

12 KEYS TO PROPEL YOUR SPEAKING BUSINESS



CAPS



SPEAKER
ACADEMY

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1 PICK A LANE

Personal growth and inspiration is not enough anymore. Stats show that speakers who pick their lane and become expert in one specific topic move more quickly up the pay ladder.

As seen in
Module 3 of
CAPS SPEAKER ACADEMY
Picking A Lane
with Jane Atkinson

As seen in
Module 6 of
CAPS SPEAKER ACADEMY
Can More Funny
Really Equal More Money?
with Michael Kerr, CSP, HoF

2 FIND RELEVANT HUMOUR

Google humor related to the industry or profession you are related to. Funny definition or terminology that will be relevant to them. Humor tied to the location you are speaking at. Reference to a corky story that was happening there.

3 LOOP BACK

Have a compelling intro story and make sure you loop back to your story at the end for a strong close.

As seen in
Module 4 of
CAPS SPEAKER ACADEMY
Keynoting
with Kristin Arnold, CSP
Linda Edgecombe, CSP, HoF,
Martin Latulippe, CSP, HoF
Wayne Lee, CSP, HoF
Darci Lang, HoF

As seen in
Module 1 of
CAPS SPEAKER ACADEMY
The Mindset to Succeed
in this Crazy Business
with Hugh Culver, CSP

4 QUESTIONNAIRE

Make sure to have a short questionnaire to survey your audience very early on in your presentation so that they score their level of expertise on the topic you are about to cover. You make them realize that they have a problem and should pay attention.

5 Q&A

Always offer Q&A and prove to your audience that you can respond to questions LIVE, without it being scripted and learned.

As seen in
Module 2 of
CAPS SPEAKER ACADEMY
What is an Expert Who Speaks?
with Randall Craig, CSP,
Shelle Rose Charvet, CSP, HoF
David Gouthro, CSP,
Greg Schinkel, CSP.
Lorne Kelton, M.Ed.

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HUMANIZE YOUR SLIDES

Instead of using generic stock photos showing a group of employees with thumbs up for example, put the picture of ONE person (matching your audience), with a Name and a Title. So that you still can use stock but in a more human way.

As seen in
Module 7 of
CAPS SPEAKER ACADEMY
Visuals That Will
Captivate Your Audience
with Paul Vorreiter

As seen in
Module 8 of
CAPS SPEAKER ACADEMY
Where Do I Find An Audience
for My Amazing Presentations?
Marketing & Promotion
with Hugh Culver, CSP

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FIND TRENDING TOPICS

Every speaker bureau has a website where they categorize their most requested speakers and what made them successful. That is a great place to look for the topics that sell the best.

As seen in
Module 4 of
CAPS SPEAKER ACADEMY
Inbound Marketing and
Content Development
for Professional Speakers
with Randall Craig, CSP

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USE IDEA SEEDING FOR CONTENT

When creating content, start with one idea (seed). Ideally the problem that you solve. Then find 5 solutions to solve that problem. For each of these solutions, find 5 ways to implement that solution. And keep breaking down the first idea into 5 more layers, and 5 more, etc.

As seen in
Module 1 of
CAPS SPEAKER ACADEMY
The Ins and Outs and Ups
and Downs of Working
With Speaker Bureaus
with Michael Kerr, CSP, HoF

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BE EASY TO WORK WITH

Whether you are working with bureaus, meeting planners, associations, organizations, you need to be easy to work with. Be nice, responsive, professional and take the perspective that this is a partnership. They need you and you need them to be happy and want to work with you again.

As seen in
Module 13 of
CAPS SPEAKER ACADEMY
Generating Repeat Business,
Spinoffs and Testimonials
How to grow your speaking
business before, during, and
after each presentation.
with Jeff Mowatt, CSP, HoF

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BE AUDIENCE-FOCUSED

A Speaker-focused talks about themselves: "I did this." (self-absorbed). Change the word I for YOU. For example a Ski Jumping Athlete talking about the Olympics would say: "So YOU are standing at the top of the mountain, YOU look down and YOU wonder: How should I do this?"

1 - BE THERE EARLY

Arrive before everybody else. Don't assume there will be people to help you with tech, so be prepared to recover and run with it and be prepared to troubleshoot yourself. Walk around the stage, up and down the aisle. Be there the whole day and watch every single speaker even if you are the last one. Meet the audience before and don't disappear after.

As seen in
Module 14 of
CAPS SPEAKER ACADEMY
Places everyone!
The Dos, Dont's and
Maybes of the Actual Event
with Michelle Cederberg, CSP
Rhonda Scharf, CSP, HoF
Sunjay Nath, CSP, HoF,
Greg Schinkel, CSP , Joe Hilchey, CSP
Michelle Ray, CSP

As seen in
Module 16 of
CAPS SPEAKER ACADEMY
The Organized Speaker:
Running Your Business
Like a Pro
with Sid Ridgley, CSP

2 LEARN TO LOVE CHECKLISTS

List all the steps and tasks that need to happen and get to use the same checklist over and over every time you do this task. Build them into your proposal with your client. i.e. room setup, travel checklist, packing checklist, interview checklist, event-day checklist, etc.

Learn more with **CAPS Speaker Academy**

These 12 keys are simply
the tip of the iceberg.

For the
Aspiring,
Emerging
or **Established**
Professional
Speaker

Also more content
Coming Up Soon
with
CAPS
TECH
Academy

CAPS Speaker Academy
Has Incredible Content
Ready to Make an Impact
on Your Career at Every Level.

“

Covid definitely put me into a slump mentally and by joining the Academy, I was re-energized to move forward into a successful Virtual Business.

- Linda E.

“

The CAPS Speaker Academy helped me make the concerted effort I needed to take my speaking business from a side hustle to a full-time gig. It's a wealth of information for any speaker who want to grow their business to the next level.

- CAPS Member

“

The CAPS Academy has been instrumental in teaching me the secrets in the speaking industry. The presenters in the program have been so generous with their tips and insights. I highly recommend this program to any speaker or future speaker looking to grow their business and become a better speaker with a more profitable speaking business.

- Tricia S.

“

The content I learned from the Speaker's Academy has been great to help me elevate my presentation skills to a new level. Getting lots of positive compliments from participants.

- CAPS Member

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