

## VIP Accelerator

with Ravi Rajani

### Session Six Workbook: How to Duplicate Your Success

Introduction: Landing a speaking gig is one thing but doing it on a regular predictable basis is much different. Duplicating success is not hard if you follow a clear and concise methodology.

**Big Idea:** Use the post event interview to get more gigs in the pipeline.

Consistency wins, so be consistent with your prospecting efforts.

Follow the five stages of the pipeline:

1. Lead-in
2. Contact made
3. Phone meeting
4. Proposal
5. Contract negotiation

Your pipeline is managed within a Customer Relationship Management (CRM) system. Don't overthink the CRM features, just use the following features within the CRM:

- Prospect/client contact information
- Organization affiliation
- Email synchronization
- Pipeline management

It's okay to sell from the virtual stage if you do it the right way:

1. Good talk - be good on stage so it inspires the audience to want to hear you again.
2. Tell the audience - let the audience know you're open for business.
3. Lead magnet - have a resource that you provide the audience in exchange for their email address.
4. Follow-up with audience emails - when someone reaches out to you via email, follow-up immediately and seek referrals.

Have ancillary offerings for the audience that separates you from other speakers, increases the value of your presentation, and exceeds expectations. Here are examples:

- Companion workbook
- eBook
- Book
- Online course
- Consultation
- Panel discussion
- Follow-up video series
- In-depth workshop

**Post Event Interview** - This is the game changer and is rarely done by speakers. Have a phone call with the event planner, usually within two weeks after the event. Cover the following during the call:

- Stage 1: Expectations
- Stage 2: Performance
- Stage 3: Journey
- Stage 4: Prescribe solution and cement partnership
- Stage 4: Asset collection
- Stage 5: Get referrals

**Note:** *You will receive a post-event interview checklist.*

**Attitude** - You can be an outstanding speaker; however, if your attitude is wrong, you won't experience long term success. This is the big three on attitude that ensures long term success:

- Focused on others
- Be generous
- Be flexible

### **Your homework:**

- Finalize your abstract
- Plug in TSL provided leads into your pipeline
- Work your pipeline
- Stay connected with Ravi

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Notes:

