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7 **Key Steps** to
making a difference
& making a profit
from **YOUR own event**



1

Have the mindset of a professional speaker

Lots of people want to be public speakers and speak to an audience, but if you are looking to make money you have to be a PROFESSIONAL! People who are able to successfully make money in any field or subject are professionals. You could kick a ball around a park and you are “playing football”. However, if you get paid £100,000 a week to play football, then you are playing football professionally.

To be professional you need to position yourself as a professional.

Ask yourself:

What credibility builders and enhancers do you have that give you the right to charge money for what you do? Why should people pay to hear you talk?

Decide in advance how much your keynote speaker fee is going to cost so you are prepared for when the time comes.

The way to do this is pick a fee that makes you feel a “7 out of 10”. Let me explain what this means... What would evoke a number 7 in terms of an emotional response within your body? So, let's say you think of a speaker of £10. How does that make you feel on an emotional scale of 1-10 probably a 1? From here you can scale your cost according to your emotional response.

Now ask yourself: How does a speaker fee of £10,000 make you feel? Maybe a number 10 or even 11 out of 10 right now!

This number will be different for everyone, so pick what your fee is going to be right now based on what the number 7 is for you.



2

Define your ideal audience member.

What does your ideal audience member look like? These are people who are going to be willing to invest in your expertise and your ability to guide them towards their professional targets. This is going to help to create the foundation of how we are going to make a profit from our event.

The way to do this is to get into the Minds of your ideal audience member.

Start by asking: "Who could really truly benefit from what I know"? This could be men aged between 20 and 30 looking to get down to single figures body fat, or it could be women in the corporate world looking to start their own business, it could even be mothers who are highly stressed. The greater understanding you have of this persona, the more you can cater your service towards their needs.

Once you've started to define this audience. You need to get into their minds by asking a series of questions. You will be answering these questions from their perspective in order to find out who they really are. These can be questions like:

What are they afraid of?

What are they worried about every single day?

What products are they buying?

What have they tried to do to solve their problems in the past?

For example, let's take mothers who are highly stressed...

They've watched the YouTube videos, they've read all of the books on productivity and they've asked their parents for help. They lay awake at night worrying that there aren't enough hours in the day. They are angry at their partners for not helping them out. Etc. Etc.

As you get into the mindset of your ideal audience member, you'll realise that these are the people that you want at your event because you know that you have the power and the knowledge to truly transform their lives.

Of course, your audience may not be mothers who are highly stressed. But whoever your audience is, make sure you follow the steps above and follow this same process.

3

Create a buzz and collaborate.

You need to start by BEING SEEN by your ideal audience member! We've all got access to these amazing free mediums to share information on: Facebook, Instagram, TikTok, Twitter and even LinkedIn if the platform is relevant to you.

You're going to create a buzz about your upcoming event and you're going to do it by talking directly to your ideal audience member. You can start by saying something like: "I've got an amazing event coming up and we're going to finally reduce the stress of mothers who seem like they haven't got enough time in the day to make their dream life happen."

You're going to collaborate with people and businesses that already sell things and have conversations and established relationships with busy mothers who are stressed. This could be nurseries, dance classes, people who sell school uniforms , people who teach mother's how to start their own business and many more.

Basically, you want to connect with anyone/ any business who doesn't do the same thing as you but does have the same audience. When you collaborate with them, offer to share free tickets to your event to their audience as a bonus.

The key thing here is consistently give yourself enough time to BE SEEN across all of these channels and collaborate with enough people to create the buzz for your event. The wider your reach, the higher the chance that the right person sees what you do.



4

Create your Upsell

You've created the buzz, you've connected with the right people and started to collaborate with industry relevant businesses, and you are giving away tickets for free (at the moment). These free tickets are going to be the key to getting people in the room.

Of course to create profit from your event you're going to have to have something to sell them...

What I would do if your speaker and coach would be to create something like a 6-week or 12-week program that you can sell to your audience members. This is going to be all of your expertise in either a 6-week or a 12-week program.

If you've been selling coaching or something similar as an hour-by-hour service, you're going to stop that now and forever. You're going to have a program that creates a result. To further the example of the stressed mothers; your program is going to focus on the result so it's could be:

"The Supermum Programme" - Becoming in control, relaxed, balanced and productive in 12 weeks

Next, create a price for this coaching program. It's not for me to tell you the price. Whether it's £1,000 £2,000 or whatever feels right for you in terms of an exchange of what that result means to your audience member.

