

How To Create a Powerful, Profitable Talk in 4 Easy Steps

by Paul Hartunian

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When most people are asked to put together a talk, they freeze. They don't know where to start. They don't know what to include. They don't know what to exclude.

I've developed a very simple system for putting together a very compelling talk; a talk that will grab your audience and will keep them focused on every word you say.

The enormous mistake people make when they start to write their talk is that they write in what I call "real time". They start writing the first words they're going to say. Then they think about what they want to say next. Then, what to say next and then next and so on.

This can be pure torture. This is what causes people to start over and over again as they try to plod through this talk. Every time they have a new idea, they have to scrap the old plan and start over.

I'm sure you'll see that my system is a whole lot easier.

In this report I've included the actual notes I used to put together a talk I give called "How to Be Wildly Successful in the Speaking Business". These are all of the notes, just as I wrote them. The entire process took about 90 minutes. It was a breeze.

Let's go over my system, step by step.

Move ahead a few pages to the section titled "Version 1". Right after that title page you'll see a page with lots of sentences, each with a number handwritten to the left.

When you start putting together your talk, simply write down ideas, thoughts, facts, etc. you want to include in your talk. Don't put them in any order. Don't even judge whether or not each one is good enough to put in your report. Just write down lots of ideas.

As you'll see on the three pages after the "Version 1" title page, I wrote down lots of things I thought I'd want to include in my talk. I did not put them in the order I would say them. I just wrote down ideas.

After I had exhausted the ideas, thoughts, facts, etc. I handwrote the numbers next to each one. At the bottom of the third page of that section you'll see that I have handwritten:

- 1 – grabber
- 2 – rules
- 3 – myths
- 4 – benefits
- 5 – my start
- 6 – what to do/ what you need
- 7 – wrap up
- 8 – close

If you follow my Professional Speaker System, you'll know that these are the 8 parts of a powerful, successful talk.

There is not time and space to go into each of these 8 parts. If you have not gone through my Professional Speaker Training Program or if you don't have the home study kit, go to:

www.GrowYourSpeakingBusiness.com

for more information about my Speaker System.

After I wrote down all of my ideas for this talk, I wrote a number from 1 – 8 next to each entry, based on my feeling which category they fell into.

So, at the top of the first page you'll see I put the number 1 next to the sentence that starts: "Get this. You give a 90 minute talk....". I put the number 1 there because I felt that sentence would be a good grabber.

You'll see that I also put the number 1 to the left of the next 6 entries because I felt they were also possible grabbers.

I put the number 7 to the left of the next entry because I felt it should be part of my wrap-up.

I went through the entire 3 pages this way.

That was the end of Version 1.

Now go to the section of this report that is titled "Version 2". Starting on the next page, you'll see the same entries as Version 1, except that they are put in numerical order. All of the #1's are together. All of the #2's are together, etc. This helped me enormously get the flow of this talk moving in the right direction.

In Version 1 the ideas I came up with were in random order. In Version 2, all of the ideas were in the general order they would be in the talk.

Notice that I added some additional ideas which I handwrote in the appropriate section. For example, you'll see that I came up with additional ideas about how I got started in the speaking business. I wrote them in with the other ideas in Section #5.

At the end of Version 2, I typed in the 8 parts of a successful talk instead of leaving them handwritten. When things are typewritten, they are easier to read and absorb.

Now comes Version 3. In this version, I made some adjustments to the order of the entries in each section. I saw that these changes would make the talk flow much better.

Most importantly, though, in Version 3, I made notes on where I would use my transparencies.

When I give a talk, I use overhead transparencies. I NEVER use PowerPoint. Again, if you're not sure why this is, you need my full Speaker Training Program. PowerPoint can be the death of your speaking business.

As you'll see, in Version 3, there are handwritten notes next to a number of the entries. The handwritten notes say: "S1, S2, S3," etc. This stands for Slide 1, Slide 2, Slide 3, etc. Keep in mind that these are not slides that you would put in a slide projector. They are 8 ½ x 11" overhead transparencies.

