



James: III, we will cover this one and then we are going to cut it off. Is that okay? This is good. We are getting a lot of stuff out of the way.

Tips on selecting your speech topics - these are the five steps that will drive all of your marketing right here. I do not care which niche you want to go after. First of all, you have got to understand the number one marketing mistake; creating a product or service or in our case, a speech topic; and then trying to find someone to buy it. No, learn what the market wants, then you take your stuff and you package it. Great example, I had a guy in boot camp named Jerry. He said, "James, I am going to go and speak in the corporate market on creativity." I said, "Jerry, that is great but nobody is ever going to book you." He said, "But you do not understand, I am in bookstores all the time. I see all these books on creativity." I said, "Jerry, you do not understand. You are talking about apples and I am talking about oranges. I do not care what books are in the bookstore, I read all the industry reports. I know for the corporate and association market that success, overcoming adversity, peak performance, doing better, getting motivation, that is the number one thing they book because I read the studies. I read the reports." That is 80%. Then comes change and leadership, then sales and customer service. I said, "Jerry, you are not in the top 95% of what gets booked. He goes, "How sad." I said, "But Jerry, watch this. If we just take your topic of creativity and repackage it as How to be A Creative Leader, now you will get booked because leadership is a big thing they book. Your speech, Jerry, your principles can stay the same. But it cannot be packaged that way. It has got to be presented and packaged as something they want, not what you think they need." Everybody got that? That is powerful.

So step one, determine if you want your topic to be universal or for a specific niche/market. Mine, I decided, my motivation and attitude, I wanted to just be universal. I could talk for Pig Farmers of America on Monday and All Women's Group on Tuesday, the Truckers' Association on Wednesday, it is a general motivation. Somebody else may have a topic on how to build a retail store. Well, that is pretty specific. Builders got a specific topic for a specific niche. You have got to determine that first for yourself before you start putting any kind of materials together.

Number Two, determine if you want your topic to be a feel good focused topic or results focused. Meaning, you can track results. Feel good is motivation, what I do in my talks - my corporate talks. This boot camp is a results focused. You could track results. I made a hundred thousand dollars within six months. We increased revenue. We did this. We eliminated this. I am doing motivation so it not results focused. With results focused, you could track with numbers. Putting on this training, you invest \$3,000. You could get this back and this is what you see, when you see the testimonials, right? Okay, while that guy invested three grand and made 50,000 bucks. You could see the results. Does that make sense? You have to determine that for you before you start putting all these stuff. What kind of topic do you want?



Three, determine if you want to promote a topic or yourself. For years, Dave Coleman, the Dating Doctor, promoted a topic, Creative Dating. The advantage for Dave is he has trainers that goes out and present to us that topic. He did not have to be there all the time. Four or five trainers that go out because it is a program, kind of like what Joe was talking about. You have got a system, a program you can present. I started to promote myself when I started out because I did not know any better. I did not understand all this stuff now. You have got to decide which is better for you, a topic you want to promote or you want to promote yourself, the speaker?

Number Four, create an affinity with the market that you are going after. An affinity, some relationship, the market can relate to you. For example, one of the markets I am going to go after is financial consultants. Why? It is because I was a financial consultant and I am going to teach them how to sell more doing like sales training. Why? It is because they have an affinity. They will listen to me because I was one of them. I won some awards. I can talk their language. See, that is an affinity.

So, let me just give you a couple of quick ideas on how you can create affinity. Number one, write a book. Write a book on any topic. You are the expert. Number two, look in your background and your experience. Just remember what I just said about being a financial consultant. That was my background experience. What is yours? Number three, solve a niche problem. Rick, tell about the military problem thing. We are going to wrap it up since we have finished this page.

Rick: Right after the war in Iraq started, I was speaking at a sorority conference of all places and doing my alcohol program. At the end of it, a woman came up, not a student, one of the advisers or one of the volunteers from the sorority, and she said, "Did you do this for other people?" and I said, "Well, I would do this for anybody."

James: Anybody with a check.

