

This is the raw slightly edited transcript of the TeleSeminar

# “How to Sell a Ton at the Back of the Room”

**with Tom Antion**

(Updated 3/23/16)

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Welcome to the virtual studios of Antion and Associates. I'm Tom Antion and I'm again going to be your host for the evening. We are broadcasting tonight from The Great Internet Marketing and Professional Speaking Retreat Center in Virginia Beach, Va. It's my home where I hope to see many of you spending long weekends here studying here with me. I can't wait to see you down here.

Now if you'd like to see some videos all about the retreat center and the lifestyle I live here, paid for, I might add, with the skill that we're going talk about tonight, at least in part, visit

<http://www.GreatInternetMarketingTraining.com> Click on the TV Monitor. You can also download a learning brochure there and see all about the perks of my mentor program.

<https://youtu.be/o61n7TI1i0Y> “A Day in the Life of an Internet Multi-Millionaire”

All right now there's already a waiting list here so I'll be giving you a great deal at the end of the call today we're probably going to go about ninety minutes, we'll have to see but I'm going to really pack you full of ideas here tonight along the way so you can increase your back of the room sales because that's what tonight's topic is.

The title for tonight is **“HOW TO SELL A TON AT THE BACK OF THE ROOM”**. I am certain if you put the techniques you learn tonight in to action that you will significantly increase the value of each speaking engagement you do. I am absolutely positive of that.

Am I the best at this in the world? Not by a long shot, absolutely not. There are many people who sell more than me. But I can tell you in no uncertain terms and there are people on this line that have seen me do it. I regularly out sell extremely big named speakers, because of the techniques that I’m going to teach you tonight and I’m almost always the biggest seller at the events I attend.

Another thing you have to consider is that some of the biggest sellers also have the biggest returns, credit card chargebacks and lawsuits against them. I have none of that.

You saw in the advertisement for this that in a three-week period I think it was maybe a couple months ago I sold one hundred thousand dollar’s worth of stuff in the back of the room. I do regularly anywhere from \$30,000 - \$60,000 speaking in medium size crowds. (This is now \$100,000.00 - \$200,000.00)

One time, I can hardly believe this, I sold \$20,000.00 and I wasn’t even on the program. I was asked to come up and say a few words and I’m sitting in the back of the room for three days of a four-day program and sold \$20,000.00 worth of stuff.

Now I’m not going to try to teach that technique cause I’m not sure what happened except me being a friendly old cuss. But anyway, its money in the bank and I got happy customers out of it. So anything can happen when you get these techniques going.

We’re going to have things that will apply to beginners and advanced speakers and intermediates . . . all across the board and the things that I talk about will also apply if you’re trainers, if you’re business people, if

you only do keynote speeches. There's going to be techniques that you'll be able to extract tonight that will work for you.

Especially you want to pay close attention for the techniques to sell when you're not allowed to sell, that is one of the coolest things that I do.

I don't really have any twelve step system, I mean you can count up the steps when I'm done and tell me how many I have, I really don't know.

But I will tell you that you will want to do a lot of these things that I'm talking about and some of them are very critical if you want to increase your back end sells.

That's another thing if you ever do any of these telephone seminars the technique that I kind of devised is to give the CD or mp3 file away and I charged ten dollars more for the seminar and now everybody pays ten dollars more and everybody gets the recording.

Even if they don't show up, I still got people to sign up. I can't help but throw in extra sales techniques when I'm working with you on one of these things. You count up the techniques that you get and let me know about it later.

## **You Must Have Something that People "WANT"**

The one thing that this seminar is not going to do, . . . it's not going to help you sell if you've got something that nobody wants.

I run into this all the time because I'm pretty well-known for selling stuff on the Internet. People come to me with these harebrained ideas of unsellable topics that nobody wants and I can make you the best technician on the Internet or on stage on the face of the earth. But if you have things that nobody wants, it's not going to sell. That's one thing that you really have to keep in mind when you're doing this.

Maybe you need to switch topics or do something else. If you're doing

well with the technique but you're not selling much it could be that nobody wants your kind of stuff.

I know people hate to hear this and some can never grow out of the problem they have created for themselves by falling in love with their own topic. Yes, I want you to be passionate about your topic, but if you refuse to acknowledge the facts when no one else cares about your topic, you will not make money. It's that simple.

When I say "no one else cares about your topic" what I mean is that there may be some people that absolutely love your topic but there aren't enough of those people for you to make a decent living. Or those people love the topic but they won't spend money on it. Either one of these situations will kill your sales.

## **Physical Products**

The first thing is that you should have some physical product to sell. What I mean by that is books, CDs, DVDs, special reports, or any kind of thing like that. You don't have to do physical products, but I have never seen anybody do too well that didn't have some type of physical product when they are selling at the back of the room.

Let me clarify that I'm not talking about physical products only. I'm talking about physical products as part of a bigger ticket product that we'll talk about later.

I have seen people try to sell unlock codes in an envelope to a web site. This is a cool idea, and it's really easy for the speaker not to have to schlep a lot of stuff to their engagement, but I've got to tell you that any decent, or even not even that good of a person, that has physical products will probably outsell a person that only has digital products.

I'm a big digital fan, but it's not a digital world yet when you're standing there in front of a crowd of people. You need to have or develop some type of physical product.

### **Products Are Easy to Create**

For you beginners out there, I don't want you to feel discouraged about that and say I don't have one. Guess what, I'm getting another one tonight. I'll have a new 90-minute CD/Mp3 file that's going to sell on and on and on for me because I'm doing this telephone seminar.

Even though I've built myself up to where I can get a pretty big crowd on these things, there's been people that I've coached that have had no mailing list or anything and they put on a telephone seminar and nobody showed up.

I told them to do it anyway and just pretend that there are 10,000 people out there and they ended up with an audio product out of it.

Any beginners out there can have products quickly, so don't let that discourage you, but you do need to have some type of physical product.

People like to buy this stuff by the pound. When they are at a live event and you get them all fired up about something they want to grab a big pile of stuff. We'll talk about those packages a little later.

I believe to really increase your income, sometimes triple it; you need some type of "intangible" product. You can have those right away, because we are talking about consulting, coaching, mentor programs, and so forth.

The last thing we are going to talk about today, it'll be more than an hour from now, is the isolation technique. This has come en vogue technique probably in the last couple of years that can sometimes triple the value of a speaking engagement. So we will do that right at the end.

Here that phone ringing, that's people that were too late and waited till the last minute. Actually I will go over and check my e-mail because some people may have not gotten their code or something. A lot of people on AOL, the folks on AOL please do yourself a favor and keep your AOL account if you feel like it, but get some reliable e-mail system. The only trouble I ever have from anybody, and I do thousands and thousands of transactions a week by e-mail, is AOL and yahoo people.

They don't get my stuff because AOL filters like crazy and they could care less if you get your stuff consistently. And if they sue me, great, I went to the paper about them one time. I had 1200 e-mails go out and 70 complaints, every one of them an AOL member didn't get what they had asked for from me. Anyway, if you want to do this online stuff like I do, you've got to get some consistent email coverage. OK off my horse now.

Part of having physical products is the immediate gratification factor. People want stuff now. This is why the success online for e-books for me and all the mentees that I have has been so great because of the immediate gratification factor.

That doesn't work in a live setting unless you put your e-book on CD, now we have turned this into a physical product. That's another thing you can sell ....audio files, but if they are not on CD people are not going to get it. If they are not on some physical thing they can carry out of there. So you want both intangibles and physical products.

Later on we will talk about the nature of the products and the package deals and so forth.

### **More Needs vs Wants**

Back just briefly to the issue if you have something that people don't want, the problem a lot of speakers run into is they get so wrapped up in their topic and they miss this age old problem of "needs" versus

“wants”. What you have might be something that somebody really needs. I can’t help but use this scatological example that I heard ten years ago. This lady was doing a showcase and literally this is what it was about. I hope people don’t get too sick out there. It was about the consistency of your defecation, . . . this is the nicest way I can put it.

This is what her topic is. No doubt about it, your health is an important issue. I just have to tell you that people were making fun of her in the crowd, they weren’t to her face, but she had something that people needed but they didn’t want. They don’t want to hear about that.

That’s an extreme example obviously, but if you have something that you think is so great you still better see if people want this thing as opposed to the fact that they may need it. It’s two different animals and if you want to sell a lot of stuff you’ve got to go for what they **want** not for what they **need**. . . .Both is even better.

## Clear Mental Intentions

When you hit the stage you better be pretty darn clear that you want to sell stuff. A Lot of speakers keep the selling as an afterthought.

First of all, they are a little afraid of it anyway and they pop it in as they remember or if they get up the guts to do it at the end of their talk. Guess what, it’s too late by then.

You’re going to have your eyes opened today to how when I hit the stage, or even before I hit the stage, my mind is on doing a great job and giving great value. I don’t want to always put the money in front of giving great value. If you don’t give great value you’re probably not going to sell anything anyway no matter how good you are at technique.

People get all wrapped up in giving only great value and forget the sales process. You better be darn clear and multi task along the way knowing

that you are going along on a multi-track thread. You're giving great value and great content but you're also preparing the audience to be receptive to pull their wallet out of their pocket and invest in their further education.

It's not just making you rich, that's a side benefit of doing great things for people. You've got to all along the way work the sales process into your presentation. That's what today is going to be about. I'm going to teach you all the things that somebody like me does all along the way to make sure that I get the sales and also give good value.

### **Standing Ovations Aren't the Key to Riches at the Back of the Room**

I can't help but remember there's a guy in Los Angeles that spoke with me years ago. The guy was awesome, he was before me and I'm thinking, "This guy is good". And I don't get impressed that easily.

I'm thinking this guy is as good as me and in some ways he's better than me. He's more polished and he's better looking. But the problem was . . . and this is my next section, . . . he went for the ego trip and got a standing ovation and did not sell one-nickel worth of stuff.

He paid his own way to get there. Paid his own hotel room. Got the standing ovation and walked away with nothing.

You've got to get it clear in your mind that you are there to give great value and to do a sales process completely through your talk. So get your ego out of it.

A lot of speakers, to be honest with you, can't hack this. They can't get over the fact that they want that standing ovation or they want that pat on the back. I have to tell you it's counterproductive to sales.

