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SPEAKER LOSES WORDS AND MONEY

I recently saw a phenomenal speaker. I remember being moved by his speech and desperately wanted to take his message home with me - but I couldn't. I wanted a book, a pamphlet, or something I could hold on to - but he didn't have it.

How could someone so powerful, so inspirational, so awesome miss this opportunity? I'm still trying to figure out how such a dynamic professional speaker could leave his audience empty handed? Better yet, how could he leave with an empty wallet?

I took a moment to calculate how much money he lost that day. *If* he had a book and sold it for \$25 and if only half the audience (150 people) bought his book that day, he would have made \$3,750. That's almost \$4,000! I don't know about you, but I'd certainly like to make \$3750 in one day.

I learned two valuable lessons that day: 1) Speakers without books, disappoint their audience. 2) Speakers without books lose money every time they speak. That's a very expensive lesson for a speaker to learn.

Don't make the same mistake. Don't disappoint your audience. Don't disappoint your wallet.

You don't have to be a writer to become a published author - you're a speaker, which means you've already got the material for a money making book. Start your book by reviewing your current topics and transform them into chapters for your book.

A good book doesn't have to be long; it just has to be powerful. Remember, you're not writing a novel, so shoot for 100 pages. Once you've compiled the major content of your book, go back and write an introduction and a closing chapter. Also, keep in mind that your audience wants to take YOU home with them, so make sure your personal style is reflected in the book.

Once your manuscript is complete, take a few days to edit it I also suggest hiring a professional editor accustomed to working with your specific genre. You'll also benefit from writing two or three endorsements to place on the back cover. Then invest in a stunning book cover to capture the attention of potential buyers.

You don't have to go broke publishing your book. Your speakers' bureau may be a good place to search for affordable print-on-demand and self-publishing options, as well as other resources and support.

There's no excuse for a speaker not to have a book. If you don't know how to start, get help. If you don't know how to finish, get help. Put your words on paper - write a book - and make thousands of dollars, even when you speak for free.



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Tara Y. Coyt is the creator of The GET IT WRITE Author's Circle, the ultimate resource and support team for aspiring authors. To join The GET IT WRITE Author's Circle, a 9-week teleclass, visit www.TakeATeleclass.com.