Rick: If you got money, I am going to do it for your dog. She worked for the Marines. Military bases are set up just like colleges and universities. They have programming and departments and every thing else. She worked for the Single Marine Programs where I was working with and they find that after wars or anything like that - pretty much after they return – the men and women of the military start going through multiple levels of either depression or whatever else. So they knew that whenever you go through depression, you turn to certain things: alcohol, abuse of relationships, whatever all those things are. So, she called me in to start doing programs for marines – a Single Marine Program on Alcohol. I did six bases, I guess, before it trickled out because then they started realizing they did not have anybody left at home to come to the pro-



gram, which is kind of interesting.

James: Now, you notice there is a problem. Rick, you have never been in the military or anything, right?

Rick: No.

James: No, but because he was able to solve a niche problem, you basically did your same college talk, right?

Rick: Identical, except that I went into the Pentagon website and pulled their statistics instead of using college student statistics and suddenly, I was an expert because I knew something about them. Here is another key messages in this whole deal as you never ever know who is listening when you do your program. This is a woman from the Marines and I was speaking to a bunch of sorority women in Atlanta.

James: Okay. Number Four, the market may select you. I never planned on doing this speaking-training thing. But a group of speakers found that I did pretty good in the college market, asked me to start teaching them. Now, three years later, it transpired into a nice, little thing. So you got to be open because sometimes markets will choose you.

Then just Step number Five, and then we are done. Determine if you want to deliver your topic as a keynote or as a workshop training. So you have got to do some soul searching with yourself and go through these five steps and that will help you to determine what type of topics are going to be best and how you want to present them.

All right, you got some good ideas?

Group: Yes!

James: Alright, I am going to sleep.

Interviewer: To expand on this topic, we wanted to bring James into the studio to have him further explain the importance of this topic.

Okay, James. Everybody listening just learned that the number one marketing mistake is creating a product or service for speech and then finding somebody to buy it. Could you talk about how in the heck you could actually go about finding whatever it is that the market wants?



James: Yes, it is real easy. If you want to know about the college market, then obviously, you get the audio program on this course that talks about what are all the topics and/or categories. I like to call them categories more than topics. What are the topics that are booked by the people who have the money to pay you to speak at colleges? It is because I tell you them all. You know, why reinvent the wheel? Basically, why do you not just learn from what I figured out and took years to figure out? So like the college market, there you go. In the corporate market, for example, you have to really define your niche. You have got to define which market you are going to go after, which industry. Then a real easy way to do it is go on that industry's website. On the website, look for one of their conferences, like a national conference or a regional conference, or a state conference. Look to see what are the topic categories that are booked at the conferences for breakout sessions – not so much keynotes. It is because keynotes you are more going to have a motivational rah-rah-rah speaker, but look at which categories or which topics are booked for the breakout sessions, the workshops, educational sessions. By the way, as a side bar, they could be called breakout workshops or educational sessions; it all depends on the group, the industry which term they use, but they all pretty much mean the same thing. Look to see what some of the topics are and that is how you can figure out what they are booking so you will know how to package your stuff to match what they are booking.

Same thing if you want to speak for youth events. Go on some of these youth event websites and we have a whole audio CD that gives you all the websites – I do not even know how many. But just all the ones I have used over the years, tons of websites for the contact information and look to see what kind of programs are being booked for youth events. I will just tell you right now that most of the programs that are booked or anything to deal with success, motivation, peak performance, overcoming adversity, which that is kind of the umbrella. So underneath those could be anything from goal setting to – I have done my networking talks for youth events. I have done career talks. I have done “go for your dream” type talks, goal setting, and it is a pretty much anything related to success or achievement will fit as a topic for youth events.

That is what I would suggest. It is real simple. It is not that hard. Also, look at the other speakers that they have had in the past, and see what type of speaker they are but do not model them because I will promise you none of them are following the principle – I should not say none of them. If they have been taught by me through a boot camp or have gone through this site, then they have been taught to create themselves, create their brand, create their topics, their presentations with a marketing mindset. They understand it. But most of the speakers, authors, trainers, coaches, and consultants out there – they have never, ever thought of any of this stuff so be very, very careful when you are looking at speakers to not model someone who does not know this stuff because you will be heading down the wrong street, if you will.



