

**“How To  
GET MORE CLIENTS  
By Giving FREE  
Speeches In Your  
Local Town”**



**BY JP MARONEY  
aka “Mr. Monetizer”**

## **“How To Get More Clients By Giving FREE Speeches In Your Local Town” by JP Maroney**

Greetings and welcome to this special program called **How to Get Rich Giving Free Speeches in Your Local Town. I'm JP Maroney, aka Mr. Monetizer.** And in this program you're going to learn how to use speaking locally as your ultimate free, local marketing tool.

You're going to find out how you can position yourself as an expert in your industry, how to generate leads for new clients, how to build your online and offline mailing list, how to sell more of your stuff, how to generate more referrals and how to get more goodwill in your local community.

I'm going to give you ten steps to local speaking profits. But before I do, I want to give you a little bit of a back story. Years ago I was in the magazine publishing business and we published a magazine for the 50 plus market. I quickly discovered by accident that I could go out and speak for local clubs and organizations, service groups, chambers of commerce. And every time I would speak I would generate new business.

I developed a presentation called 'Gray Hair Everywhere, How to Profit from the 50 Plus Market.' Now granted, our magazine was targeted towards the 50 plus market and our advertisers were people who also wanted to reach that market. But instead of going out there and saying you should buy advertising in my magazine, I went out there and educated the market on the importance and the power of targeting the 50 plus age. And every time I would give that speech people would come up to me afterwards and say hey, I need to know more about your magazine and how we might be able to put something in there. And so that was my first entrance into

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speaking locally and making money, a lot of money actually, from giving local speeches.

Well, fast forward to today. I have speaking, coaching programs in all sorts of things. I speak internationally and yet most recently we have launched a service that provides search engine marketing and local lead generation for local businesses using the Internet. And so I said you know what? I think I'm going to go out and start giving some free speeches again to these local clubs and organizations. And in less than two hours I generated four speeches locally. Those four speeches, if they just net even one client, will be worth between \$25 and \$50,000 to our company. And I taught this same technique to a chiropractor, for example. And he was able to go out and speak locally. In his first two free speeches to different organizations he generated over \$60,000 worth of new clients for his chiropractic practice.

This will work for any business, practically any topic, and I'm going to show you how to do it. Let me give you ten steps to local speaking profits.

## **10 Steps To Local Speaking Profits**

### **Number one: Start with a KILLER speech topic.**

I want you to think about this. People don't want to know about your widget. They want to know about a solution to their problem. So I want you to think about what are the problems that people have when they come to buy from you, and what are

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the problems that you're able to solve with your widget. And that's what I want you to speak about.

I want you to give a presentation called five ways to do this, or five tips for this, and this talk about the benefits.

I want you to remember this. People don't want to buy drill bits or drills. They want a hole in their wood. So I want you to sell the benefits, and I want you to sell the result that people want, not your widget itself.

### **Number Two: You need to build your list of prospective opportunities.**

Now, in every single community across this nation and around the world there are clubs and organizations that meet weekly and monthly. And they come together for a common purpose, to learn to be educated. Some of them have civic causes and local charities that they support. But almost every single one of these clubs and organizations utilizes free speakers for their meetings. And I'll be frank with you, a lot of the speakers they get stink. And so you have an opportunity to be a great speaker, and to provide a solution to a problem they have, which is how do we fill this 15-30 minute slot with somebody that's going to give some information that will be of value to our organization.

So you can be that kind of person. So what you're looking for is clubs, organizations, associations that have local chapters. You're looking for people that meet on a regular basis. If we had more time, I'd show you some of the little tricks, but just start looking for things like local Rotary clubs, or Kiwanis, or things like

that. And those are the organizations that you're going to go after. So you're going to build that list of perspective opportunities to speak locally, including a contact name, and a phone number, and or, an email address.

**Number three: You're going to make contact.**

You're going to reach out to those people and make contact with them and it's very simple. By just contacting them and saying hey, who is the person that's responsible for booking the speakers for your local club or organization?

**Number four: Ask the right questions.**

You want to ask the kinds of questions that will illicit the kinds of responses that you want, which is the kind of information you're looking for. Now, there are several questions and I have them laid out on a sheet I called a Q and A form for local clubs and organizations. But let me give you a few of these questions right now.

One of those key questions is "What is the next meeting for which you have not booked your speaker?" Now, that is a magic phrase that gives you an opportunity to get booked. You also want to find out things like what types of people are in the audience, the size of the meetings and all those kinds of things. So ask the right questions.

**Number five: Follow-up to confirm.**

So let's say that they do book you for that particular meeting. You need to follow up with them by email and card, or other mechanisms and say hey, I just wanted to confirm that we're on for this date at this time, and I'll be delivering this presentation for this length of time. So you follow up to confirm with them to make sure that they've got you on the calendar, and that you have them in the right day and the right time on your calendar.

**Number Six: So then you put them on your calendar.**

And you don't just put the date for the presentation on there. You also come back about ten days before that and you put a reminder for yourself to call them or email them and follow up just to make sure that you're on target. And you maybe back up a little bit more and maybe two to four weeks before your presentation you follow up with them to provide them with as many materials as you can to promote that particular event or meeting.

**Number seven: Help them promote the event.**

I consider myself a partner with them to make that meeting a huge success, and I even tell them up front why don't you use use my speech, my presentation, which is in high demand. People love it. They're really excited about it. Why don't you use that presentation to bring in more people for your club or organization meeting? And, hopefully, I can help you add a few members to your organization whenever they come and check it out.

**Number eight: Deliver on your promise.**

And that means that when you walk on that platform, when you stand up in front of those people at that lectern or podium you deliver on your promise. Whatever content you told them you were going to deliver, you deliver on that content and you give that presentation as if you're being paid \$10,000 to stand there and give that speech. I get paid, literally, \$10,000 per speech plus all expenses paid, plus I sell products and services at my presentations. But when I go and deliver a speech for no fee for an organization like this, I don't discount the content because I'm giving the presentation for free. I give that presentation as if it's a \$10,000. And you know what happens? Every time you do that you're going to book additional presentations because you're going to be amazing. You're going to produce some magic.

**Number nine: Persuade ... Don't pitch!**

Learn how to utilize psychological techniques where you could subtly drop the idea that you have additional information or services that would be of assistance to them. But don't get up there and make it a pitch fest. They'll see right through it immediately. It will turn them off and not only will you not get benefit and bookings from that where you're getting clients, but you won't get referrals to get other speaker bookings.

**Number ten: "Monetize the Moment.™"**

And you say, "Well, JP if you say don't pitch, how can I monetize the moment. Well, every single time you go out there and speak you have the opportunity to build your list. So you can do drawings and things that get people to give you their email address, or their address for their business, or their home. You get a chance to generate leads because you can have on your forms. And I teach in some of my programs on speaking how to use that form to get people to say hey, I'm interested in meeting with you personally or privately, and learning more about what you do, or having you give me a private strategy session, or a private consult. So you can actually generate leads without literally making a big pitch. And then finally, you can generate referrals.

Referrals for your business because suddenly more people know about what you do and they know, like and trust you more. And so they can tell their friends and associates about you. But also, you get referrals to other speaking opportunities.

I hope you've enjoyed these ten steps to local speaking profits.

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