I added just a few more ideas I thought would benefit the talk. I also took out some of the ideas I felt would not help the talk.

Finally there is Version 4. In this version, I have tightened everything up. The ideas, thoughts, facts, etc. that I had come up with in the previous versions have been polished. I added a few more in the previous versions and deleted others. All of the entries are now in the proper order for the greatest power and effect. I made just a few notes to myself to remind me of specific information I wanted to give the audience.

Notice that the notes about the slides are gone. These were the "S1, S2, S3" notes written in the left column. I don't need those notes in Version 4.

This is the real power of my system.

I don't need the slide notes any longer because I took the exact words of that entry and turned them into a slide. If you'll go back to Version 3, look at the entry that has "S1" written next to it. The words on that line are: "People think that talking is the main part of the speaking business". I just took those exact words, enlarged them to fill a page and printed them out on a clear transparency sheet.

Why is this so powerful? Why is this step so important?

If the exact words of each of the entries is on a transparency and I flash that transparency onto a screen for everyone (including me) to read, I know exactly where my talk is going. These slides become information for the audience. But more importantly, they become cues to me.

As soon as I'm done with one transparency, I put the next one on the projector, but I don't turn the light on. So only I can read it. If I start to wander in my talk or if I'm not sure where I should go next, I just look down at the slide and I get an instant reminder.

Remember, only I can see the next slide. The audience can't see it because I haven't turned on the projector light yet.

This makes staying on track a breeze.

This eliminates the need for notes, 3x5 cards or any other devices you may typically use when you give a talk. Instead, you are standing in front of the audience, apparently with no notes, just speaking to the people. The audience is very impressed. Your credibility rises by the minute.

You really do have notes. They are the next transparencies you put on the projector. But the audience doesn't know this. You appear to be a relaxed, polished speaker who knows what he's talking about.

Want to hear how this final talk came out? Go to:

www.GrowYourSpeakingBusiness.com

and click on the link that says: "How To Be Wildly Successful in the Speaking Business". You can hear the entire 60-minute talk for free. Or, if you prefer, you can download it in MP3 format and listen to it on your computer or with your MP3 player.

As I told you earlier, this is a quick review of my system for putting together a compelling talk. If you're serious about being successful in the speaking business, you must get complete training. Get information about my live training and my home study kit at:

www.GrowYourSpeakingBusiness.com

The speaking business has been great to me. Not because I have any spectacular talent or skill. It's because I took the time and made the effort to learn how the speaking business works from top to bottom, inside and out. I probably know the speaking business better than anyone else on this planet.

Get the right training, get on the right path to success and let the speaking business share its enormous benefits with you.

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Version 1

VERSION 1

- ① Get this. You give a 90 minute talk on a topic you love. The audience goes wild. People want their picture taken with you – and you get a check \$5,000!
- ② There's only one thing better. Getting a check for \$10,000.
- ③ And there's only one thing better than that – getting a check for \$20,000.
- ④ That's what we're going to talk about tonight – how to be wildly successful in the speaking business.
- ⑤ How to get on the right track for success in the speaking business.
- ⑥ How to avoid the very expensive traps most people fall into when they try to get into the speaking business.
- ⑦ The business has been very good to me not because I have any great talents or abilities, but rather because I took the time to understand and learn the business probably better than anybody.
- ⑧ Rules – no questions.
- ⑨ People think that talking is the main part of the speaking business
- ⑩ There are lots of speakers in the room today. You're not making the money you're worth.
- ⑪ We're going to talk about that.
- ⑫ There are people just getting started in the business. I'm going to have lots of great information for you. So before you go printing that 4 color brochure & before you spend thousands of dollars on a demo video, let's talk.
- ⑬ How I got started – Ted Nicholas speaking at a seminar
- ⑭ Corey Rudl – roof story.
- ⑮ Speaking is the #1 fear – nonsense
- ⑯ Mistakes: *1 m g l s*
Speaker who says "you don't have to take notes. The outline that's being passed out has all the information you'll need.
- ⑰ Photos of me as a geek.
Photos of the house. *- throughout*
- ⑱ Speak at community organizations. Yes you can make money. You can make a very nice living within 20 miles of your house.
- ⑲ Authors Ink – Elliott Engle
- ⑳ Myths:

- 2
- ③ You need a golden voice – heart transplant example
 - ③ You are not there to teach

Benefits of being a professional speaker

Money

- ④ Fame
- Branding
- Positioning

What you need to have a successful speaking business

A talk

- ⑥ A product

A clear understanding of the business and how it operates. If you don't know exactly how the business works you can really get hurt

Your business becomes similar to "make me an offer" where you don't know how much to get, how to set things up, etc.

know how to control the audience

- ③ Because I can talk, I guess I can be a professional speaker. Speaking is a business like any other. There are rules, procedures, etc.

- ⑦ What makes you think you don't have to learn the business?

- ⑥ First and last words – learn how to do that

- ⑥ When to use video and brochure

- ⑥ Inevitable conclusion they need more of you.

- ⑥ Lousy ways to start a talk

- ⑥ Don't have Uncle Nicky do your video and don't use template paper

- ⑥ Your first words are like the headline of your sales letters

- ⑥ Learn control techniques

- ⑥ I have rock solid rules for the speaking business. I won't budge on them.

- ⑦ Spend time to create a talk and it can provide you with a great living for a long time.

***Bill – should we have 30 minute phone consultation with one of us for people who sign up at the bootcamp

- ② I love the speaking business. If you don't love it that tells me you're going about it the wrong way.

- ⑥ Speaking is a business. Your talk is the way you conduct your business.

③ Dress up like Thomas Edison and get \$10,000 check? It's not going to happen.

④ You may have to fly first class. You may have to stay in gorgeous hotels and enjoy superb meals.

✓ Check Larry Winget's material for points.

⑤ Getting booked – gorgeous woman comparison

⑥ The hard way to do it – get directory of meeting planners, cold call them, make a pitch, send a demo video and brochure, call again and again and again.

⑦ You may have heard on seen a speaker that made you say: "I can do better than that". But you wonder why you aren't up there doing it better. It's because that speaker knows how the business works.

⑧ Your talk is critically important. It's the heartbeat of your business. But if you don't know how the business works, you get nowhere. And that's a heartbreaker. You know you have a great talk. A hot topic. But you're going nowhere.

⑨ Being a speaker makes you a celebrity. Instant status.

① Grabber

⑦ winging

② rules

⑧ close

③ myths

④ benefits

⑤ my dad

⑥ what to do

what you need

Version 2

Version 2

1 - Get this. You give a 90 minute talk on a topic you love. The audience goes wild. People want their picture taken with you – and you get a check \$5,000!

There's only one thing better. Getting a check for \$10,000.

And there's only one thing better than that – getting a check for \$20,000.

That's what we're going to talk about tonight – how to be wildly successful in the speaking business.

How to get on the right track for success in the speaking business.

How to avoid the very expensive traps most people fall into when they try to get into the speaking business.

There are lots of speakers in the room today. You're not making the money you're worth.

We're going to talk about that.

There are people just getting started in the business. I'm going to have lots of great information for you. So before you go printing that 4-color brochure & before you spend thousands of dollars on a demo video, let's talk.

2 - Rules – no questions.

I love the speaking business. If you don't love it that tells me you're going about it the wrong way.

3 - People think that talking is the main part of the speaking business

Speaking is the #1 fear – nonsense

Mistakes:

Speaker who says “you don't have to take notes. The outline that's being passed out has all the information you'll need.

Myths:

5! — You need a golden voice – heart transplant example
You are not there to teach

Because I can talk, I guess I can be a professional speaker. Speaking is a business like any other. There are rules, procedures, etc.

Dress up like Thomas Edison and get \$10,000 check? It's not going to happen.

*no speaker bureaus
no spending a bundle on promo kit
fear*

4 - Benefits of being a professional speaker

Money
Fame
Branding
Positioning

Being a speaker makes you a celebrity. Instant status.

5 - How I got started – Ted Nicholas speaking at a seminar

Corey Rudl – roof story.