Interviewer: The last area I wanted to ask about was the corporate market.

James: Well, like I said, you just go to the websites and you look to see what the breakout sessions are, the educational sessions from past conferences. It will give you a good idea. But also, I will just of kind of rattle off a few because I have read industry reports and I read industry reports every year but at the top of the list is always Success, Motivation, Peak Performance. This is in general, in a broad, general sense. Also, in that would be like overcoming adversity. The second one you have is Leadership. After Leadership, you have Change. After change, you have Customer Service. Sales, also Technology is in there. So in a broad sense, if you are trying to get an overview of the corporate market, those are the ones that are really booked.

Now, again, if you are going into a specific industry, like let us just say you wanted to speak in the hospital market – only to hospitals. Well, what I would do is go to the Hospital Association. Every group out there has some sort of an association that they belong to. Every company belongs to something. So like for example, if you are a contractor. I have talked for the American Society of General Contractors. I talked to their National Convention and then I got to speak with the California Society of the General Contractors, the Alaska Society of General Contractors. So, basically, if you have a generic type of talk that would relate to anybody, then you could speak for anybody. If you have a specific industry, like if you wanted to only speak for contractors, then you need to go on their websites - meaning, the association's website. Like I said, every industry has an association that they pretty much belong to. You go on the industry website. Just do a search on the internet, and you look at their conferences. You look to see what kind of specific contractor type talks are being booked and that is if we are using this as an example. If we are going after hospitals, I would look for something like – I would do a search for like the National Hospital Association. I would go on their website, and I will look to see which specific, hospital industry related talks they are booking. Then I package myself to match exactly what they are doing. By the way, if I really wanted to do motivation for the hospital market, if you will, then I would simply throw the word “hospital” into my title and say something like, “How to Stay Motivated while Working in the Hospital Industry.” I would stand up and do the same motivational talk, but the perception is that this is perfect for the hospital niche. All you did was that one single word.

Interviewer: Should the speaker change their book titles as well or create books specifically or their products specifically for that niche?

James: That is a great, great question and a great point that you are actually indirectly making. Absolutely. The more perceived it is to match a specific niche, the more the person who is considering giving you the money and booking you says, “Okay, yes, I want you over the other three because you look like you would resonate more with the audience.” So that is a key. Well,



again, it goes back though to what was said earlier in the audio in the live boot camp training which was the very first step. You determine if you want your topic to be general, or for a specific niche, or a specific market, or a specific industry. That is kind of what I have done for the corporate market, general attitude motivation talks, then my book is a general title for attitude. If I wanted to be specific for a niche or a market, I would say have a specific niche or market title like, for example, if you wanted to do Motivation – and I just keep using Motivation because it is such a throw out term that everybody uses. Let us say you want to be in the furniture industry, then I would have a book title – and I am just making this up, this is not a great title – “How to Stay Motivated while Running your Furniture Business,” or “How to Keep Employees Motivated while Running your Furniture Business,” or “How to Have Peak Performance while you are Running Your Furniture Business.” You just throw in the words and the perception. Do you see how the perception is, “Wow, this is perfect for us, yes.” But first, you have got to decide if you want to be a general type speaker and have your topic for any audience. You know, you could speak on Monday for the Truckers’ Association, on Tuesday you could speak for an all women’s group, while Wednesday you could speak for a sales group, Thursday you could speak for managers, so Friday you could speak for the general public. It is one topic that can relate to any one, or do you only want to be known in a specific niche, a.k.a. the furniture niche?

Interviewer: What are some of the advantages and disadvantages of picking or becoming a general speaker versus being a niche speaker?