Going for the standing ovation and pat on the back at the end of a talk when you should be doing the things you are going to learn about on how to close the deal will kill your sales.



## **The Real Test of How Good You Are**

Another thing speakers can't stand is the real test of how good they did in their presentation. It's NOT getting the standing ovation.

People will be polite, even if you don't get a standing ovation, people will clap for you, some of them will scream, and your buddies will whistle for you. Whoopee you're a talented speaker.

The real test is will they pull that wallet out of their pocket and give you money. That's really the test of how good you are and how much value they feel that you gave them and they want more of you. That's the test.

## **Embarrassment of Selling**

You also must get over the embarrassment of selling. This has killed lots of speakers and if you saw the list of people that are on this call tonight. There are some heavy-duty speakers that have been around a long time. I'll tell you what; A lot of experienced speakers are hurting. They aren't maximizing the value of each engagement, which are getting a little tougher to get nowadays. So hopefully they will hang in there and be able to change their style a little bit.

Many of them have been conditioned that it's an embarrassment to sell from the stage. That could not be further from the truth and if you go clear back to the founder of the National Speakers Association, Cavett Roberts, I don't know exact quotes, but he pretty much made it clear that you're cheating the audience if you don't give them something to take home.

If they love and they got a lot from you and they want more and you don't give it to them, you're doing them a disservice. You just have to get out of that thought of it being embarrassing.

In fact, I was consulting a lady one-on-one. I remember this vividly. I lay it on people sometimes, but most of them don't start crying when I'm talking to them. This lady started crying because she was a psychologist, and I'm telling her how she has to market and do this and that and she breaks down in tears and she was saying her peers are going to ostracize her if she promotes. That is a no-no in her industry. I'm thinking, "All of your broke buddies are going to ostracize you, so who cares". I really didn't think I got through to her.

I was speaking Los Angeles a couple years after that and there she sits with her husband in about the fourth row. I see her from the stage and I'm wondering what she is doing there. This is an all-marketing conference.

I talked to her afterwards and she said, **"Tom I got it, I got it. Those guys are idiots. I'm promoting like crazy because I've great things that can help people. You'll never see a tear out of my eye unless I'm crying because I'm so excited."**

Her favorite sound now was the sound ink on a check with her name on it. She's just thrilled and she finally got it.

You've got to get over that embarrassment and think of the fact that you are doing the audience a favor by giving them the tools that they need to succeed.

You're pretty arrogant if you think you are going to change people's lives and give them all these skills in a 1,2, or 3-hour, or even a full day talk.

All the best-known speakers sell. Zig Zigler, Tony Robbins, Brian Tracy All of these people sell like crazy. To be honest with you, if you look back over history a lot of them, the reason they are big name speakers is because of their products.

The product distribution can be infinitely bigger than the number of speeches that you can do live in front of people. Products are a great roller coaster to get on.

### **Vicious Circles Can Be Great**

What happens is it's kind of a vicious circle in a good way. You sell a lot of products and then more people hear about you. The more they pass around your product or tell their friends about it, the more speaking engagements you get. The more speaking engagements you get, the more products you sell.

Products can get passed around and/or they are sold in catalogs or online where you weren't really speaking in front of a live crowd. So people hear about you that have never heard about you before. Which in turn then gives you more speaking engagements because some of them are going to be in a position to hire you to speak where you can sell more products.

You can keep the ball rolling on that. If you don't have products, you speak and go home. The old timers on this line, I don't mean to pick on you, but if you don't have products, you've been speaking for a fee and going home with a pat on the back, if you're lucky. Then you've got to do it over and over and over again.

I don't know any big name speakers that don't have a product line. If you want to be a big name eventually, you have to get products.

I was going to mention again, which you've heard me a lot on the Internet marketing stuff, I sell stuff in 40 countries. This provides such an enormous cash flow that it allows me to pick and choose my speaking engagements to only take the best ones.

This in turn raises my celebrity status, not as a household name, I'm not trying to say that. I'm trying to say in my industries that I attack, I'm pretty well known. So it's again a vicious circle to the good. The

products allow you to sit back and take only the best engagements, which means your celebrity status rises and then you sell more stuff and it just keeps mushrooming to the good.

## **Sales Are Set Up Long Before You Start Speaking**

All right, let's get into some of the details of the things that I try to make happen throughout a speaking engagement. Many of them are in the beginning or before I start the speaking engagement and then all the way through to closing the deal and then we'll finish up with that isolation technique that can actually triple your take for any particular event.

### **Credibility**

First of all, I'm a real stickler on credibility. Now for you beginners you may not have a great deal of credibility. Now when I say beginners, you might have been speaking for a long time, but you may not have been in the "business" of speaking.

You may have a lot of credibility in some field or you may not. Don't be afraid of this because if you're brand new at this, you can build credibility.

What I'm sick of is if I see another life success coach come down the pike that never did a damn thing in their life and they are trying to tell other people to be successful, that just makes me sick.

It ruins our industry. It ruins the credibility. Those people will never rise to high levels. Yes, you can make a good living; you can sell other people's products just by being good on stage and getting the commission by selling other people's stuff. But you're never going to get wealthy until you build your own credibility and you branch off from riding other people's coattails.

You can make a good living doing seminars and being on the road 200 days a year. But you're not going to get \$250,000.00 in one shot like I can do in 2 hours unless you have your own credibility.

Let's talk about Credibility. Maybe you already have it. Great! You're ahead of the game but you must make sure that people in the crowd know about it.

You're going to go places that your name is not known and so you must use a professional technique to make sure that your credibility comes through.

Here's one of the ways: It is your pre-program information that you give to the meeting planners to put in their programs and all of the announcements they make in newsletters, e-mail magazines and all that. You must write it and don't feel embarrassed about it.

Write it and brag about yourself and that will help pre-sell people on your credibility. That's one thing your pre-program blurbs about yourself do. When they ask you for a bio, and things of that nature write to put yourself in the best light.

### **Teleseminars / Webinars**

One thing you can do to promote yourself and help the promoter of the event is to host a teleseminar and promote it to your database. You can interview the promoter which make the promoter really like you and of course adds to your credibility to your own crowd since you are a featured speaker at an important event.

The flip side of this is to make yourself available to the promoter who does a teleseminar or webinar so he/she can interview you. This makes people hear about you before you get to the event.

One mantra I've lived by for years is that I want people to love me BEFORE I even get in the country where I'm speaking. Being interviewed by the promoter is one way to accomplish this goal.

While I'm on the topic of being interviewed, it can't hurt to contact local media yourself in the area where you are going to be speaking and pitch yourself as a guest.

As a side note, you can make extra money on your trip to the main speaking engagement by contacting clients that are local to the city you are going to and offering consultation or discounted presentations since you are going to be there anyway.

You can see all kinds of ways to make more money by watching my complimentary webinar "**How to Maximize the Value of Any Speaking Engagement**" You can find this and many other popular webinars at <http://www.TomAntionWebinars.com> (Please like the page at the top and leave a comment at the bottom and I'll respond personally.)

## **During the Program**

That's before the program. Now when you get to the program what I like to do is schmooze with people. One of my things that we'll talk about later on is "like-ability". I say get there early and stay late.

This is really great because it surprises people. Here's how it surprises people if you're not a recognizable face at the event. I have a trick that I use, this is a killer trick, make sure you write it down, there's people on the line that I've used it with.

I don't mind being near the end of a program, here's why. First of all, I'm good enough that I don't have to worry about anybody else snaking me and being so great that everybody will spend all their money with that person and there's none left for me.

## Deals with Other Speakers

What I do is I make deals with speakers that I know that are at the same event. First of all, I must know they are decent speakers and they're not a rip-off. I don't do it with people that I either don't respect, or I know they stink as speakers.

What I do is I say, **“Hey you're on before me how about you mention me in some fashion during your talk and I will mention you and something you said in your talk in my talk, which will give credibility to both of us?”**

They usually say that's a pretty good idea. If they like me and we have some kind of rapport going, they do it. This is a professional technique. This happens all the time with professionals that are in the know. What happens is when you instigate something like that, and when you are near the end of the program; let's say if there are 20 speakers on a four-day program, 8-9 may have mentioned my name already.

Still people may not even know what I look like. My promo picture is 900 years old and I've probably gained 2000 pounds since then. What happens is you're schmoozing around with people and they look at your nametag and they keep hearing your name on stage. They say, “Oh you're the guy they are talking about”. And then you act humble;

Of course, everybody on the line knows how humble and shy I am. Hahaha It's just so cool because it's a big surprise to them. So the other speakers are building my credibility. It's a net effect to me, because I made the deal with 8-9 speakers who have all mentioned and I find some way to refer back to each one of them.

They might have all gotten one mention from me, which is a decent mention, but it wasn't 8-9 times. Where I got 8-9 mentions across a couple of days. It's a net effect gain to me, but I still made a good deal

with each of those speakers. That is a really cool technique to build your credibility or let other speakers build your credibility.

## Introductions

Your introduction, first of all I've got plenty of materials on writing really good introductions and making deals with people to make sure that they are read as you wrote them and all that stuff. . . . Except it's guaranteed that's going to fall apart. 9 times out of 10 they are going to mess up and start ad-libbing, who knows. They are going to try to abbreviate they are going to try and throw in their 2 cents worth.

You can't depend on them or someone else to get all of your credibility points in. If they get them in fine, great, but if they don't you've got to be ready to gently drop certain phrases in as you go.

You can't be as blatant as the person reading the introduction. You might say things, if you want to get consulting work, you might work it in during a case study and say, **"When I was working with this industrial firm one-on-one, we were able to increase sales by 15% by using this next technique I'm going to tell you about."** Right there without being blatant and blowing your own horn, you just got a credibility point in.

You told them you are available for consulting and you tied it to a case study so that it doesn't sound like you're blowing your own horn.

You don't want to do this 52 times during your presentation because they will catch on and you will sound like a namedropper. You do have to take control to make sure your credibility points get in there.

## Negative Sell

Another thing I use to get credibility I use almost exclusively a mild negative sell technique. A negative sell means you try to talk people out of buying what you've got.



That's one thing that I'm a real stickler on, I could sell more easily because I'm pretty slick out there and know what to do. I don't want the returns; I don't want unhappy people being sold on stuff that they have no chance in hell of being successful with.

