

How to Make a Fortune Speaking at Fundraisers

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Welcome to the Virtual Studios of Antion & Associates. Tonight, we're on location broadcasting from Claysville, Pennsylvania - my hometown. More specifically, the kitchen table where I ate breakfast, lunch, and dinner and quite a few snacks from 1956 to 1973, I'm pretty sure we're on the exact same table. It hasn't changed.

Not much has changed around here in that amount of time. Claysville, Pennsylvania is in Southwestern Pennsylvania and has a whopping population of 500. Claysville is the kind of town that has a four-way stop sign but nobody really cares, that two of the ways don't go anywhere. So that's my hometown. And we live in the suburbs. So we're really out in the sticks.

The town was named after the great statesman, Henry Clay. I don't think he actually slept here in Claysville, but maybe his horse left a gift on the street in a parade or something. I'm not sure how they named it after him but he must have been around here sometime. Also, about a mile down the road is where I went to high school - McGuffey High School. Named after the guy that wrote the McGuffey Eclectic Reader.

We're coming to you from Western Pennsylvania tonight. Which by the way if any of you are planning on doing telephone seminars, this is how it can work. You can be just about anywhere and make this happen in the midst of the craziness that I'm in today.

I'm still going to continue do a good job for you. We're here tonight for the topic - ***How to Make Fortune Speaking at Fundraisers***. That's what we're here for tonight. Before we get into the topic - just a little bit of housekeeping - I'll be going on for

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about an hour. I'll check in a few times to make sure the phone line is working. In fact, I'll do that right now.

After the main recording, I'll open the lines up and answer questions until you get tired of me. If you hear any commotion, it's just the relatives coming in and out of the house. Some of you know that I'm here in my hometown because my brother died a few nights ago. And as I said before, and he would say too, "The show must go on." One more thing, normally when I'm doing a telephone seminar, I'll be able to see your Emails coming in but since I'm at my mother's house, there is only one phone line here and I can assure you no DSL line will be available in this area for quite some time.

THE BIG PICTURE

Let's get busy on the topic. First of all, let's look at the big picture. The big picture here is you are going to suggest to an organization that you will help them plan and promote a fundraising seminar. You will lead this seminar and they will promote it to a group of people in their control.

Just a quick sample - let's say, you wanted to do it at a church. They've got a congregation they can reach easily ... probably by flier, or phone tree, or fax, or maybe even Email in some of the more modern ones or at least by regular mail. They have a group of people and they can tell them about your seminar, get people to sign up and you make some type of split on the revenue. So that's basically the big picture of what we're going to talk about tonight.

I have had great success speaking in fundraising situations. It's really the only kind of speaking engagement that I actively pursue. Why? There are several reasons: Number 1, I control the topic.

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This may not seem like a big deal, but once you've been around for a while, people will ask you to do topics a little outside your realm which means a lot of work if you are the least bit conscientious about your speaking. You have to do some extra research.

In this case, since I control the topic, I really know the topic inside and out and don't have to do that research on areas that I'm not so swift in which leads into the next reason of why this is a type of speaking engagement I try to get more and more of.

There is very little customization.

Once you get pretty busy, it takes a long time to do a real good job of customization for a particular organization. I'm a real stickler on that also. If you're getting paid big money and you want to be a professional speaker, you better come through and give them a real customized job. That again is very time consuming.

Doing fundraisers has allowed me to maximize my time because I don't have to spend sometimes two or three days that I would normally spend on one particular job. And I'm almost coming out with as much money in most of the cases.

When you're working for a corporation, they expect really deep customization and it's actually required if you want to keep your standards high. You're doing phone interviews and document reviews, trade journals, secret shopping and everything else to do a good job for them. That is cut out most of the time in this situation.

The next thing is it creates many long-term clients.

Remember, people are paying to come to these things. Many could hire you for coaching, consulting, speaking engagements, product

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sales, all kinds of things that I'm going to talk about a little later when we talk about maximizing your income from these events.

In some cases, if you're doing a fundraiser for a pretty gung-ho organization, they will sell a bunch of tickets to let's say a corporation who would send many of their people. They would just give the tickets to their employees and many of those people may be in a position to bring you in to the corporation that bought all the tickets. You can get some real good clients out of doing this.

The next thing is the organization is happy to introduce me to people that don't know me.

They do it enthusiastically because I give them an incentive to do it because of the fundraising aspect. I'm going to show you some extra incentives you can give them later but this is basically called a third-party endorsement. Once they are convinced that you're a good person and it's going to be a great thing, they're actively promoting you to people that never heard of you before. So this is really going to build up your customer base.

You'll be invited back.

A nice thing about this is if you do a good job and they make money, you will be welcomed back regularly. Regularly might only be every two years or who knows. But the second time around, I tell you, it is a lot easier. After you've sent them a big check, many of them will want you back and actually pursue you to come back as often as possible.

Maybe they want different topics or maybe they want you to address different parts of their organization or they'll recommend you to different States that have the same association or organization. The way will be paved for you because they'll get on the phone and tell their friends, "Hey, so and so just sent us a

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check for \$2000 and we had a great seminar. Everybody loved it and didn't cost us a nickel. In fact, we made money." That's a heck of a warm call to make.

I'm a real stickler against cold calling people, but I'm willing to call them in this situation because it's a "WARM" call. A person in the group that just had me speak calls on them on and then I follow up. So it's not really a cold call. There are a lot of good reasons that you'd want to pursue this.

Why would the group want you?

Times are pretty tough for many groups. I'll give the typical example of an association and you need to understand a term called '**non-dues revenue**'.

The associations usually make money off the dues of their members. But many times, that's not enough to finance everything that they want to do. So, they're always looking for ways to bring in more money. This is a perfect thing because if you could throw an educational seminar for their membership, they would promote it to their membership and then you would deliver it and get a split which reduces their risk.

That's one of the main things you always want to do with people, . . . is reduce their risk. If they had to hire you to speak and then try to make enough money to make up for paying you and make a little money extra, that is more risky. To you, it's less risky. But remember, we're wanting you to promote this to an organization. From their point of view, they want the least amount of risk. So if you provide that by taking a split rather than the fee, you reduce their risk.

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There is another side to that in that you also may not make as much money, or you may not make hardly any money. There is a point where you have to decide whether you're willing to take the risk too. And also, on the other side of the coin, I want to say one thing, if you did require a minimum to do this, maybe they would promote it a little more knowing they have to pay the minimum.

I'm not giving you anything for sure here on which way you want to go. I have a tested entity with my program. So I'm willing to take all the risks just to get them to do it because I know that I'll hit a homerun with it with even a small number of people. I'm willing to take all the risk. You may not be until you get a good program under your belt.

Another reason why they might want you is that some groups do this regularly anyway. They may just need some new blood, . . . some new kind of thing to present to their constituency. You may just be that person. Always keep your eyes out for places that are doing this anyway. If you see a fundraising seminar that should shoot up flares in front of you that, 'Hey, this may be a place where I can be the next fundraising seminar they do.'

And then on the less sophisticated end, they may just never have thought about doing this. A lot of people could do this at churches regularly that are used to doing bake sales or selling arts and crafts things where they just never had the wherewithal or the vehicle to do a seminar. So a church seminar is really great place because they're virgin territory. They've got people that are gung-ho that will help you promote and they'll volunteer. So that's one of the ways that I suggest you pursue.

Another thing is if you are very spiritual, you don't have to be so politically correct in a church atmosphere. In fact, they love to hear

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about your spirituality and all that. Where in a corporate setting, you have to bite your tongue half the time to make sure you don't offend somebody. Many of those things can be eliminated in a religious setting. Those are some of the reasons why the group would want you.

What types of groups are we talking about?

I mentioned associations. Associations are made up of members either individuals or companies that would potentially attend this.

For an association, again, we're looking for non-dues revenue and we're looking for things you would want to suggest that would be more likely to be helpful to their members. If their members have businesses, then you would probably have better luck having some business training seminar.

If you their members are spiritual or they're not in it for - money, you could probably do many types of what we call **soft topics**, ...personal development,relationship things and such and do those kinds of things for those types of people.

You can do it for Cub Scouts. If you are a youth speaker, that would be a great thing for Cub Scouts. The parent-child days, ...do talks for them. Any kind of civic group, ...they're always trying to raise money.

Here is one that's great. I have lots of personal experience with this one. Speak for charities. I did only one really major charity event, doing a seminar. I've exceeded them and been the auctioneer and raise tons of money, but from the seminar route, this is one that I can give you a lot of details on and it's really made me a small fortune and they're happy.

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A while back, ...it's been quite a while now; I did a charity function for cystic fibrosis where we threw a seminar. It was on presentation skills training. I think we had about 90 or 100 people sign up for the thing. We videotaped it. The deal that I made with them is I would help promote it to my 'Great Speaking' Email list. They would promote it to their folks and they would get all the money from that day of the seminar. After expenses of course; rent of the room, refreshments, and so forth.

I suggested to them that, "Hey, why don't we also offer to people attending that they can buy the video of the whole day training? I am sure people are going to love this training." And they said, "How much will the taping cost?" At that time it was about \$500 for the taping and I gave a free admission to somebody to run a secondary camera for secondary footage.

We taped this whole thing. Guess what? Some of you just bought the 'Wake 'em Up' Video Professional Speaking System. My whole deal with them is they get all the money for that day. Anything we could sell that day was all theirs, but I want the master tape which is now what many of you know as the 'Wake 'em Up' Video Professional Speaking System.

<http://www.Antion.com/speakervideo.htm>

It has six DVDs and a whole bunch of other stuff that I put around it but the basic recording came from that one day taping. And I cannot tell you how much money I've made on that system. So everybody was happy.

They got a lot of money from the seminar and I got that recording that I wanted which turned out to a long-term product for me. This can really mean a lot of money to you and everybody is happy. It's

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not like you took advantage of anybody, everybody is happy in a situation like that.

Meeting Planning

Here are some things that you may not have thought about that I would be talking about tonight. But you're going to have to get some skills to help make this happen because many of the places you'll recommend this to will not have the skills needed to do it.

You're going to have some meeting planning skills both in a hotel and out of a hotel. I forgot one other thing. I wanted to mentioned it, it's a little beyond our scope tonight but another way to schmooz your way into a lot of places is if you happen to have a sponsor that would want to have their banner hung up and they'll give you money or donate to the function just to be associated or be in front of the group of people.

Sponsorships are a way to help make money for an organization by you arranging the sponsorship and basically it's usually the sponsor wants a banner hung up and they want their chairman to come up and give the check to somebody on stage. They don't ask for a whole lot.

Let's get to the meeting planning skills. First of all, if you do one of these fundraisers in a hotel, there are some things you need to know. This is not by any means a comprehensive list but I do suggest you get some resources on 'how to run a public seminar' because it will give you a lot of hotel stuff. But I'll give you some of the things that I ran into all the time.

First of all, you want a contract for the space well in advance. And you want to leave plenty of time when you tell them what time of day you're going to be doing this.

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For instance, my seminars go from 9:00 to 5:30 but I require access at 7:00 and tell them it's going to be at least 6:30 until I'm cleaned up and out of there. Because sometimes, you'll have people at the moment you quit, the banquet people are rushing in and moving your tables and trying to scoot everything out of the way because their setting up for a wedding reception or something.

You want to make sure well in advance that you've got the timing set so you'll have plenty of time before and after. And then check back frequently with the meeting people. They turn over frequently in hotels. The contracts get lost. I've gotten pretty close to not having a room at all because I didn't check back frequently.

Get every single thing that you discussed in writing and **have a copy of it with you at the event**. Maybe even two copies with you on site when you're standing there trying to setup the room because things get mixed up and you want to have it right there in writing what you had agreed to. These are some tips here.

Keep a photocopy of your credit card on hand because a lot of the hotels will require it for you to secure the space. Keep in mind you can't bring refreshments in the hotel settings. You can't decide like, 'Hey, I'm going to bring in all the cookies and soda pop and everything to save some money.' They'll kick you out. This doesn't fly in hotels although I've snuck some little candy bar treats when I first started doing this. But now, it's just too much hassle to go to the grocery store to do it. So I just usually get a cookie break and soda break in the afternoon.

Be prepared **for shocking charges** when you're doing this. I went to Chicago and they charged me for an extension cord and charged with me extra for the power strip that goes on the end of the

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extension cord. The first time it ever happened, I was just flabbergasted. And they throw taxes and gratuities until it's 90 times what the room cost, is in taxes and gratuity. So be prepared for that.

You might want to compare hotel to hotel when you're making a decision. I bring a lot of my own stuff now just to get out of these fees to make sure my seminars are profitable. So I bring my own sound system. I ship it, sometimes FedEx. Sometimes I take it on the plane with me. The sound system, I use a little guitar amplifier with inputs so I can plug my laptop and my microphone into it and I got a complete sound system that will handle 150 people. That will save you a lot of money.

If you have your own projector, that will save you a fortune because they charge \$300 to \$400 for pieces of junk projectors now. So if you're going to be doing this regularly, you should have your own projector.

And expect everything to be wrong. I'm not a negative person, but I know things are going to be wrong. So, I'm always there at 7:00 AM for a 9:00 A.M. start time and that's after I've checked and/or set up the room the night before. Just recently I did an event in Florida. I show up at 7:00 AM, there is nobody in sight. Not anybody. The banquet people slept in and didn't show up. I had to go scrounge stuff from other banquet rooms and get the place all ready myself. The show must go on just like tonight. You're the bottom line and have to make things happen no matter what.

So, if you want to be professional about this and make sure it happens, then you've got to be there early. I always check what's in the room after you too because that's going to tell if they're going to really push you to get out real quick at the end. And that

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the end is the time you'll sell a lot of products. People will wait clear the end. So if you're being rushed out of the room, you could lose your whole profit for the entire event. So, be very clear about it. You don't want something backed up right against your event.

What that means is just make sure there is plenty of time in your contract so that they avoid trying to book something in your meeting room after you are done.

Many times, they'll want you to guarantee that x number of people will rent sleeping rooms when attending your event, but don't do that. Chances are, you'll get burnt unless you're a major player that can be sure that people are coming from out of town and sleep there. If you are comfortable guaranteeing sleeping rooms you can negotiate a break in the price of the meeting room rental.

The best thing that I've found is if you negotiate some food like refreshments in the morning and a cookie break or something in the afternoon, or if you're having lunch or whatever you decide you can really negotiate a better deal on the fee to rent the room. Usually I try to throw in some kind of food service on the contract. That makes a nicer event for the attendees and can reduce the cost of your meeting room.

Another trick I use is I play hotels against each other. I won't lie, but I'll call one hotel and find out the deal they have and then when I call the other hotel, if their deal is close, I'll say, "Well, you know, so and so hotel is going to give me this" and I can hit them up for a better deal.

You can't go back and forth 20 times because they'll start calling each other to see if you're lying, but it usually helps. And then when you're getting things like coffee, get it by the gallon or

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sometimes tea and things that are on consumption so that you can really watch your expenses because **they can get way out of hand**. So that's just some tips for hotels.

If you're not having your event in a hotel, there are usually no amenities. I've done fundraisers for people in churches and just some simple things that wouldn't even cross your mind if you were in a hotel will drive you crazy. There is no ice. There are no coolers. There are no extension cords. There are no power strips, refreshments, napkins, anything. All of that stuff has to be brought in if you're doing an event that's not in a hotel.

What you want to do is really make good use of volunteers in the group because a lot of them are really gung-ho. They'll bake stuff for you. You could have way better stuff in some of these non-hotel places because enthusiastic volunteers bring it in. The same things provided by a hotel would cost a fortune. Then there is virtually no cost involved.

The more money you can save, the more money there is to split with the organization. Remember any hard costs come off the top, i.e. the you and the organization are splitting the "Profit" of the event, not the "Gross Income" of the event.

You also have to consider your tables, chairs, and projector screen. Sometimes, I've used a big white wall as a screen because they had no screen and one was supposed to show up but it's a Sunday and the AV company is closed and it didn't get there. So we used a big wall.

This is another good reason to have your own microphone and sound system. Then you've got to think about flip charts and whatever you happen to need, you've got to either provide it or

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make absolutely sure it's there. Then in the non-hotel environments, what happens is they're not set up like hotels are with professionals all over the place making sure their meeting space is not double booked.

While in a big church congregation, there might be three or four things going on and nobody knows what's going on and none of it is that important where they couldn't move Sunday school class somewhere else. But you get there and then somebody has already booked the room for choir practice or something and then you're duking it out with church people. So you want to double check with a couple of people of what the actual schedule is at one of those kinds of venues.

Start Local

Let's get into some other things now. I would suggest that you keep these things local until you have a proven program. My program has been proven 100 times. I know I can go anywhere in the United States and many foreign countries and make money for the group. However, if you don't know that, you better stay local first to get your act together and get the bugs out of it and see how much people are willing to pay and how many people you can normally get. And then, you can expand out to different areas.

Also, locally you have the most contacts of people to help you, places that might want to help out a local charity, volunteers, etc. So it's good to start locally.

Pricing and Incentives

On the pricing, you better test these things. I know that I can get 20 people usually at a decent sized NSA chapter. - I usually do mine for National Speakers Association chapters. If it's a decent sized chapter, I usually know that I can end up with 20-plus people at a

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fee of \$220 early bird up to about \$395 if they wait until the last minute.

Usually we give a discount to certain groups like ASTD and MPI and things like that. In some places, you might only get \$10 for a ticket. It's hard to tell. If it was a small church and they've never done this before, they might not think they can get 20 bucks a ticket. But if they can put a hundred people in there, for you, that might be great. It just depends on how much money you need to make on this.

Here are some incentives that I use to get them to sign up more people. The original split that I suggest when I suggest this is 75-25 which means I get 75% and they get 25%. But if they get 20 people or more, they go up to 50-50 split. This gives the group a great incentive to sell tickets. Actually, when we get up to about 12 to 15 paid attendees, the people promoting it for the group start talking about that, ... "If we can just get to four more paid attendees, we'll get an extra 25% of the whole deal." So that gets a little boost to get them a little working as you get closer. So that's the way I do in an incentive.

Then I also throw in a bonus of 10% of any products I sell. The products for me, is the big part of the deal. That's what makes me real happy and you justify a smaller split on that because you're giving a deep discount usually at a live seminar and there are cost production of these products; books, tapes, CDs and so forth. I've never had anybody complain about getting only 10% of that.

They see that 50-50 split on the admission fees. And basically, that's their big part of the deal. If they can put people in front of me that don't know me, that's worth 50% to me. But I'm the one really that's going to sell to people and make them feel that it was

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great and make them want to buy more stuff. So I get the lion's share of the product sale money and that can be a lot of money.

This whole thing works better if you have a database also to promote. Let's say the church group has a congregation, that's wonderful but if you have a database that you can promote to people in that area then you really shouldn't care where the people come from as long as you can fill up the room because the group will be thrilled with you and invite you back and maybe work harder the next time when they see that this is a real viable thing and they can make money off of it.

Guidelines (for full guidelines see your additional bonus)

One of your bonuses that should've come automatically or I Emailed it to you is a set of guidelines. I want the group organizers to be extremely clear on what's going on before they agree to this or more importantly, before I agree to it. Because, I don't want to get into a situation where two people show up and I've flown across the country. I just can't have that happen because it will be a massive loss for me mostly because remember, I put the risk on myself.

I'll just go over this quickly and you do have this in the instructions that you got near the bottom. And if you don't, you can ask for it afterwards and I'll Email it to you again. So let's take a look at this. My seminar of course is called 'Butt Camp'. For those of you that don't know it, it's the 'learn how to make money sitting on your rear end. So it's a money-making topic. So it has a real good draw to it. These are the guidelines, I ran by them.

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You must do at least the following to be considered a sponsor of the event and share in the revenues:

1. Publish a significant write up about the event in at least one chapter newsletter that reaches its readership at least one week before the event.

To be honest with you folks, sometimes, I would be a week out at a \$200-plus seminar with seven people and end up with 25 people in the last week. I don't know why. I can't explain it but it happens to me all the time. Sometimes, people were thinking about canceling the thing and then I said, "Hold your horses. Let it go," and, 'Boom' a whole bunch of people at the last minute sign up. But anyway, they need to at least publish a write up if they have a newsletter.

2. Prominently display the event on your website - if they have such a thing - at least one month prior to my appearance. So I want anybody that is going to your website to see this event.

3. Send at least one Email announcement to your Email list.

4. Three to five minute mention at one or more chapter meetings prior to the event.

Obviously, if you're approaching a church, you'll use different terminology and make a little bit different set of guidelines but you get the idea. You want them to see that they do have an obligation. You're just not going to roll in there and send them a big check. They have their share of the duties.

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Revenue Sharing Models

I also go in and tell them the two different revenue sharing models. Again, you'd have to adapt, but there are two models that I use for the speaker's association chapters.

One, is I can do the fundraiser as a stand alone event. This has some advantages in that they can decide to do this any darn time they want because some of these places have speakers booked up six to eight months in advance. I really don't want to wait that long and I don't really want to book one of these that far in advance because I may get some massive contract with some other thing that I'd have to turn down if it's that far in advance. So I like to do these relatively short out. So I'm only in front of their people one time but we can do it anytime.

Number two, ... the other model, is I can do the entire day but I can also do their chapter meeting a day before. I have had as many as ten people sign up at \$290 a head on the last day; the day before because I did a good job at their chapter meeting. And most people who have seen me do this will tell you, I don't get up there and just hammer people and beat them over the head to buy, buy, buy. I do a great job teaching them and that makes them want to buy. So that can be a big boost if you can do their regular meeting and then have the special event the next day.

If it's local, you can actually book it further away the second meeting. But usually if I'm on the road, I can't stay there a week and have dead time in between because we're paying hotel rooms and I just have other things to do. So we do them one day; the big chapter meeting group and then the next day, the full day paid seminar and it works great. But if you're local, you could have the paid seminar the following week or something because you don't have a lot of expenses in between. I'll tell you what though, it

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works pretty good having them back-to-back because the people get really fired up and they got to sign up right there at the meeting to get to come the next day. And so, it creates a little urgency, it gets more people to sign.

Expenses

As you go through the models, you can see how I talk about how the expenses will be shared and I give them an idea of what expenses are. I tell them I use economy travel because I don't want to eat up all the profits on first class airfare (I can always upgrade using points) and so I don't play Mr. Bigshot here. I try to show them that I'm going to keep the expenses to a minimum so that we all make the most money. And there are some examples there of chapters that made \$1800, \$2000, \$3000, whatever it happens to be. It pretty much boils down to how hard they're willing to promote.

Then I also push the fact that they go up to 50% once they get 20 people. So that gives them that little boost. Then I also reiterate the fact that I contribute 10% of my products sales to the chapter. I don't want them resenting the fact that I'm making a lot of money because they're going to get a piece of it. A lot of times, there are volunteers on bigger crowds who will help me sell and I couldn't possibly cover all the people if I didn't have their volunteers. So it's definitely worth giving them a percentage.

Promotion

I also send them ways to promote their fundraiser, just to give them a little checklist so that they don't have to think. I don't want them having to think about this too much because it's too much work for them then. I've already seen a lot of these things work so I give them a list.

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Here are some examples on fundraising tips. I tell them to write up one or more chapter newsletters. I tell them, I'll provide them an article to put in their newsletters. I suggest that they send several Emails to everyone on their list spaced a week to ten days apart so that there is a continuity effect. I suggest that they do a broadcast fax if it's still appropriate. A lot people are away from that now so that's getting older and older but still it still works. I tell them a significant mention at chapter meetings. **Update: Many groups can now do a text broadcast.**

I also remind them that since my program is a proven entity, very likely, a graduate of my seminar that's in their chapter that could stand up and do a testimonial. And I'm not afraid, anybody that's ever attended Butt Camp could do a testimonial. So, I don't even coach them to do anything. I'm not even anywhere around when they give the testimonial anyway. They can say whatever they want. Having one of their own people promoting can really boost the attendance.

Then I offer a free seven-day mini course for them to signup to get blurbs about the program and get excited about it. I give them text on what to say in the blurb to get them to signup for their free mini course.

One of the most effective ways to promote is to have a phone committee. Do a phone tree and get volunteers to call. I give them a script to use. I don't know how many people have done this but I know when we did it at our chapter on things, it really increased attendance. People would say, they would miss their faxes, miss the Emails, wouldn't read their newsletter but they would ALWAYS answer their phones or at least listen to a voicemail message and that's usually enough to get them to sign up. If they

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were going to sign up anyway or in some fashion, this is the one that pushed them over the edge.

I also suggest that they partner with other organizations. I'm always happy to give a 25% discount just like they're members are getting if they can get another organization involved. Remember, that's just adding more and more people that never heard of you into the mix.

I also tell them I'll give them a Butt Camp CD, \$199 value, if they'll do an auction based around it and promo it at their chapter meeting prior to my appearance. I let them keep all the money. I also tell them how to do it. It takes only takes five to seven minutes to do the whole thing and it's a massive promo and they get an extra boost money wise. So they're making money before I even get there. So they can't help but like it.

One thing that I do to promote - you probably heard of the lifetime value of a customer - is I keep them as lifetime because I let them come back forever for free to regular Butt Camps. They get half price in an Advanced Butt Camp but we hardly ever do those. So the big deal is, they can come back once they're a paid attendee forever for free. So with my topic, that's a big deal because Internet stuff changes rapidly and it might work for you or it might not but it works great for me and here's one way how it really works great.

I'm happy to give them the latest updates just to have them back in the room because chances are, I have some other program that they can buy because they're back in that room for free again. And they're already a believer in me. So that's a really great way to build lifetime value of customers. So those are some of the things I give.

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Another thing you could do is make a flier template that's easily transferable to any group and give it to them or customize it for them yourself. So that they don't have to think about developing a flier to give out at meetings and so forth. There are lots of ways you can help them. Keep in mind, chances are you're going to have to do the bulk of the work on this because if they're not used to doing this, you're going to have to hold their hands, identify the gung-ho people, and really help them to promote the thing but it pays off for everybody.

MAXIMIZING INCOME

Now we're going to talk about maximizing your income from the event. Let's say you have a well-known seminar like I do. When people come in to the room, I don't bother hiding my products. I put them right out there because chances are, if they're in that room, they've heard about me over and over again. They heard this is a great seminar. I'm a good guy. There is going to be more value there than they could ever imagine. So I don't bother hiding my products.

But on the other hand, if you're not well-known yet, I suggest you keep any products that you have for sale hidden. If you're going to do a half day, let's say, after the first break, maybe you could have them out and get somebody to help you put them out during the break or something. You want to give them a chance to care about you, like you, feel that you have some value for them before you hit them in the face that, "Hey, they just got us in here to hammer and sell us more stuff." I really suggest that you keep the products totally hidden.

Get a real nice handout for them. I give a 37-page or more handout for Butt Camp and other fliers. Sometimes I give them a

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screensaver disc. Sometimes I give them a CD. So, there's lots of value there. There is no extra charge for it. However, I do let my products sit out because chances are they've already heard about me.

Another thing is, is I use a two-part sales form. It's a PDF file for you but you'll see the form that I use onsite during my Butt Camps. It's a two-part form. It's usually called two part like NCR. I think that's almost like Kleenex. It's a two-part carbonless form.

That really increases the speed that I can deal with people because they are - and that directly relates to your income because if you got a 15-minute break, and it takes you 15 minutes per person to do all the stuff to handle that person, you're going to lose a lot of sales because people get disgusted at waiting.

What I've devised is a form that they fill out themselves and all I have to do is quickly scan it to make sure it's legible. That the credit card number has all the digits and they're all readable and expiration date is there and their phone number is readable. If I get those things, I'm cool - and of course I get their name.

