

How to Build Your Sales and Revenue in the New Year

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OR NOT?
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HOW TO BOOK MORE BUSINESS

SHATTER THE GLASS CEILING

SWEET SPOT PRICING

TELESEMINARS: BOOST YOUR IMPACT AND REVENUE

LIVE STREAMING WITH PERISCOPE & BLAB

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BUSINESS DEVELOPMENT ISSUE



What GLASS CEILING?

By Jane Atkinson

How women can raise their game and get paid more

Every day more women step into the world of professional speaking. Women are great communicators, so it makes sense that we are rapidly growing as a force in this profession.

If you've attended a lot of conferences, you'll notice that the male-female ratio runs pretty much the same as the *Fortune* 100 boardroom. MAWGs (middle-aged white guys) are booked more than minorities and females, but we're changing that. With that in mind, my colleagues, clients and I put together some tips to help women climb the corporate ladder and claim their share of the pie—and get paid what they are worth.

The three keys to generating more income are to: own the sandbox, pick a lane and shift your mindset.



OWN THE SANDBOX

We've been taught to "play nice." As women, we need to adjust to be strong and claim our share of the pie. But learning how to get what you want while staying true to yourself is a balance.

Libby Gill (formerly of Sony & Universal Studios) and Kate White (former editor in chief of *Cosmopolitan*) share how to play nice while getting paid what you're worth.

Thrive in a Dog-Eat-Dog Industry

By Libby Gill (www.libbygill.com)

After 15 years in corporate entertainment, and then becoming an entrepreneur in my mid-40s, I've had to face hard truths about being a woman in business. But the doors are open, and it's up to us to walk through them gracefully, forcefully and immediately. How?



- Stay hopeful. Hope is the belief that change is possible and that your actions will drive a positive outcome.
- Don't be humble to a fault. Let people know in polite but precise terms exactly what you're worth.
- Invite the guys into the clubhouse. The sooner we bring men into the process, the sooner we'll all benefit.
- Share your passions and plans openly. Have the courage to share your professional connections, strategies and shortcuts with others.

Play the Game

By Kate White
(www.katewhitespeaks.com)

Getting paid what you're worth isn't just about doing a fantastic job. It's about asking for the money. Never accept the first offer. Always ask for more. It doesn't make you "not nice." It makes you a pro.





PICK A LANE

I have 20 years in the speaking industry, and more than once I have been tempted to step outside the field. But being micro-focused and writing books allowed me to become a thought leader within my target market,

which is one of the best ways to raise your fees.

Here's what leadership expert Cheryl Cran, CSP, HoF, and sales specialist Colleen Francis say about picking a lane.

Focus Your Strengths

By Cheryl Cran, CSP, HoF (www.cherylcran.com)



As women in our industries, we need to focus on what makes us of high value to our teams and clients.

Stop comparing yourself to male counterparts and stop feeling inferior. We live and work in a time when there are a few equalizers to gender, and women do these things well:

- Provide the most value.
- Become a partner of solutions with clients.
- Be a trusted expert who is called on as a trusted ally.

Be a Specialist

By Colleen Francis (www.engageselling.com)

In the speaking profession, the key to success is not to push your speeches, but to push your knowledge.

How do you make yourself available and get noticed as an expert? By building or promoting a platform where you can share what you and your company know better than anyone else. The platform can be varied, and include book publishing, blog posts, videos, social media groups, newsletter articles and public speaking.

This is not a place for product pitches or demonstrations. The more opportunities you create to be seen as a trusted expert who helps people solve business problems, the more likely it is for you to get meetings with new buyers.



SHIFT YOUR MINDSET

There's no question that we have choices in life. We can choose every day to wake up feeling like a victim or we can get out there and kick butt and take names.

Here are a few ideas from attention expert and keynote speaker Neen James, MBA, CSP, and leadership expert Alesia Latson.

Your Standout Mindset

By Neen James, MBA, CSP
(www.neenjames.com)

If you want to accelerate your career and achieve your goals, honor your uniqueness as a female leader. Be original, be yourself and be ah-mazing!

- Be original. Develop your ideas so you can communicate them contextually and conceptually and back them up with content that includes statistics, stories and case studies.
- Be yourself. Know your strengths and where you need to pay attention. Great leaders leverage their strengths and surround themselves with people to support the skills they need to enhance. Know how you respond to stress so you can identify and avoid it where possible.
- Be ah-mazing! Be in awe and wonder of the world to pay attention to what really matters. Accelerate your impact and influence as a leader. Constantly find ways to focus attention to surprise and delight those around you.



Mindset for Success

By Alesia Latson
(www.latsonleadershipgroup.com)

I'm an African-American woman. Most people I consult, coach or present to don't look like me. I'm always aware that I'm the different one, which leads me to think, "I wonder what they are thinking about me?"

Research suggests that in the first seven seconds of meeting someone, you make up to 11 impressions that center around how smart, likeable and credible you think the person is. I've never wanted to leave those impressions to chance, so I'm diligent about "impression management." For me, the three most important aspects in any interaction are good posture, direct eye contact and a warm smile. It telegraphs two important things: I'm confident, and I won't bite you!



5 TACTICS FOR GETTING PAID MORE

1. Train your brain. Spend 30 days conditioning your mind. Take 10 minutes each day and do a wealth meditation, journal your vision and read books on shifting your mindset toward wealth, like this oldie but goodie: Think and Grow Rich.

2. Silence the little green man.

Your inner critic, or gremlin, or little green man, can have you imagining that you know what's going on with a company's budget or in someone's mind. "Oh, they can't afford my fee; they'll never pay that much," you say.

You don't know their budget; you don't know what they can afford. Don't let the little green man drive the bus when you are negotiating.

3. Value. Value. Value. Rather than reducing your fee, add more to the mix. A client can't afford your keynote fee? Perhaps you ask if they have a budget for the breakout spot and give them two sessions. Or perhaps you throw some books into the deal to sweeten the pot.

4. Up your design. If your website is professionally done in the latest tech-

nology, you can skip this tip. But if your cousin did it for free using a WordPress template, you might consider investing in a graphic designer. I can usually guess a speaker's fee by looking at their site. Yours should look like a \$10K speaker's site, even if you charge \$5K.

5. Speak in outcomes. Post the outcomes of your work on your bulletin board so that when you're talking to prospects, you can ask questions that will lead the client straight to your solutions.



Jane Atkinson has been helping speakers catapult their businesses for more than 20 years. As a former speaker's agent, she has represented numerous speakers, celebrities and best-selling authors. Today, Atkinson coaches some of the industry's hottest stars, who have vaulted to the top 3 percent of the field. Atkins is the author of The Wealthy Speaker 2.0 (www.speakerlauncher.com).



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