speaker, lecturer, or trainer. He shows readers, step-by-step, everything they need to know to become polished speakers, create winning presentations, find a market niche, set fees, get bookings, and much more. Aspiring speakers will learn about the corporate training market-who buys training, what the hot topics are, how to package and sell training courses, and what to charge. Bob Bly (Dumont, NJ) is an independent copywriter, advertising consultant, bestselling author, popular lecturer, and highly successful trainer.

From the Back CoverComprehensive Coverage Completely Up-to-date! Turn your expertise into a highly paid speaking career! Getting Started in SPEAKING, TRAINING, or SEMINAR CONSULTING Superstar speakers like Tom Peters get \$30,000 or more for a one-hour keynote address. Other top speakers earn \$5,000 to \$10,000 or more per day. The market for speakers, trainers, and seminar consultants is huge: U.S. companies spend an estimated \$55 billion annually on workplace training. And you don't have to be a Tom Peters to earn a good living as a professional speaker. There's a demand for experts in every area from how to reduce stress, organize time, and manage people to how to write a business letter or troubleshoot a local area network. People from all walks of life successfully do it: Teachers, consultants, authors, executives, entrepreneurs, and training professionals have all built lucrative second careers as speakers. Getting Started in Speaking, Training, or Seminar Consulting shows you, step-by-step, exactly what you need to know to become a polished and highly paid speaker (or, if you already are one, a better one). You'll learn how to: * Create a presentation that audiences want to hear * Identify your market * Establish yourself as an authority in your field * Effectively sell yourself and win speaking engagements * Set fees, write contracts, and handle other financial and legal aspects of the profession * Promote yourself on the Internet * Work with bureaus, agents, reps, and office assistants * Boost your speaking income with information products Imagine yourself as a successful speaker: You get to stand up and talk in front of an audience . . . you help others with your knowledge . . . you're sought out for your expert counsel . . . and you're paid very well for it! It can happen-with the straightforward, podium-proven advice in the book you're holding in your hand.About the AuthorROBERT BLY is an author, copywriter, consultant, trainer, and seminar leader. He has written more than 100 articles and forty-five books, including Secrets of a Freelance Writer, The Elements of Technical Writing, and The Elements of Business Writing. His articles have appeared in such publications as Cosmopolitan, New Jersey Monthly, and Writer's Digest. He has been a featured speaker at writers' conferences nationwide.