I don't push for the extra sales, plus I cannot stand returns. What I do is I use a negative sell. I say, **"Listen this isn't for everybody. It's no problem for me if you buy it or not. I don't care. I just want you to know"**, this is the next thing I say, **"I do not sell get rich quick stuff"**.

Whatever I say you must adjust it for your particular situation. It's easy for somebody to accuse an Internet marketing guy of selling get rich quick stuff. So, I say right up front, **"I do not sell get rich quick stuff. This is a lot of work, and I don't want you to have any of my stuff if you're not willing to do the work. It's just going to sit there and gather dust. You're going to be upset, and it's going to ruin my reputation. It's going to waste your money and I don't need it"**.

That's a negative sell. It works beautifully because it keeps me in honesty that I didn't pressure them into buying something wrong for them and it creates more desire when people feel something is being taken away from them.

It works well in the real world of speaking; I've got to tell you. You never believe this until you can get in the position where you can act like you don't give a damn if someone hires you or not. I don't mean that arrogantly, I mean I can literally take or leave any speaking engagement that comes down the pike. It's not going to change my lifestyle one bit.

When that attitude comes across people are saying to themselves, "Well he's not trying to jam things down our throat. He must be the real thing". I call that a negative sell and a credibility builder. I make it

very clear that there is a lot of work involved here if you want the kind of success that I know you want. That's a negative sell.

## **Terminology**

Also, there's certain terminology that you can use to build credibility. You can either write things for your introduction, or you can mention from the stage. Two terms come to mind and that is the word **"only"**. and **"in the world"**. Those are the two terms that you see quite frequently when my name comes up.

The word "only", I learned this from a guy named Fred Berns. He said when you have the "only" something it really sets you apart when you're doing public relations or publicity. I use that term to describe some of the things that I do.

For instance, this retreat center that I'm sitting in and enjoying right now while I'm talking to you, is the "only facility of its kind in the world". It's a training center where you come into some guy's home and learn Internet marketing.

Bottom line it's not that really big of a deal except that it is. Because it sounds good and it's a phenomenal facility and all of that. So there's no problem hyping it up, and there is none other in the world at this time.

Also, my introduction will say, "Tom's been interviewed or his business experience has been asked for or sought after on every major broadcast network 'in the world'". That sounds pretty cool.

If you're just beginning, you might say **"on my block"** hahaha, or **"in my city"**, or **"in my state"**. You've got to grow into this. But eventually you want to be the **"only"**, or do something that you are the only one **"in the world"** that has done it.

Another term that is used with regard to me is the **“biggest”** or the **“largest”**. It’s not because of my Butt Camp or sitting on my fat butt. Even though you are muted I can hear the snickers. Hahaha

I have the **“largest”** e-mail magazine in the world in my industry. Nobody even asks what your industry is. It just sounds like WOW that’s pretty cool. Then if I really want to wow them I say, **“I have 115,000 subscribers in 80 countries”**.

I say this sometimes or I have somebody else say it. But anyway it’s “in the world”, the “biggest”, the “largest”, the “only”, these things are credibility builders that can be either live on stage, written in your pre-program stuff, mentioned in your teleseminars/webinars or in your introduction.

## Objections

Ok so those are some of the things I do to build credibility. Another thing I do is I address negatives right up front. Which means people might say, “Well Tom you’re making money selling how to make money. Boy is that easy.”

So, I already know someone is going to say that. Instead of waiting for them, I’ll address that up front. I’ll say, **“You know sometimes people say ‘Hey Tom. It’s pretty easy to sell information on how to make money. That’s no big deal’”**. So, what I say is, **“A lot of people say this to me but I didn’t learn how to sell on the Internet by selling how to make money on the Internet. I learned on selling public speaking CDs, which nobody wants. Everybody hates public speaking, and I made a fortune selling public speaking CDs”**.

That’s addressing the negatives before they come up. Any good sales person will tell you that’s what you do so that you don’t get people heckling you and giving you a hard time.

Then I also build credibility by telling how I learned and why I'm up there able to say what I'm saying and why they should listen to me. So I tell them about Corey Rudl, my mentor who was a young man making 8 million dollars a year.

**Note:** Corey died in a tragic racing accident at the young age of 35 in 2005.

He taught me and then I started making a lot of money. So I build the credibility by telling them how I got where I am. . . . That I sat there day and night for 4 years figuring this stuff out so that they don't have to.

Those are all credibility builders and critical to big sales. They aren't that critical if you're beginning to make some sales, but for big sales credibility is critical.

## The Likeability Factor

I promised you 5 ways to increase your likeability. I just made up the number 5. I'm going to throw some out there and you can count them. Likeability I believe will increase your sales. Likeability does not mean being wishy-washy and trying to please everybody.

If one thing makes me sick and want to puke, it's the person that is the politician that wants to keep everybody happy and not offend anybody.

I don't "try" to offend anybody, but it's pretty clear right off the bat how it is from my point of view and from my experience. I'm not going to pull any punches just to pat you on the back if you're doing something wrong. My value would be the pits if I was just doing that.

Likeability does not mean being wishy-washy, in fact, strong opinions that you can support will get you more sales. There's a famous older comedian Charley Jarvis, he's a speaker/comedian, he said, "There's nothing worse than a braggart that can produce". Hahaha

If you're going to go out there on a limb with a strong opinion and you can back up what you say, people will say to themselves, "That guy or that woman knows what they are talking about" and they are more likely to go along and buy your stuff and want more of you.

## Hecklers

Here's another way I get likeability, . . . I keep the naysayers and the hecklers at bay, . . . Just like objections I address them up front.

In my particular case, I don't know what your negative or naysayers would be, but in my case it would be web designers. I own the website [www.killyourwebdesigner.com](http://www.killyourwebdesigner.com). Don't go there I haven't developed it yet, but I own it.

I've been collecting horror stories to all these nasty things that happen to business people from web designers. So near the beginning of my talk, instead of having them all mad at me the whole time, I just address them.

I ask if there are any web designers in the crowd. I applaud them for being there because a lot of the people in the industry think they know it all and they aren't willing to learn anything. I puff them up a little bit.

Then I say, **"I guarantee if you are open minded and listen to what I have to say I will make you triply more valuable in your industry so you will be beat your competitors"**. So, what have I done just now? Let's dissect this a little. I puffed them up and applauded them for being there. The cool thing I said is if you are open minded and listen to what I say you will get this big benefit from it.

What kind of moron would they have to be to sit back there and not listen and take a chance on missing this big benefit especially with my high credibility that has been built up prior to the speech and prior to me even talking about that?

So, I just squelched them or at least shut them up long enough so that they don't mess me up, . . . not that they could, . . . but nobody wants any confrontation because there's no winning it. I could easily shut them up with proof and money figures and everything else. But you still lose if you get into a big argument with somebody from the stage.

You want to think who might be negative to you and how you can address them ahead of time so that it doesn't become a problem. One incident like that could kill \$100,000 in back of the room sales.

### **Go Early / Stay Late**

We're still on likeability and we're talking go early and stay late. Here's a little side note, if you go early, a lot of these places you can have a display set up, and your display is set up, there are people that will buy stuff before you speak.

I can always count on the fact that some people will buy stuff before I speak even if they have never even heard of me. They just go around looking at stuff. They are milling around the tables and they buy it.

Afterwards I always have to address those people, because usually from stage we give a better deal and I don't want them to feel bad about it. I will mention that from stage later. You can be sure if you set up early you will get more sales.

### **Tote and See-Through Bags**

Another thing you can do is to have tote bags. If you have enough big-ticket products to make this cost effective, you can get them. Try <http://www.StamOnline.com> to buy them. My tote bag might say, "I survived Butt Camp" or "Wake'em Up". I don't always do this. They are rather expensive and I don't always do it.

Another thing I do is get clear plastic bags with handles. That way my colorful packaging shows through the plastic bag. They are WAY cheaper.

If you use tote bags for your physical products, people will be walking around with your bag and other people see it before the conference starts and they are asking, “What’s that?”. The person who bought is so proud of what they just bought, they will take your products out of the tote bag to show the person asking.

I’ve watched this over and over again. Folks I don’t want you to think that I’m beating little nuances to death, but little nuances can make you wealthy. I’m trying to give you every little detail that I do to get big sales.

I’ve seen people show up with a tote bag or a pile of my stuff and the next person and the rest of the tables are all looking at it and passing it up and down, and darned if all of them don’t end up buying before I’m out of there. So being there early can make you a lot of sales.

On the other end of that, invariably if I can fit it into my schedule, hanging around after the talk and after all the main hoopla and the main sales happen, I hang around and I’m accessible to people.

I just answer their questions. I don’t hard sell them, because there’s a fraction of the audience that has a little bit of trouble buying on impulse or they resist it. They want to feel that you’re a person that is accessible; it’s the old “accessible expert” thing.

There’s another faction that is the “aloof expert”, but I try to be the accessible expert. Just talking to them sometimes creates a sale by people that are on the edge. I don’t talk them into it, . . . remember I don’t want the returns and I don’t want any ill will over product. Many of the stragglers will buy if you are there to talk to them.

You can be sure they won't buy if you're not there. I'll usually do a couple more big ticket sales which means \$6000 to \$12,000 extra bucks just from standing around and shaking hands and being there.

Remember I just did a general session in front of everybody and wowed them. At that point of the program people are just swarming and catching me in the hall and wanting to ask me this and ask me that. If you're nice to them and pay attention to them and give them some of your time, you'll come home with lot more sales.

### **Smiling**

Another thing with the likeability factor is smiling. I saw a big name speaker go 3 hours in the dark, do a slide show, with no break. People were walking out. This person is a household name in marketing. I won't mention his name but I was there and his New York Times Best Selling books were all stacked up and I didn't see him sell even one.

He totally alienated people because he was in the dark. He didn't smile, and he was walking around ahead of time with a nasty look on his face. He was blowing people off, and not paying attention to anybody. They paid him back by not buying any of his books.

Stay likeable by smiling. Don't do the politician's handshake where you're looking past the person in front of you and not paying attention to them.

### **Humor**

Another thing is right from the stage I'm willing to tease but not abuse people. I'm pretty good at humor and been around a long time so you have to get some experience at this. I start teasing with people.

There was a guy; I always talk about propeller heads and techno geeks which I admit is not the greatest term, but it's a playful term for people. Darned if there wasn't a guy sitting in the audience that had a propeller



cap on. It was just so funny. We're bantering back and forth and he's yelling stuff out, it was all good-natured. People love it that you are willing to interact and play with people.

So being playful and fun stage can really help your sales. People just like you when you're will to interact. They don't even think about the product pitch that we are going to get into here in a minute. They just like you and they believe in you and you have shown you're credible.

The likeability factor is really big for me. I try to really treat people right and it seems to work really well.

### **Jerks**

On the other side of the coin, we have the jerk factor. For most people on this line this is not going to work. The jerk factor is going clear to the opposite end of the spectrum and being like a Don Rickles. So it's shtick kind of thing. I'll name a few names here, and don't go out and say that Tom said they were jerks. Let them say it about themselves and some of them do.

People like Jeffrey Gittomer, who is just a total off the wall, offensive, in your face nothing matters kind of guy that makes more than most of the people combined on this call probably. He's got a shtick and is known for that. People aren't going to hire him or have him that don't know this. He portrays it in his written stuff and he's well known around the world for it.

Larry Winget . . . another oddball character that can get in your face. "Get the book, give me the money and get out of the way". hahaha That's the kind of guy he is and people love it. They just flock there.

The problem is many of you out there are just jerk enough to be irritating, hahaha which is just not going to work; you have to go one way or the other. The more sure way to success is to be likeable with a strong opinion, and I think that will work for most of you.

## Presentation Length

Let's talk about the length of presentation. Some of you out there are trainers that go all day or do your own seminars or you are seminar leaders.

There's a big difference between going all day, doing a 2-hour, or even a 45-minute keynote speech.

Here's some of the differences. First of all, if it's a short presentation you've got one offer and that's it, done. I don't complicate things I have one offer and a big upsell. That's the only thing I'm selling lately.

If you offer too many things, it's too confusing to people and you can't build up enough rapport with people in a short presentation. You can't get into real depth on package A, package B has this, and package C. etc. It will take most of your time up.

In a short presentation you have one offer and one offer only. In general, the more time you have with people the more money you'll make. That's in general. The more time you have with people the more money you will make **up to a point**. That point is, up to the point of exhaustion.

This is very typical in my Butt Camps. There are a lot of Butt Camp grads on the line tonight. I just burn you for 8 hours straight each day for two days with tough heavy-duty stuff and people's heads are smoking. They have already paid me a significant amount of money up front to be there, so back of the room sales are not as critical in that situation. I promote the seminar, so all the money is mine, or if I happen to be doing a fundraiser they get part of the money.

It's not as critical that I sell at the back of the room because I already got paid up front. However, I have done a presentation where I went all

day with lots of people and wowed them and did a great job and sold almost nothing because they were totally saturated, and exhausted.

They figured, “What else could he give me; I’ve already got more than I could possibly use”. This will kill your sales if you’re counting on back of the room sales. Even though I did a good job and had fun with them and the whole day was a blast. It wasn’t like they were exhausted and couldn’t handle any more of me as a speaker, it’s the fact that they had so much information by that time, they figure why should we buy anymore because we got more than we ever could use.

Don’t go overboard and wait until the end to do any product pitches in those situations because they are already exhausted. So you would go maybe after lunchtime and do a significant pitch before they start dying on you (energy wise) after lunch. If you do have a long seminar, you can do different pitches but spread them apart.

### **Don’t Mix Offers**

I’ll give you a recent example. I was on a telephone seminar with the fabulous Mark Joyner. This guy is brilliant. He’s fabulous. We had a great interview.

For my end of it though I had a couple things I wanted to tell. We had 600 registered for the interview, but when it’s a freebie we had only 300-400 people actually show. I wanted to make sure I got some of my stuff plugged in the beginning of the interview just like I did tonight. I talked about the Great Internet Marketing Retreat Center and I gave everyone a deal and I’ll give you the same deal tonight.

There are no secrets tonight; I’m going to be using the techniques as I tell you about them. I gave them a deal at the beginning and told them how great the center was and gave them where they could go and look at video of it. I also told them there is a waiting list, which there is.

I did that at the beginning. If I had waited until the end when Marks product was being pitched, I would have had 2 major pitches going on next to each other and killed both of them. So as it is I sold 2 visits to the Internet marketing center here, which is about \$16,000.00 at the end I sold about \$10,000 (which was my affiliate share of Mark's products). We sold about \$20,000 worth of stuff at the end and I got 50% of his sales. Had I put our offers too close together I would have burned both of us.

You have to pay attention. If you have a long seminar, you must spread out your offers. Another thing that you should be doing, keep in mind folks let's recap here. We haven't even got close to selling the stuff.

I'm thinking about all these things throughout my presentation. I'm laying the framework to sell them at the end because all this stuff was done. If you just wait until the end and throw some kind of pitch on them, chances are you are going to fail because you haven't laid all this good groundwork.

## **Success Stories and Testimonials**

One of the pieces of groundwork is called "success stories and testimonials". You can either work them in by reading them or they could be live if you know that some people have been successful with your stuff are there at the event.

The best thing, this happened to me last time I spoke, a lady stood up and said, "Tom has no idea that I was going to do this. If you buy one thing off of him, you get ten. He cares about you and he will do his darnedest to help you like he did me."

I was almost ready to cry. Those comments came out of nowhere. If you're good to people and you help them, those things will start popping up.

Looking at it from a self-serving aspect, that made a lot of sales. The people in the crowd can relate. It was a little tiny frail lady that just came up from out of nowhere that probably closed a lot of sales for me.

You can't count on those things happening but it sure is a big bonus. I will say there's nothing wrong if you see someone that you've helped and that you know loves you, you could ask them to say something on your behalf in front of the crowd.

You can also read a success story and tie it to a point you are trying to make. You can say, **“Here's what a certain person in a certain industry did after they used my technique that you are going to learn here in a moment”**.

Doing this before telling the technique makes the audience wonder, “Hey, what was the technique?” It peaks their interest and keeps drawing them into the presentation further.

So you read the success stories, and tell them so and so company increased their sales by 15%, or reduced their healthcare costs by 22% because I did this stress reduction program or whatever. This way it's not blowing your own horn as much as reinforcing the fact that this stuff really works for real people in the real world.

You probably should get the permission of the subject of the success story to do this, although most people don't care or they like you to mention their name. It's always good to have a name and title or company name with it because it lends even more credibility to it. It's less credibility if you say something like “Joe C. from Tulsa”. They think you're probably making it up.

This also proves the value of your technique. You can intersperse these stories throughout the event. . . . Either a straight testimonial or a

success story. You want to pick them in a way that shows results. Those are the best testimonials, the ones that have a results base.

I've got millions of them that say things like, "Great e-zine keep up the great tips". Those are good, but when I get one that says, "I bought the 'Wake'em Up Video Professional Speaking System' and 2 weeks later I had a speech and I wowed them because of a technique I learned in that system". **That is a testimonial.**

It shows that a real person used it and got results. That's your best testimonial; those are the kinds you want to solicit. If you're good at telling stories, instead of "reading" a story you "tell" a story of how it went. This all goes to being good at story telling which is part of the overall of being great on stage here. Storytelling ability is very important in giving a good performance so that it gets people fired up.

If you don't have the "Wake 'em Up Speaking System" I highly encourage you to visit <http://TomAntionWebinars.com> and watch the complimentary webinar "How to Maximize the Value of Every Speaking Engagement"

## **Use Your Own Products During Your Presentation**

Here's one of the biggies folks. There's going to be 4-5 in this presentation, but if there was one that's made me the most money and allowed me to sell where I'm not allowed to sell, this is it. I use my own products during the presentation.

What that means is, I do not use PowerPoint. I've only used PowerPoint once in my whole career because I was forced to use it when I was under contract with CBS owned Switchboard.com as their chief spokesperson. I've never used it any other time. I use my own stuff.

Here's the way I present. Don't worry if you are new out there and aren't ready to jump into making your own multi-media product, although it's not that tough. I have something for you too and here it is.

When I introduced my "Wake'em Up" Business Presentations book, just the book was all I was trying to sell. I would go through and I would even do a lot of these techniques and I would sell some books at the end of the day. Usually schlepping a bunch of them back home.

**When I started doing this technique I'm going to tell you about, SALES TRIPLED without me even saying anything about selling. Here's what I did.**

I gave everybody a copy of the book which means I put a copy on each chair or place setting if they had tables. I put a little note in it that said, **"You don't have to buy this book. We are just going to use it during the presentation"**. My god did they suck those books up. Three times as many books were sold as I usually sold.

Yes, I lost a few that people stole or they didn't realize the book wasn't being given to them, but I'm selling 3 times as many books without even selling from the platform.

During my speech when I was teaching presentation skills I'd open to a certain page and I'd say, **"Here's a way to use emotional language"**. Then I would read a small emotional section from the book. People were ready to cry in the audience.

I would say to the audience, **"You really need to learn how to do that"**. Then I would put the book down. Fifteen minutes later I'd say, **"If you're getting I-magged, and you're going to be on video or being recorded, you've got to know some things. You've got to reduce your gestures. You've got to be careful of what you wear including the color of your suit. You've got to make sure the extra microphone transmitter pack doesn't bulge your nice fitted suits for the ladies"**.

So, I'm going through this check list from the book with the audience. I'm saying, **"You've got to do this, you've got to do that. You've got to mic the audience. You've got to do all this stuff. You want to make sure you run through a checklist like that before you go on video"**.

Then I put the book down. By the end of my time on stage people are tackling each other asking if they can buy the book. Again this is a negative. I tell them I'm not allowed to sell during this presentation but if you want to get a copy, just ask the meeting planner if it's all right.

The people are storming the meeting planner who told me do not sell from the platform begging her to let them buy my book. It's just poetry in motion. Hahaha Use this tactic at your own risk because some meeting planners will get all pissy about this and won't ask you back. However, if you are allowed to sell this is a really great technique because it doesn't look like your selling. You're just giving value to the group.

## **Multi-Media**

Another way I use my own stuff during a presentation is with my "Butt Camp CD". Those of you who don't know what "Butt Camp" is, it's my coined term for making money for while sitting on your rear end and it's the longest continuously running live Internet seminar operating since 1997.

The "Butt Camp" CD sells for \$199 bucks. There's 5 ½ hours of video on it and lots of great stuff. I use it instead of PowerPoint; many of you have seen me out there doing this, so it's no surprise to you.

For those of you newbies and oldsters that have never seen me do this, this is another poetry in motion kind of thing. I use my training CD to do the training. I interact back and forth and comment with the videos. I'll stop it and talk to the audience and then play some more. You don't want to let a video run forever. That's no good because you're no



longer part of the presentation. Just play some video, comment, do your speech and then play some more video. Then rinse and repeat.

During the talk after they've seen a couple of these videos they see they are only going to see a little bit of this awesome new product. I usually can usually show 2 or 3 videos in a 45 minute to one-hour talk and 5-6 videos maybe in a 2-hour seminar.

Sometime during the talk I'll say, "This CD that you're watching you may have never seen something like this before. This is my own CD that I created, a training CD. It's got about 5 ½ hours of these videos on there. In fact, there's 50 of these videos. Because of our time constraints we'll only see a few of them today."

That's all I'll say and I'll go on. If there's a break, or if I'm not allowed to sell, people want to know how they can get one of the CD's. It's the same thing all over again. If I can't sell, I turn them over to the meeting planner and there's ten people there saying we really need one of those CD's and he said he's not allowed to sell anything. That's how you sell when you're not allowed to sell.

Here's another way you sell when you're not allowed to sell. I do this when I'm allowed to sell too. This technique is good for every single program you do. This is actually the beginning of my pitch, except there is no pitch, as you know it.

## **Drawings**

Here's the way I do it. I hold a drawing. I don't do this until at least ¾ or more than halfway through the program, where I've already had them laughing, crying, up on stage with me, and involved and I know that they are with me. I know they're happy with my performance so far.

There are two big benefits of this drawing; number one is that I build my mailing list like crazy. You've got to be careful, and I'm going to give you exactly what to do and what to say about this.

If you just have a drawing and then take all the e-mail addresses and start e-mailing, you're a spammer. . . . At least "technically" you're a spammer.

To avoid problems with being considered a spammer I always say, **"To get in the drawing pass your business cards in and this is also going to put you on my free 'Great Speaking' e-zine, which is full of great tips for you"**. So I make it a benefit to them.

I go on to say, **"If you don't want any emails from me, just write 'No E-mails' on the back and I'll honor that"**. I'll bet you out of 600 people I don't get 2 people that put "no e-mails" on the back. SO, I just added 598 people to my database.

Maybe you've heard me for a long time harping about that. Your e-mail list is gold. That's how all of you are on here tonight, because I emailed you. You allowed me to e-mail you. That database is gold. I build my database, which is "permission" based.

I want you to notice I told them what they were getting into and gave them a way out so they could still be in the drawing so I didn't alienate anybody. Now here's the other big thing, I've got to tell them what they are going to win right?

### **Product Description Without Sales Resistance**

That's when I do the product description. I'm not pitching them to buy it. I'm just telling them what they are going to win. Now I've built my database. I've not alienated anybody by pitching the product, and I've told them what's on all the products and how valuable they are.

Drawings are your other big thing that you virtually always want to include in your speaking engagements. **You do have to be sure the promoter allows you to do this. Many promoters are extremely protective of their audiences and could embarrass the heck out of you if they bust in and stop your drawing in the middle of it.**

This is so important I've gotten to the point where I will not accept a speaking engagement where I'm expected to sell at the back of the room if I can't do a drawing.

One reason I can get away with this is that I've got a long term reputation for honesty and the promoters know that I will follow up with people and still give them their commissions. If you can build up this trust over time, it will serve you well.

## **On Stage Performance**

Now, about your on stage performance. We've been talking about this; you need to build the need for the product throughout your presentation. This means that I'm always telling them and showing them techniques throughout. That's what makes a great and valuable presentation. You're giving them things that they need to know and need to have.

You're pretty much telling them, what to do but not exactly how to do it. That's your other million-dollar tip. You're teaching them about the things that need to be done for them to have success, but you're not telling them how to do it. (**NOTE:** That doesn't mean you just do a big sales pitch and give no usable information. People hate this.)

I'll give an example for that. I show people all the time how to use pop up boxes and how to use a finance option in case somebody doesn't want to buy my \$1000 video because they can't afford it right then, there's a finance option in a pop up box.

That's what they need to do if they want to increase their conversion ratio and get more money out of people. How do they do it? They don't know how to do it. But I let them know it's not hard if they get the tools needed. The tools needed in many cases are ones that I get a commission for. There's no shame in this to make back-end money out of recommending tools that people really need.

These pop up boxes make me a fortune. I'm not just pushing them on people to get the commission. I'm telling them the things that I really use to make a fortune and how they could use it too if they knew how and had the right software.

## The Hope Level

Here's another big superstar thing. When I say "superstar" I mean for you to put a big star next to it. This is one of the things that I do during a presentation that I think is probably one of the most important things that I do to get big sales. I know my audience.

I wrote an article about this recently in "Great Speaking" magazine. I deliver my performance at a level just high enough above where the people are to give them **hope** that they can do it.

I'm going to pause here because this is a very powerful thing that speakers with poor sales miss all the time. I deliver just high enough above their level to give them hope.

If I spoke about all the really fancy stuff I do on the Internet, people would think they could never do it. That's what they would think and they would never have any reason to buy anything would they?

I show them the stuff that they can see is within their reach and it gives them "hope". They believe that if they have my help with my material and mentoring to learn about it, they can do it in a relatively quick fashion.

I want you to really think about that when you face an audience and decide how high you are shooting. **Are you possibly alienating them to think that they could never really do what you are teaching?** I want you to give them hope.

**You must get your ego out of it and resist the temptation to bury the audience with your extreme knowledge.** That will bite you in the butt because the audience will think that you can do all this wonderful stuff, but they probably can't. . . . **Results for you:** Poor Sales.

### **Popping Back and Forth**

Another good thing on stage you can do when you know your audience is you pop back and forth between the different factions of your audience. If I have a beginner, and you may have noticed a couple of times on this call I specifically I addressed beginners.

They might be totally discombobulated. Maybe they've never been on stage much and selling at the back of the room is the furthest thing from their mind because they can barely get on stage in the first place. So I address them a couple of times today so they know I can still help them, i.e. I'm giving them "hope".

Basically you pop back and forth between the factions of your audience. If you have management and execs, you pop back and forth. You don't just do a section for the management and a section for the execs because the execs will go to sleep while you're talking to the management and vice versa. You pop back and forth between the two.

The best example of this is what I consider one of the hardest speeches I ever did in my whole life. I have no idea why I accepted or why they booked me on Martin Luther King's birthday. So, I'm in Baltimore, MD; I'm a big white guy in front of 400 black people in a social services company for Martin Luther King's birthday. What I was thinking I have no clue and why somebody booked me I have no clue.

To top it off, that was bad enough, the worst part was is they went from janitorial level to PhD's in the same room. This is the only day off in the year because they we're always out doing social services. Not only did I have the fact that I'm a white guy supposed to commemorate Martin Luther King in front of 400 black people, but I am talking to janitors and Ph. D's.

So, I had to pop back and forth all over the place. I didn't want the PhD's going to sleep while I'm talking to the janitors and vice versa.

And don't forget. I had everybody else in between from secretaries to social workers so I have to really pull out all stops to keep the attention of the different factions.

When I hear people saying, "You've got to tell them what you're going to tell them and then tell them what you told them", that's a bunch of crap. I want them to listen to see what I'm going to tell.

If I pop back and forth, they are always engaged with something they can relate to. They will stay with me the whole time. That's why I get people to stay to the end no matter how long the speech is because I use that technique.

## **Split Stories / Cliffhangers**

Also, just like tonight I told you one of the biggest things that will triple your sales is the last thing I'm going to talk about. Ok this is a technique because I used to do this at MPI functions where the meeting planner, (MPI is Meeting Professionals International); they will get up and leave at lunchtime because they have to get back to work.

Nobody ever left when I spoke to them because I would set up something in the beginning of the talk that wasn't going to be answered until my last word. This is called the "split story" or "cliff hanger" technique.

The meeting planner would come up to me and say, “I can’t believe it! Not one person left. You were really great!”. I used the technique of curiosity and they wanted to know what was going on in that story or whatever that I saved until the end.

If you want to keep people until the end of your talk so that you can get your product sales done, you need to use those kinds of techniques to keep them engaged the whole time. This is all stuff from the “Wake’em Up Professional Speaking System”.

<https://www.antion.com/speakervideo.htm>

I also have a new pro speaker mentor program:

<https://www.antion.com/prospeaking/>

These are the things that I’ve been teaching for years to help people be great on stage. Indirectly they help you sell a lot.

You need to be funny and fun. You need to keep them involved and all those things that you should be doing on stage.

Here are some ideas specifically related to sales that you need to make sure you work in. Keep in mind you’re always to be delivering good content. I’m dissecting and pulling out all the stuff that’s leading to you selling a lot but in between is where your good content goes. I’m not really talking about that today because, that’s another teleseminar but you darn well better deliver great content or everything I’m teaching you today will be worthless.

## **Recalling Pain**

The one other thing is I make them recall their pain. That might seem a little sadistic but when I make them recall their pain, I might say something like this, “**Anybody out there ever have any frustration with their web designer?**” I don’t do the old cliché’ d hold my hand up in the

air to get them to hold their hand up I don't use all the "Hey stupid" questions like, "Hey would you like to make more money".

I don't do that kind of two-bit trainer stuff. These are the advanced things, the nuances to get people to react. I get them to recall their pain by asking a question that I know the answer to. Just like a lawyer doesn't ask a question unless they know the answer. I know that the people in the crowd have suffered web design frustrations.

Almost everybody has had trouble with web designers. People on the line tonight are thinking, "Oh yeah. I know what it's like". So, I'm getting them to recall the pain.

### **Point Out the Obvious**

I might use a technique called pointing out the obvious. I don't want to pick on anybody here, but I'll say something like, **"I was talking to somebody before the program and they told me they had a great website and I asked them how much money is it making?"**

They say nothing and then I just stand there and go Hmm and shake my head and let them know that this just doesn't add up. A great website that's not making any money, how is that great? Basically I point out the obvious and then let them relate to it.

### **Scare Tactics**

**First of all, the word "Scare" seems mean and manipulative. I don't mean it that way at all.** What I mean is that you must let people in the audience know, in no uncertain terms, there are consequences of not knowing what you know, or not having your products or services. So, when you see me use the word "Scare" you'll know that I mean I'm pointing out things they need to watch out for and referring to consequences they will suffer.



So, I scare the hell out of the audience of dealing with most other people but me. I'm going to tell you exactly how I do this and I never get any flack from this. I tell them things that scare them. I say things like, "Well, there's more misinformation than good information on the web. There's so many huckster out there".

I'll use terminology that is designed to scare them. These terminology techniques are all in the "Wake'em Up" book if you have it, on using terminology to get points across.

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

"Huckster" is a great word. People don't want to be huckstered or cheated into anything. So I'm scaring them. I tell them about the guy that spent \$37,000 developing his multi-media CD. The guy is from St. Louis and he'll admit it. I won't name his name. He almost turned white in the front of Butt Camp when he heard that I created mine in three days with no experience with \$150 worth of software. He almost fainted right there and now he's doing it the way I told him. I tell him about that, how he blew \$37,000.

There's this other lady, I tell them about how she spent \$80,000 on her website and it didn't bring in one visitor. She swore me to secrecy on who she is. I tease about it quite a bit, but I'm still scaring them.

The thing about the [www.killyourwebdesigner.com](http://www.killyourwebdesigner.com), and the horror stories. I say lines like I have to clean up messes every day from people who have been taken. I'll say things like, "**Less than 1% of web designers know the marketing aspect of a website**". I say, "**What do you think the chance that 1% is working for you?**" and then I shut up. It really sinks in. They know darn well they have been taken.

I want them to know for sure the web person the audience members are dealing with almost certainly does not know the marketing aspect to help them with their website. That's most important.

Then I come back with, **“I don’t want that to happen to you”**. I’m saying I care about you; I’m the cure to your pain. I’ll be there, I’m accessible. I’m in front of you. I’ve been nice to you. I’ve had fun with you. I’ve got good credentials. I’m the guy that’s going to cure your pain. I build up a scare for them so they don’t want to go elsewhere.

I also give them funny things. I couch a lot of it in humor so that it doesn’t come across too hard. I’ll say, **“Don’t take financial advice from people driving broken down Pinto’s”**. I guess I probably should change that to Hyundai or something for the younger crowd.

I actually tell them why they are in my audience. I tell them, **“You’re not here to become experts. It’s your job to see the possibility and then seek out the credible and knowledgeable person to help you”**.

I hope you’re writing this down word for word. This closes a lot of deals. Who’s more credible than me at that point teaching them about how they are going to do this and how to make sure they don’t get taken by web designers and all of that?

I also tell them how to critique people that are helping them. Again, I know that most of the people helping them won’t be able to answer the questions I’m telling the audience members to ask. Even if they leave the seminar without buying, I get a lot of sales after the fact when they go check with the people helping them. Then they come and buy from me.

So, even if they get out of there, they will come back and buy if you plant the right seed. I tell them to ask their web people how much money they are making on the web. **“If someone is going to advise you on how to make a website that makes money wouldn’t it be a good idea if that person actually makes money on the web?”**

**Most of them are only selling junk services to you. That’s how they are making money”**. I just continue to scare (show them the

consequences they could suffer) the audience members with real things they know they are susceptible to.

Then the big hitter comes in, especially since I've got this retreat center. I tell the audience members to ask their web designer if you can come into their office and see how much money they personally make on the Internet and see what they say. I say, **"You can come right into my house and I show them pictures of the retreat center and I say if you come here you'll see orders coming in all day. Plus, you can look at my orders all week, all month, and all year and if you don't see them there then I'll give you all your money back"**.

That's just it right there in their minds. They say to themselves, "If I can come into this guy's house and look at his books and his records and his shopping cart, he cannot be B.S.ing me from stage". They know it's going to happen because I'm building this credibility.

The whole idea folks is you're still building up to the sale of your product and the audience doesn't even know it. The audience doesn't know this because everything you've done so far has nothing to do with selling your products. . . . Although during the drawing I might crack some jokes about giving you a heck of a chance of getting a hold of one of these later if you didn't win.

Most of this other stuff they have no clue that you are planting the seeds for a big money day. That's just fine because you don't want to build up any sales resistance in them. You want to be a good person giving them good knowledge that's going to help them.

Another thing I'll do is get them to agree with me on things. It is true that if you get people saying yes and agreeing with you that it's more likely that you'll sell, but I do not use the "Hey stupid questions".

## **Whisper**

I could either pick someone out of the crowd or I could say something to the crowd as a whole. If I know somebody is in the crowd that's going to go along with me I might say it directly to them. This is another Wake'em Up technique called the "whisper" technique.

I might look at one person and talk only to them. It's beautiful because everyone else eavesdrops when you lower your voice and you say, **"Joe this is just between you and me. I'd like to ask you something. Let's say you could get this and bring in an extra \$1000 a week off of your website, what would that mean to your family?"**

Now everybody is riveted on Joe and Joe is thinking now Tom really has me. He's bringing my family into it and I'm the breadwinner. You're not really putting them on the spot or you could do it to the whole crowd.

**"Folks what would it mean to you and your family an extra \$500, \$1000, or \$1500 a week if you could have this kind of success? Would it mean something. Would it help you?"** Everybody else in the audience in their mind is going to say of course it would, yes. So you're getting them to agree with you.

Another thing is I address objections along the way, which we've talked about before about the naysayers. This is a little different type of objection because we're getting towards the part where we're going to talk about this product package pretty soon and I want to knock out the objections of how much it costs.

### **Highlight Cost of Mistakes**

I haven't even told you yet. I sell a \$599 package with a big upsell, that's the next section we're going to talk about. I'll say something like, **"Do you know how much one mistake with a web designer could cost. It could be \$5000 because there are loads of speakers that have gotten quotes for \$5000 for the worst websites. They look nice but they had no psychological sales process, they had no chance of selling anything**

**or representing that speaker well or ever being seen by anyone but their mother, but it cost them \$5000”.**

So, I say, **“Do you know how much one mistake could cost, it could be \$5000.”** I’ll plant that seed that I’m here to keep them from making those kinds of mistakes. I don’t want that to happen to them. I care about them. Folks this is not manipulative.

### **Passion**

I get furious when someone calls me and tells me they have been taken to the cleaners by one of these electronic artists . . . pretending to be a web expert and all they are is electronic artists, . . . so it makes me mad. I do care and I don’t want that to happen to them. I’m very passionate about it and it shows through.

That’s one of the overriding things, if you’re passionate about what you’re doing, it’ll show through. That passion will transfer for you.

My package is \$599, one mistake alone could cost them \$5000, I just saved them \$4400, I ought to get a medal rather than a standing ovation hahaha.

You’re showing the potential of what a mistake will cost them. I want to broaden this out because I’m talking about all of my own experiences and Internet marketing speaking and public speaking training and all of that.

Let’s say you’re talking about one mistake taking one of the fad diets, . . . that could cost you how many years off of your life and damage your liver. . . . Whatever is appropriate for your topic. You’re letting people know that there is a price to pay if they make the wrong decisions. Later on, of course, you’re the one that’s going to help them make the right decision.

## Product Packages

Let's move on to product packages. You'll see this all the time. First of all, I believe in product packages with a fairly good ticket price.

There are people like Larry Winget and others; I don't know any others I just happen to know Larry. They sell \$5 things until they go out of style. He wipes them out and sells everybody something.

I don't do that. I want the bigger ticket. I want the more highly qualified prospect that's going to be a lifetime customer and have a higher lifetime value. . . . I want the person that can afford to come to my retreat center and can afford consulting and mentor programs and super retreats when we go to Switzerland or something. That will be on the program one of these days.

I like bigger ticket products. That's what we are going to talk about here. I will tell you I can't stand the status quo way people have been selling these packages for years. I might add I usually outsell these people by great margins every time I'm up against them. Here's how **they** do it.

### The Wrong Way

You'll see all the time, "Ok I've got three deals for you folks, I've got the silver, the gold and the platinum", it makes me sick hahaha. And the Oh no now we've got the "beginner package", we've got the "advanced package" and we've got the "top gun and the whole shebang". I get so sick of that stuff, especially when you're at a big conference and you've heard it 42 times already.

I don't do that; I take one package with a big up sale. I design the package so that it is a good chunk of money. In this case it's \$599 for the package I've been selling for a long time now. It's got the Butt Camp album, the Butt Camp CD, the Click CD, it's got the copywriting CDs, the

one-page website CDs, and the whole schmeer is worth about \$1400 retail. When it gets down to \$599 at an event, they just wipe them out. I sell out all the time.

Here's the way I do the upsell. The upsell can be an intangible product. If you have no tangible products or physical products, this is going back to what we were talking about you'll have a tough time with it.

If people are going to get something in their grubby paws to take home, they get excited about that. Whether they are paying for it or it's free they are excited about carrying something home.

What I do is I provide the product package and I give them the deal. I'm not giving you the exact order that I do this because it varies somewhat, but I'll eventually say, **"How would you like to get this home study package for free?"**

I've already told them it was \$1400 and something retail and remember . . . . **they've already heard the product description because of the drawing so I don't have to take time up again to describe it.**

I've established the value all along by mentioning how copywriting is important and how one page websites, they saw that on a video and they think that's so cool that I'm making all this money on one page websites. They've already had the value built up through the whole thing.

They think because they have their order form, which we'll talk about later, on their desk that says it's \$1400 worth of stuff. The idea is you get a drop; normally you get a drop for seminar price.

Here's a cute thing that I do that works like a charm if you're near the end of the program. Before me all the inexperienced people in front of me have been trying to sell some kind of BS like this, "Here's 3 packages and here's the price we'll drop them to and we'll throw in this and that as bonuses".

When I get up there, . . . and I've had so much fun with this, . . . I tell them, **“Ok here is the price retail, instead of \$1400 make it \$2800”**.