Let's say that the program is going to be £1,000 you're going to create an "event special" price. For example you could say something like: "Because I'm looking to take the coaching international, there's going to be a 50% discount, plus this is my first event sharing the program. The full price £1,000. It's only £500 at this first event."

5

BE AMAZING!

I haven't really mentioned this but this guide is not a get rich quick scheme and will not work if you don't know how to share the knowledge, expertise, inspirations and ideas that will transform the lives of your audience.

Doing an outstanding job at the event he starts a) with being confident b) Giving a powerful introduction that makes people want to listen c) Sharing three key ideas at as the main body of your content and d) closing with a call to action. (I'm going to talk about how selling is really sharing fair exchange below)

I go into more detail on how to be confident, create a structured presentation, how to create an introduction that makes me want to listen and more during my 10-week program: Speaking and Coaching Career Secrets. (You can talk to me personally about that here:)

6

Selling is really sharing a fair exchange.

The first thing to remember is that you are actually selling from the moment that they enter the room. I'm not talking about manipulative types of selling, but I mean that you're building up to sharing something that will truly transform their lives.

You need to create an environment that creates a certain feeling the second someone walks through the door.

Some things that you'll want to prepare beforehand:

Make sure that the lighting is great

Have the room laid out 'theatre' style so that there are no tables blocking the energy between you and them.

Have some "feel good" music ready and some light piano music if you are going to do some visualising/exercises etc.

Throughout your presentation you are going to get them to say "yes", so frequently ask questions where you know the answer is going to be "yes!". This is getting them opted-in.

When you're starting to "sell" at the end of your amazing presentation, you are going to communicate the fair exchange and continually get them "opted in" by getting them to say yes.

There's a more detailed version of this in my 10-week program: Speaking and Coaching Career Secrets. (Which you can talk to me personally about that here:)

For the purposes of this guide you are going to focus on building up the audience's desire to work with you and you're going to ask whether they give you permission to share something that will transform their lives as mothers/business people/athletes. Now they've given you permission to sell them, where in reality what you're really doing is just sharing information through describing the key benefits.

Next, share some "good news" and the good news is just what we talked about above... It is a new programme that you are looking to take international and there's going to be a 50% discount for the first five people that enrol. This creates a sense of urgency and it also makes sure that you're being kind to yourself when it comes to the workload for this coaching program.

You are going to round it off by saying: "This 50% discount is valid whilst in the room and then it's £1,000 or £2,000 (or whatever the full price is as soon as they leave the room)" because you want to get them at maximum motivation when they are bought into your ideas.

7

Know your numbers and make a profit.

can tell that you're already thinking: "My goodness me; I'm putting on this event for free. I'm going to have to pay £100 for a hotel room. Maybe £50 for the audience to have refreshments, £50 for a screen, £100 for someone to help me out."

Let's go with the above example and say that this 'free' event would cost £250 plus expenses depending on where you are, if you're in central London it may cost a little bit more and if you're with me in South Wales that might cost a little bit less.

The crucial thing is to know your numbers (right down to petrol/train ticket to get to the venue).

If it's £250 you can confidently know that when you're fully prepared, have delivered an amazing session and have done all the other steps above very well - you know that you only need one sale of £500 at the discounted price to create a £250 profit!

So, what if you have 5 sales?

Then that would be £2,250 profit.

Although this might not be millionaire-by-next-week money, I'm sure you'll agree that this is an amazing start when it comes to building your speaking business and profiting whilst you make a difference to people's lives.

How fantastic. You can and you will make a profit. You have people into your coaching programs that will transform their lives thanks to your help. You have made a difference to the people who were at the event, but I can't wait to invest with you right now. It's a win-win-win-win!

I know this guide will be useful to you, but the most important thing in regards to anything that I share is to make sure that you implement these process and take action on these ideas.

If you'd like to go to the next level some of these ideas you can book a call with me personally to discuss my 10-week program: Speaking and Coaching Career Secrets. You can do that here: <https://bit.ly/3gp3cQP>

We will talk about how the programme will benefit you by getting you from where you are now to where you want to be.

Thank you so much for reading this guide. I hope to speak with you very soon.

Jermaine Harris