Anything else is just used to help things out because as long as I can get a hold of them, and I can run that credit number, I'm in good shape. So the two-part form does that. **(You get this form as a bonus)**

You really want to maximize your income. You want to be able to add what we call "upsells" and "cross sells" to people's orders. One of the things that can really get the amount of money up significantly, if you're willing to spend the time doing it, is to add consulting.

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So, I had a basic product mix. The upsell was, if you like to take Tom home with you and (you make little jokes about that, you got to be careful though if you're not being sexist or offending anybody), add consulting. I did that for a long time until I got to the point where I could hardly handle all the consulting on the phone.

I was just on the phone day and night. I kept raising my rates to cut it down a little bit but then I got to thinking, "Well look, I'm cutting out a lot of people that need my help." So the first level was to add consulting. The second level that I started I think about 10 years ago called the mentor program. If you want to read about that, you go to <http://www.GreatInternetMarketingTraining.com>

This has allowed me to keep a lot of people in my fold and helping a lot more people with less time outlay. So it's been working beautifully and that's what I'm in the midst of now and certainly will continue that for some time. I still have lots of capacity left in that because of the way it's structured. And everybody is getting helped, but it's not all at one day and it's just varied throughout the month so that I can handle a lot of people.

Then the next step that I'm working on now - some of you may know about it - is my retreat facility. Again, this goes back to the lifetime value of a customer. If you do a good job for people, they'll come back over and over again. We're still on talking about maximizing the income from that one event where you take people, you do a good job for them, you sell them your basic package, you have add-ons like consulting or a mentor program.

Now I'm taking it to the next level, I'm buying a complete really big house in Virginia Beach (now operating for 10 years) that's got all the cool stuff in it, the theater, swimming pool, tennis court, the <http://www.GreatInternetMarketingTraining.com>

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whole bit and then go to have retreats. So they are much higher priced but people will be able to work with me in my actual setting and get very personalized instruction and still have time to play in our resort area.

This is another way of maximizing the income but bringing people along through the system. That it all came from them seeing me in person at a fundraiser in many cases. So that's the next level.

Most people would say this one of the most powerful techniques I've ever come up with to maximize your income and everybody is so happy about it. A lot of people maximize their income. A lot of speakers maximize their income by hammering you harder to buy during the seminar or spending the seminar hammering you to buy. I outsell most of those people other than the really super big names like Zig and Brian Tracy and those kinds of people. (**Now I outsell them.**) But for the general journeyman, non-celebrity speaker, I outsell all of them because I don't hammer you at all to buy.

In fact, I probably, in a nine-hour seminar spend three minutes talking about selling what you can buy off me. And I usually say something like, "I don't really care either way if you buy this because it's not going to make a whole lot of difference to my income," and then I pause and then kind of smile and say, "but it will yours." And then people chuckle but then they ran right up with their form because they know it's true.

If there is one thing that I think I'm a real master of, it's selling without selling. So the technique that I use is that I use my products during the presentation. Back when I was doing presentation skill seminars, I would give everybody one of my '*Wake 'em Up*' books. And I just put a little note in it that says, 'You don't have to buy this, we're just going to use it during the

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seminar.’ I sold three times as many by doing that and actually using it and say, “Look on page so and so. There is a good checklist that you need to know about.” And then I go through some of them.

And I say, “Look, on this page I’m going to teach you how to use emotional language.” I get them like in tears reading this and how I’m pushing emotional buttons and teaching them how to do it. And by the time the first break comes, they’re like throwing checks at me and credit cards because I showed them the value rather than went through a whole presentation and then just hammering them to buy. And then they touched it, they took ownership. So I sell three times as many books that way.

So when I got into the Internet thing, I’m thinking, “Well, how am I going to do that there?” So that’s when I invented the Butt Camp CD; the multimedia CD because I don’t use PowerPoint. I’ve only used PowerPoint for 30 presentations in my whole life and never since. And that’s because I had to. I was forced by contract to do it.

But I created the Butt Camp CD which has 50 mini videos on Internet marketing which is my main topic now. By the time we go all day, people only see five, six, seven, or eight of these videos. And then they find out there are 50 of them on the CD. They’re asking me, “Can we get one of those? How do we get one of those?”

So, again, I’ve used it during my presentation, but I didn’t have to hammer them to buy it. I simply said, “Well, here are some things that I have that will help you in the future.” Some people use them to train others. I make a little joke out of it because I really lay it on you in the seminar and I say, “Well how many people could go

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home and tell their webmaster what I just said in the last eight hours?” And their brains are smoking at that point anyway.

A lot of people use these as a refresher for themselves and to train the other people and that anyone of these products can save them from making a horrendous mistake. So you have to show them why your products are worth it and the value, but it's very low key. There is no pressure to it.

I say, “Okay, well let's take a break and I'm here if you need me.” They come up and they run up with these forms. The two-part forms, they're mostly filled out already and we rip them apart as soon as the deal is done. I give them their product, rip them apart and its very fast to take care of them.