People are really looking confused out there. Some will chuckle and some will just not know what to do. Then I'll say, **“Everyone else has been discounting, somebody has got to make it up somewhere”**.

hahaha

**Now I've got everybody laughing and enjoying me in the middle of getting ready to give me money. This is a good thing.** You don't want them tense and thinking about, “Is my husband or wife going to get mad? Can I do this? How much is on the credit card? Etc.” You don't want them thinking about that. You want them loving you at this point.

Anything fun you can do at that point is good. One time I did something that was really off the wall, I got up there and did that line. I said, **“Ok guys I'm going to have a special deal for you, but the first woman that comes up and kisses me is going to get an extra \$100 off”**. People almost killed each other, ladies were running up to the stage and it was pandemonium. After I regained the composure of the crowd I did something special for the guys. (I can't remember what it was, but it did not involve kissing hahahaha)

Keep in mind I'm ready to close these people on potentially hundreds of thousands of dollars and they are just having a blast like it's a big party.

They had to sit through all these other nimrods that just gave them all the ABC's and here's package 1 -- 2 -- 3. Try to tie some fun in with your closing when you're getting ready to really close it.

**Note: I actually like it when other speakers do the multi-package thing. I'm an audience watcher. When the other speakers do this, I can see the confusion in the faces of the audience members and**



**confusion means people don't buy. This leaves more money for my extremely easy to understand deal.**

## **Different Learning Styles**

Some other things I do when making up my package is I like to have several different learning mediums in the same package so that everybody is happy.

I give them audio CDs. I give them multi-media CD's. I give them e-books on CD, that kind of stuff. So there's several different formats.

Let's start thinking about your stuff. As I mentioned earlier I use clear plastic bags with snap close plastic handles on the top. I have my packages in boxes hidden under the table. I have some out on the table as examples that are not in bags, so that people can open them up, touch them, look at them while they are milling around. I also have extra order forms lying on the table.

If you do an event and you perceive lots of lowlifes in the crowd, you may have a set of your products that are blank to put out on your table. You put a little sign that says something like, "These sample CD's are Blank" or something like that.

I get the plastic bags with handles from <http://www.Uline.com> I was considering having them custom printed but I decided against it as an unnecessary expense. Since the bags are clear plastic, the colorful packaging shows through the plastic. You can always buy relatively expensive tote bags if you're flush with cash, but I haven't found it to be worth the expense.

A big benefit of a see through bag, or any bag for that matter, is that someone who has purchased your package can take it out and show what they've bought to other people who haven't bought yet.

## **Order Forms**

Here's the way I do the order forms; I have a 2 part or 3-part carbonless order form. It's 18 ½ x 11 page, but it's got what they call NCR or carbonless paper. So it's in 2 or 3 parts.

Note: Samples of order forms, contracts and a lot more are in my book "The Ultimate Guide to Professional Speaking."

<https://www.antion.com/ultimateguide/> If the deal is still on, I actually pay you to use that book. Check it out.

All the audience member / buyer has to do is fill it out. My people or me just separate the pages after the buyer has filled it out. I have the original and they've got a receipt instantly. If a promoter is involved a third copy is given to them.

If you get good at this and you have a big crowd, you've got to run through a lot of people fast. You don't want to be writing separate receipts, or trying to use a credit card machine. Taking too long will kill your sales because people feel like they have to get to the next session.

I hardly ever get credit cards that are bad. If I do, it's probably because the number was written down wrong. Usually I have whoever is helping, or if I'm by myself, I make a quick look to see if I can read the phone number, read the credit card numbers, and get the e-mail address.

If I've got those things I know I can get in touch with the people. I'd rather run them through faster and get more people than agonize over each order being so precise that people get tired of waiting in line.

I run them through. We give them the bag of stuff then move them out as fast as I can. If you're doing big crowds, . . . we'll do big crowds and then we'll talk about small crowds for those of you just starting.

## **Big Crowds**

If you're doing big crowds, I don't necessarily want to be there at the table, and here's why. I just wowed 600 -1000 people probably, that's about the size of a \$250,000 day for me and they are going to want to talk to me. They are going to want to talk about everything. I'm happy to talk to them, but not right then.

If I'm standing there at the table, they come up and want to talk to me. The people in line are waiting, trying to get their stuff and it could be only 15 -30 minutes before the next session starts. They are going to say to themselves, "I'll be back later".

That's like the car dealers, the "be-backs". The customer says, "I'll be back". They may not be back and you don't want to take that chance.

You've got to run them through fast in big crowds. That means you get helpers. Let me tell you about the small crowds before I get into helpers.

## **Small Crowds**

On the small crowds where I'm doing everything myself. It's kind of the same thing. I've got packages in a box under the table. I've got samples up on top of the table, and I've got extra order forms laying there.

The order forms and the handouts are already on people's tables. I can handle a crowd of 50-60 by myself, if I want. I don't really want to anymore because I can really make more money by talking to people and letting somebody else handle the mechanics of checking them out on their product package. But anyway, I have the 2 or 3 part carbonless so that's really quick to move them through. Usually if I'm by myself in a smaller crowd, it's at my longer Butt Camp, so we've got all day to do this.

## When to Show Products

Right after lunch I'll start doing it because they'll be too tired at the end of the day. I'll start priming them about products. A lot of times I don't even put the products out at all in the morning. I don't want them walking in and thinking that I'm just going to pitch them on products all day.

Sometimes I'll just leave them in the box and send everybody off to lunch and I'll put them out at lunchtime. I probably won't even put the order form out until lunchtime.

By lunch time people are happy campers at Butt Camp. They are feeling they're getting a lot of value. Then I put the products out and put an order form on their desk for when they get back from lunch.

I kind of make my product stuff just generally available throughout the first break. It's a whole different pitch at Butt Camp because they've really seen some heavy-duty value. It's not so intense of getting people to rush to the table at Butt Camp.

But at big events with lots of people and limited time on stage, like 1-2 hours, that's when you can really create fireworks with what we call a table rush.

## Helpers

Before I talk about table rushes let me talk about helpers a little bit. It will help you to have an attractive, either male or female, but an attractive person who is competent, not an airhead, helping you.

**Just a note. Competence is more important than attractiveness. A really good salesperson will still sell for you and in some cases you'll get a different buyer. Some people will think your super attractive helpers are either male or female bimbos and will be turned off by**

**you and them. So, don't pass up someone really competent salesperson just to have an aspiring supermodel helping you.**

I don't know how many sales I have had, because I've had attractive people working my table. Even before I got on stage a competent and attractive person can make sales.

The person(s) usually gets a cut of my sales. Their job is to not be schmoozing for themselves or flirting (both male and female). Their job is to be pumping me up and answering questions and making me look good. They get a cut out of it so they certainly want to do that.

You'll get sales if you have attractive, nice, and competent people back there and you won't get tied up when people are trying to make a buying decision with them just talking to you and picking your brain.

It's ok to pick my brain, but I don't want to discourage you from buying the stuff that's really going to help you in the long run. So recruit some attractive competent people.

That'll really help you; also it just makes you look better. If you're doing a big event and you've got assistants and people helping you it adds to your credibility, celebrity status and all of that.

Sometimes I'll have a photographer taking pictures. I'll put it in my contract that a photographer should be there with a guest pass as my personal photographer. People will give me a guest pass for that kind of stuff. That's another thing, I'll send them pictures and they will put it in their program for the next year, so I'll get double promotion out of it.

### **Don't Oversell**

One thing you don't want to do is oversell. Some people will do anything to get the sale. I will not do that for a couple of reasons. One if you oversell, or you overprice, to the max and oversell people your return rates will be enormous. This does not happen to me so I don't

have any experience with this because I don't do it. But I've seen it happen over and over again.

It cracks me up because some of the people that go to these events use this isolation technique that I'm going to tell you about. Usually it's bigger money deal that is happening, somebody in the crowd says, "Oh my god! That speaker just made \$80,000. Did you see how many people went for that \$4000 package?"

I'm on the inside of a lot of these things and I talk to the other speakers and they didn't sell one. It just looked like it. They oversold it so much to get people fired up that the reality set in and they realized they can't afford \$4000, you're nuts and they leave or they charge back their credit card. Many times you see something that looks like it's a big money sale and it's not so don't oversell or that will happen to you.

Also, if you oversell and then hassle people with trying to get refunds, you'll have credit card chargebacks, lawsuits and bad reviews and online complaints.

And, you just might have me coming after you in my consumer advocate role.

## **Closing the Deal**

Let's talk about closing the deal. A couple of things here . . . you must give the people "precise" instructions. I saw one of the biggest name speakers kind of forget about this. The person even teaches this, but they didn't give precise instructions.

You can't afford to say something confusing with 600 people waiting to give you money. You've got to work this out in your mind very clearly before you get up there. Something confusing will mess the whole thing up.

Sometimes the meeting planners mess you up or something will happen that messes you up right in the middle of your pitch. For instance, I did a speech recently and the audience members were supposed to all meet me in the corner of the room. (A little later we're going to talk about that in the isolation technique.)

So the organizers jump up on stage and decide we're going to give out T-shirts now. I was thinking, **“WHAT THE HELL ARE YOU DOING? . . . REALLY? YOU ARE GIVING OUT T-SHIRTS WHEN I'M TRYING TO SELL?”**

How they made this dumb decision was beyond me. Heck the organizers get a cut out of everything I sell. Why in the heck would they be doing something stupid like this?

There should be a solid break so I can sell and we all make money. Because of this incident I've now put that in my contract. I've got to have a solid break.

You can't always get away with it if you're still considered hired help and a guest at somebody else's event. But you've got to have time afterwards to do your thing. Luckily it worked out, ok but it could have been a disaster. So you have to give precise instructions. You don't want to confuse people.

What I'll tell them to do, I'll say, **“You fill this out. You put your credit card in and double check to make sure it's legible. You tear your part of the order form off and take it with you and give my representatives the rest”**. (If it's a small event, it'll be just give it to me.) “Don't go to the bathroom because the breaks going to be over and we may run out and we only have limited numbers”.

See how nonchalantly I said that. That's called the scarcity technique. I didn't bring 10,000 copies of the “Wake'em up” book, so technically there is a “limited” number and I don't know I could have brought 100-

500 whatever it is it's "limited". So, I will say that to put the bug in their mind they should order right now.

So that they are thinking they don't want to make their phone calls they want to go and get the product. I have also created an urgency technique.