Photos of me as a geek. -

Photos of the house – throughout this section and next

Cellular/shower

Booked in locker. Rolled up in Matt.

I started to speak as a kid - became business man. Had to speak

6 - What you need to have a successful speaking business

A talk - Speaking is a business. Your talk is the way you conduct your business.

A product

A clear understanding of the business and how it operates. If you don't know exactly how the business works you can really get hurt

Your business becomes similar to "make me an offer" where you don't know how much to get, how to set things up, etc.

know how to control the audience

~~I have rock solid rules for the speaking business. I won't budge on them.~~

SOFT VS HARD TOGETHER

First and last words – learn how to do that

Your first words are like the headline of your sales letters

Lousy ways to start a talk

Inevitable conclusion they need more of you.

Learn control techniques

When to use video and brochure

Don't have Uncle Nicky do your video and don't use template paper

Getting booked – gorgeous woman comparison

The hard way to do it – get directory of meeting planners, cold call them, make a pitch, send a demo video and brochure, call again and again and again.

Speak at community organizations. Yes you can make money. You can make a very nice living within 20 miles of your house.

products are easy to create
Authors Ink – Elliott Engle

7 - You may have heard ^{or} seen a speaker that made you say: "I can do better than that". But you wonder why you aren't up there doing it better. It's because that speaker knows how the business works.

What makes you think you don't have to learn the business?

The business has been very good to me not because I have any great talents or abilities, but rather because I took the time to understand and learn the business probably better than anybody.

You may have to fly first class. You may have to stay in gorgeous hotels and enjoy superb meals.

As I said earlier, I love the speaking business. If you don't love it that tells me you're going about it the wrong way.

Spend time to create a talk and it can provide you with a great living for a long time.

Your talk is critically important. It's the heartbeat of your business. But if you don't know how the business works, you get nowhere. And that's a heartbreaker. You know you have a great talk. A hot topic. But you're going nowhere. It's almost impossible to put together a great talk without coaching from someone who's at the top of the business.

8 - close

1 – grabber

2 – rules

3 – myths

4 – benefits

5 – my start

6 – what to do – what you need

7 – wrap up

8 - close

Version 3

Version 3

1 - Get this. You give a 90 minute talk on a topic you love. The audience goes wild. People want their picture taken with you – and you get a check \$5,000!

There's only one thing better. Getting a check for \$10,000.

And there's only one thing better than that – getting a check for \$20,000.

That's what we're going to talk about tonight – how to be wildly successful in the speaking business.

How to get on the right track for success in the speaking business.

How to avoid the very expensive traps most people fall into when they try to get into the speaking business.

There are lots of speakers in the room today. You're not making the money you're worth.

We're going to talk about that.

There are people just getting started in the business. I'm going to have lots of great information for you. So before you go printing that 4-color brochure & before you spend thousands of dollars on a demo video, let's talk.

People think about getting into the business

2 - Rules – no questions.

I love the speaking business. If you don't love it that tells me you're going about it the wrong way.

3 - People think that talking is the main part of the speaking business

Speaking is the #1 fear – nonsense

Mistakes:

Speaker who says "you don't have to take notes. The outline that's being passed out has all the information you'll need.

Myths:

You need a golden voice – heart transplant example

You are not there to teach

Because I can talk, I guess I can be a professional speaker. Speaking is a business like any other. There are rules, procedures, etc.

57 Dress up like Thomas Edison and get \$10,000 check? It's not going to happen.

58 You must have speakers bureau in order to succeed

59 No need to spend a bundle on promo kit

510 Fear will stop you from being successful

511 4 - Benefits of being a professional speaker

Money

512 Fame

513 Branding

514 Positioning

SLIDES

515 Being a speaker makes you a celebrity. Instant status.

5 - How I got started – Photos of me as a geek.

PHOTOS OF KID

Scared to speak as a kid. I was a dork. Locked in locker. Rolled up in mat.

Became a businessman and knew I had to speak.

Bought every book, video, audio, seminar, etc. I could find and followed what they told me.

Cattle calls, showcases, high-priced kits, cold calling.