I have an upsell deal right on the form which I don't harp on too much either is my mentorship program. So I'm making a really great deal. I give them \$1400 some dollars worth of products for \$599. By the way, we're into a little bit of back of the room sales as basically what we're talking about and we're in the section on maximizing your income. That's one of the reasons you're doing this whole darn thing.

I give them a deal like a third of the retail price. They've already seen me half a day or all day and really believe in me. Then I go for another up sell which has a free bonus with it. So I say, “If you join the mentor program for a year, you can have the whole package for free.” So now they've got an urgency thing right in front of them, right at that moment. They're thinking, “I can save all this money and have Tom train me too”.

I also remind them that those products are prerequisites to even get in the mentor program which puts an exclusivity factor into the

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mix. “Listen, we can’t even get in this program unless we have this stuff. And we can have it for free if we take it now.” I am loading a bunch of pressure on you, but you’re doing it yourself. You’re talking yourself into it. And that keeps me happy. It keeps you happy because you made the decision. Tom wasn’t just up there slamming you to buy stuff.

If you have a meeting organizer that’s leery about you selling stuff, they’re happy because you’re not getting up there doing the sales pitch. So I really would say, I don’t take more than three minutes out of nine hours. By that time, they’re so happy and they feel they got their value, nobody is ever going to complain. So that’s the way I really get the maximum out of it.

I also keep it real simple. I give them one deal with one upsell. Even in nine hours. I found out after trying all kinds of different ways and I tried everything I could try, this one is making the most money and closing the most deals. I’m usually selling 10 or 15 \$599 packages and getting two or three mentees out of it; \$4995. You just have to keep it simple.

The other reason why you keep it simple is because if you have to have volunteers helping you because of the size of the crowd, anything that’s not simple is going to get totally messed up.

I’ll admit to this and most of the things I tell you about, I screwed it up really bad and over a long period of time before I figured it out. You’ve got to keep it simple for the volunteers that are helping you. You’ve got to show them about the form; the real important parts of the form, how to scan it, so the entire thing is legible. Rip it apart and put people on their way, give them their product package. In that way you can cover more people in the same amount of break time that you have.

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I go over the deal with the volunteers and make sure they don't have any questions and maybe sometimes if we have a little time, I'll run them through and pretend that I'm a customer and ask them some questions about the deal and see how they handle the answers.

To really maximize the money from any events that you do, being able to - the more time it takes you to handle a transaction or registration, actually reduces your overall profit from these things. The registration is a real critical thing. If you try to do it by hand, just a few people will overwhelm you because they come in by phone, fax, and Email. They expect some details back by phone, fax, and Email and whatever ways that you make available.

If you can automate this on the Internet, you are way better off - I've taken as many as 600 registrations for a telephone seminar. Totally by myself, with no administrative help using a really good shopping system and some of you on the line are thinking, "Here he comes. He's selling <http://www.KickStartCart.com> again." hahaha Sure I am because it's great!

Yesterday and today were really great days. Today so far, there has been about \$4000 in sales and yesterday was about \$6000. This is two days while at my brother's viewing and helping out my sister-in-law and my mother and all this stuff is all happening automatically. I mean, I couldn't be in a more horrendous setting than I'm at right now in Claysville, Pennsylvania, but my business is still running and that's why I always tell you that this is like a disability policy. This stuff can run and take care of you when life gets in the way. Once you set it up, it runs on its own.

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So the system I'm talking about to automate this is called KickStart Cart. We have free training on using it. It's just really an awesome system. So you can check out a free signup if you're thinking about any kind of shopping cart system at www.KickStartCart.com. There is a free e-Book I wrote about it at www.Public-Speaking.org/ebook.htm. And you can read about a 30-page little e-Book that I wrote on picking a shopping system which you can use. Even if you don't pick this one, you can use it as a checklist to pick another.

That's pretty much all I have. This can mean a fortune. It can really change your career around. It's a tough atmosphere out there but just every place I go, I've written them a big check and I'm welcomed back. Even the places that didn't promote it or they had a much smaller chapter, still, would have me back because I did a great seminar. We didn't make as much money, but the thing is, you're always welcome back and the door is open for you.

Even if doesn't make a lot of money, normally the organization would have to pay to bring somebody like me in. They at least broke even and made a little bit of profit so it was a savings to them and then still got the quality program that they wanted. So even if doesn't make a lot of money, it can create a lot of long term customers and people that are really spreading the word for you.

Go out there and speak at fundraisers. Have a great time at it. Thanks so much for attending. Anybody who wants in the mentorship program, read all about it at <http://www.GreatInternetMarketingTraining.com>, and then send me an Email at orders@antion.com and copy it to Stephanie@antion.com

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