### **Table Rush**

I don't normally go for this. I use the isolation technique that I'll cover later, but I used to do table rushes.

I'll say, **"OK the first X amount of people that do this get this extra bonus and we'll keep track of it and mark it on your sheet"**. Right there people start getting up and heading toward the table.

I don't care; let them go because they are going right now to make a purchase. On occasion the deal is done right there. They are on their way to buy and people are running to do it because I gave them such a big bonus if they were the first X amount of people to do that. So that's one thing.

If they don't go speeding out the door and they are going to hear the rest of my tips, then they are going to hear more of bonuses that are happening.

### **Bonuses**

Bonuses are really important to give and you've built the value of the bonuses during your talk. For instance, in my case I have great speaking e-zine, biggest e-zine in the world on public speaking. I've made the comment, I send this thing out, I can even do it from my hotel room, and 20 minutes later money is coming into my computer.

This value of having this e-zine, which I've built up and sweated blood over for years, is built up during the course of the thing. So a bonus I might throw in is anybody that buys package one today, of course



there's only one package so there's no confusion there it says package one on the order form and there's only one so there's no package choice. So it couldn't be any less confusing.

**“Anybody who buys package one today gets 2 free ads in Great Speaking e-zine. That means that a quarter of a million people will see your ad and you could possibly make back the whole amount of money you spent on package one”.**

The bonus had a perceived value as much as how much they were spending. So it was like a 2 for 1 happy hour discount just with that.

Depending on how my schedule looks I might say, **“The first so and so number of people that do this will get an hour one-on-one consulting with me they can use anytime they want”.**

And boom they are running. These are the things that create a table rush. I hope nobody has gotten hurt, but they have almost gotten hurt at some of the things I've done.

One time I was up in Canada and I said, **“OK you've got 7 minutes for this deal”.** It was an outrageously great deal. Boom! People were running as fast as they could to the table. That's called a table rush.

You do it with urgency and give them some reason, either a time limitation, or there's only so many that's going to get this. Or they are going to get an absolute gigantic big bonus if they do it. They've already heard my consulting fee is \$1000 an hour with a 3-hour minimum, so they are going to get an extra hour not only with the e-zine ads but just for spending \$599.

### **Price Drops**

What you're doing is you're building a value that's enormous compared to the amount of money they spend. Some people do what we call a 2-drop method. Which is they bring it down one price and then for some

other excuse benevolently bring it down to a third price. That's a 2-drop and that can be very powerful too. I don't particularly do that; I pile on bonuses because my bonuses are so valuable.

Ok an hour of my time is important to me, but I do really love helping people and if they have invested enough and given me some income and invested in themselves, Ok that could be worth an hour time.

It's getting tougher to give out consultations nowadays. But it's certainly valuable and closes a lot of deals. Plus, they spread it out quite a bit. It's not like on Monday morning they all hit me with one-hour consultations.

I usually tell them they have to go through the materials first so that they can get the most value talking to me. So that spreads it out over months if I've done a really big event and it doesn't bury me with consultations all in one shot.

Adding a little consulting is a big thing. It sounds kind of funny that someone could afford the time for all these one-on-one and hour long consultations. It's not really just me giving time away. The time I spend with a lot of these people allows me to deeper sell them into more back end products.

Again I don't push anything on them that I don't know that they need. But they will buy my Kick Start Cart, private label shopping system, they'll buy software more consulting etc. They will sometimes decide they really should have joined the mentor program and they will upsell themselves. So this is a profit center by being willing to talk to people.

### **Isolation Technique**

Let's talk about this isolation technique, I've been promising you that and we're getting a little bit near the end here. But before I do that I will make you some offers today. Did you not see it coming? hahaha I hope you saw it coming, I hope you saw all the things I did to build

value along the way. I'm going to make you some deals. This is another thing I don't care if you take them or not, I sold so many seats tonight, it's a great day already.

These tools that I have, and those of you that have known me for a long time, know that I never put out junk. I put out things that help people and that's been one of the keys to my success.

So, basically you've got to be great on stage. To do a lot of these things you've got to be funny and engaging, and you've got to get better at it all the time and I don't care if you're old or new at this. Some of the old dogs, it's time to learn some new tricks from a guy that has totally studied this for the last 20 years and compiled it in one place.

In a short period of time you can gain these kinds of on stage performance techniques and business techniques in one place. That's my Wake'em Up Professional Speaking System.

<http://www.Antion.com/speakervideo.htm> Discount is on this page.

As we wrap up here I'm going to tell you about the "isolation technique". This technique came into vogue quite a few years ago where a pitch would be made from the stage on how great a program was and then people were "disqualified" from the stage.

There's different ways you do it but this is the way I do it. I mention the price of the program that they are going to hear about when I take them to the "isolation room". . . . Basically this is just another room as close as possible to the room they are in when they hear my speech.

I'll say, **"This is not for everyone. This is a program where you're going to have homework to do. You're going to have access to me, and you're going to have biweekly conference calls. We're going to hold your feet to the fire and we're going to get some results out of you. This isn't for everyone."** So, I'm disqualifying people.

**I'll say, "The cost for this is \$5995 for a year. Without blowing my own horn, this is a steal. This is a steal to have access to somebody that's doing the kind of business that I'm doing that's willing to help you. There are people that I learned from that are doing more business than me on the web but they are not going to teach it to you. I'm a teacher and speaker and that's part of my gig. I wouldn't be happy if I wasn't doing this, but I have to justify the time. So you'll have access to me, I don't want to blow my horn, but why not. I'm considered one of the top Internet marketers in the world in our industry. I want to help you and I've got a program so if you're interested in that program as soon as we finish up here, I've got a room right off this back stage door here. We're going to be in there only 15 minutes and I'll tell you about the program. No pressure, you can take it or leave it, it's up to you, but I want to give you a shot at this".**

**I also say, "I'm so sure you will be successful with this, I'll finance it for you. If you have any kind of reasonable income and you're serious, I'll make sure you can get in the program."**

**Then I'll finish up my closing comments and I'll say, "Those of you that just want the package go to my table right now. There's only so many of them. If we run out, we'll ship them to you. Those of you that are on the fast track and want to hear about this other program I'm going right now to that room and I'll start talking in about 2-3 minutes".**

**BOOM! You see, I did NOT go for the standing ovation, No. Sometimes you can't help but get the standing ovation because when I close the thing people will jump up and start clapping because I really gave them a lot of value. I'll accept them because you never want to run off stage and not acknowledge your audience in front of a standing ovation.**

**I don't want this to go on forever and them coming up and thanking me and giving out more damn t-shirts hahaha, and selling flea market items whatever they want to do when I want to be in the back selling hahaha.**

Let's say I acknowledge as best I can and I bolt to the back room. Sometimes you get caught, you just can't help it without being rude. They are going to want to thank you and give you your mug, or your pen or whatever it is. Most of the time I'll try to talk them out of that.

Prior to my speech I've talked to the sound person and told them NOT to start playing music and to keep my wireless microphone hot. This allows me to direct the crowd in where to meet me so we can go to the isolation room.

Once you're in the isolation room, now we are into the isolation technique. I'm going to tell them about the mentor program. When I'm telling them about it, I made this mistake recently and it cost me a little bit. I let things go too long. I didn't set a specific time frame for it and I let them get off topic by asking me regular Internet marketing questions other than questions just about the program.

I was in my likeability mode and I didn't want to squelch somebody. **THAT WAS A BIG MISTAKE.** We're in that room for a purpose. I could have easily said, **"I'll answer your questions on those topics at my table afterwards. Right now we're just here because the people want to hear about the mentor program"**.

In some cases if there is a delay or the isolation room is far from the meeting room, I will invite the people in the room to ask me Internet questions while we are waiting for everyone to get there.

### **Now You're Going for the Big Money**

You started with a \$599 package and now the minimum that somebody is going to spend is 10 times more than that for the year program. You can easily double and triple your take for the product sales doing the isolation technique if you have an upsell like this.

The upsell is what can make the big money, or you might want to have some type of mentorship program, protégé program, one-on-one

consultations, life coaching, whatever your field happens to be . . . that's where the big money is.

### **Food in the Isolation Room**

**Note:** Don't try to sneak food into a hotel meeting room. They will stop the meeting, call security and charge you a fortune as a penalty. Yes, you can get away with a little candy and such, but don't push your luck.

I have experimented with providing food in the isolation room which isn't given out until after the sales pitch. I usually try to get the speaking time slot right before lunch to give me extra time if needed to sell the much larger package. Of course, you need to clear this with the promoter to make sure your lunch doesn't conflict with something else they have planned.

I've had mixed results with this. In some cases it paid off and in some cases it didn't. Sometimes it gave me extra time to sell because people didn't have to go find lunch. Other times it drew big crowds of people out of the crowd who just wanted a free lunch. Your mileage may vary. It's certainly worth a try if your big package is profitable enough.

**If you do decide to try this, you must really be careful dealing with hotel food service departments.** There are so many ways you can get taken or just overspend because you forget about tax, service charges etc. that can easily exceed 30% additional plus the original cost of the food.

It may be worth it to consult with a meeting planner for some tips dealing with hotels. Another idea would be to go through the meeting planner of the event you are at. He/she will have much more clout with the hotel than you would.

There we go folks I went 1 hour and 59 minutes. I hope I have held up my bargain to give you all the things promised. I really want you out there selling lots of stuff and doing great jobs for you and your

audiences and your family. That's all I have, I hope we're shipping a lot of "Wake'em Up Systems" to you and I hope to see a lot of you right here in Virginia Beach for the Great Internet Marketing retreat weekends and the public speaking weekends.

That's it for this seminar I hope you got great value out of the information presented. If you'd like really advanced training on Internet marketing for speakers and lots of access to me to help you with your marketing efforts on the Internet check out my mentor program at <http://www.GreatInternetMarketingTraining.com> . This is Tom Antion signing off and we'll catch you next time.

<http://www.Antion.com/speakervideo.htm> Wake 'em Up Video Professional Speaking System

<https://www.antion.com/prospeaking/> Pro-Speaking Accelerated Mentor Program

<http://www.AmazingPublicSpeaking.com> 475 Videos on public and professional speaking

<http://www.Antion.com/ultimateguide> The best e-book on the business of professional speaking

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