I wanted fast, easy, cheap way to get started.

Ted Nicholas speaking at a seminar

Sent 274-word letter to 21 promoters. 14 called and started booking me.

The 8-word headline grabbed them.

First seminar was 15 minutes from me.

Followed my system and I was a huge hit right out of the gate. It wasn't me. It was the system.

Everyone else was doing the same old thing.

Corey Rudl – roof story.

Photos of the house – throughout this section and next

6 – What you need to have a successful speaking business

A talk - Speaking is a business. Your talk is the way you conduct your business.

PHOTOS

A product

A clear understanding of the business and how it operates. If you don't know exactly how the business works you can really get hurt
Your business becomes similar to "make me an offer" where you don't know how much to get, how to set things up, etc.
know how to control the audience

Soft vs hard topics

First and last words – learn how to do that

Your first words are like the headline of your sales letters

Lousy ways to start a talk

Inevitable conclusion they need more of you.

Learn control techniques

When to use video and brochure

Don't have Uncle Nicky do your video and don't use template paper

Getting booked – gorgeous woman comparison

The hard way to do it – get directory of meeting planners, cold call them, make a pitch, send a demo video and brochure, call again and again and again.

Speak at community organizations. Yes you can make money. You can make a very nice living within 20 miles of your house.

Products are easy to create - Authors Ink – Elliott Engle as example

7 - You may have heard or seen a speaker that made you say: "I can do better than that". But you wonder why you aren't up there doing it better. It's because that speaker knows how the business works.

What makes you think you don't have to learn the business?

The business has been very good to me not because I have any great talents or abilities, but rather because I took the time to understand and learn the business probably better than anybody.

You may have to fly first class. You may have to stay in gorgeous hotels and enjoy superb meals.

As I said earlier, I love the speaking business. If you don't love it that tells me you're going about it the wrong way.

Comp. the
top 100
to the
career

Spend time to create a talk and it can provide you with a great living for a long time.

Your talk is critically important. It's the heartbeat of your business. But if you don't know how the business works, you get nowhere. And that's a heartbreaker. You know you have a great talk. A hot topic. But you're going nowhere. It's almost impossible to put together a great talk without coaching from someone who's at the top of the business.

↓
7 speaking
business

8 - close

- 1 - grabber
- 2 - rules
- 3 - myths
- 4 - benefits
- 5 - my start
- 6 - what to do - what you need
- 7 - wrap up
- 8 - close

Version 4

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2 - Rules – no questions.

I love the speaking business. If you don't love it that tells me you're going about it the wrong way.

3 - Benefits of being a professional speaker

Money

Fame

Branding

Positioning

Being a speaker makes you a celebrity. Instant status.

4 - Myths and Mistakes

5 MYTHS

Speaking is the #1 fear – nonsense

People think that talking is the main part of the speaking business

NO SELLING

Speaker who says "you don't have to take notes. The outline that's being passed out has all the information you'll need."

MYTH You need a golden voice – heart transplant example

You are not there to teach

Because I can talk, I guess I can be a professional speaker. Speaking is a business like any other. There are rules, procedures, etc.

MYTH Dress up like Thomas Edison and get \$10,000 check? It's not going to happen.

MYTH You must have speakers bureau in order to succeed

No need to spend a bundle on promo kit

Fear will stop you from being successful

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Photos of the house – throughout this section and next

6 – What you need to have a successful speaking business

A talk - Speaking is a business. Your talk is the way you conduct your business.

A product

A clear understanding of the business and how it operates. If you don't know exactly how the business works you can really get hurt.
(Your business becomes similar to "make me an offer" where you don't know how much to get, how to set things up, etc.
know how to control the audience)

7 – Strategies for becoming wildly successful in the speaking business

Soft vs hard topics

First and last words – learn how to do that

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Inevitable conclusion they need more of you.

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Bridge
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9 - close

listing on our speaker web page

at least one person gets to speak at the next BG/DK event

1 - grabber

2 - rules

3 - benefits

4 - myths and mistakes

5 - my start

6 - what you need

7 - what to do and not do

8 - wrap up

9 - close