James: Well, a general speaker means that you can do exactly what I had just explained. You could speak for anyone, any time, anywhere. It does not matter. Same speech, show up, and give it because it relates to anyone. That is kind of what I do in the corporate market: the same motivational type program. Like last week, I did a program in Phoenix, Arizona for about 500 people in the publishing industry. I did my same motivational, inspirational talk for an hour. This week, in Las Vegas, I am speaking for a financial services group. Same motivational talk, same inspirational talk for an hour. So, two different groups, two different industries. In two weeks, I am speaking for a whole group of dentists and their staff, same motivational talk, same inspirational talk. So it works for any group.

Interviewer: To me that sounds a lot easier to be able to do that. So why would someone choose to be a niche speaker over a general speaker?

James: Well, then if you go into a niche, you can then penetrate deeper into that niche because you become the sole, stand alone, logical authority, if you will. Let us take for Speakers. I am now becoming known as like this guy that really help speakers and I never planned on it. I am very thankful and very blessed that I am able to help you listening, and any other speaker, officer, trainer, coach, consultant. But I started out just doing programs, and I got my start on the college



circuit. Then went into the youth market and then branched into the corporate market as well. It is because I did very well with colleges, a lot of people just like you found me and said, “Hey, can you teach me this? Can you teach me that?” It got to the point where I could not help everyone, so I invested in myself and paid a marketing consultant about \$1,200 for a 30 minute consultation. I take that back, I did not pay. I invested in my future because he told me exactly what to do. Rather than me being unfocused and not knowing what to do, I invested the money to have somebody who knew what they are talking figure this out for me. It is \$1,200 for 30 minutes. He told me, “Why do you not throw a seminar, a boot camp? Whoever wants to learn; now you can teach them all in one weekend rather than trying to help them one-on-one all the time. I was still speaking a lot, and I did not have a lot of time. It still took me seven or eight months to even put that whole seminar together because I was too busy speaking. But what happened, people came to the seminar. Out of the seminar, there were other people who could not make it so they said, “Hey, where is your home study course?” Well, then I ended up recording a seminar and actually, this whole site is built upon one of my boot camps from the audios. Now, we are here in the studio adding on to give you more information, but from that home study course and from the boot camp evolved a coaching program where I coach speakers. I have different levels: Silver, Gold, Platinum, and actually, even a Platinum Plus. So what I am saying is when you go after a niche, what happens when you become known as an authority in that niche. It automatically starts taking you deeper or you start taking yourself deeper in that little niche. What I teach for speakers, officers, trainers, coaches, and consultants, I am not going to go and give these kinds of talks like what I give at my boot camp to human resources managers and teach them about speaking. But when you penetrate deeper into a niche, and you are not more general, you can have more products or services for that specific niche and you can charge a lot more because it is focused. It is laser focused for a particular group.

So those are the real benefits. Which one is better? Well, it depends what you want to do for your career. I sort of am doing both right now. I speak and do the general, but then there is this sort of niche that I did not plan on creating. The niche found me and pretty much demanded that I do it. Also, doing what will happen in the niche is that niche that you originally go into could start – after it goes deep into that niche, and deeper and deeper, it could start branching off into related niches. For example, the coaching program I started originally, I thought would only be for people who wanted to speak in a college market but it branched off into books in my coaching program. By the way, my program is different than most. I do not just allow anybody to camp and just coach with me. I have to accept you into the program. You have to fill out an application because it is a really private and exclusive high-end club, and we have got some incredible thinkers in there, some incredible producers in there. I mean a million dollar people in there that I am coaching. What happened though, what originally came as I thought it was going to be a college type coaching club. People started saying, “Hey, can I join and only have you coach me on the corporate market, or can I join and only have you coach me on the youth mar-



ket, or you know what? Can I join and have you coach me how to get my book done and how to start a consulting business?" Somebody else would say, "Hey, I want to run my boot camp and so can I join and do that?" Somebody else would say, "Hey, you know what? I am a speaker but I also have this whole side business where we are doing \$20 million a year and you seem to know marketing and sales inside and out. Can I be a member because I do not want be around these like minded thinkers, but I need you to really help me with this \$20 million year business because I want to sell or whatever." So my point is when you go deep in a niche, and you stay focused on that, it will start branching you off in various different ways. It still related to that niche but kind of branched off in couple different ways. I hope I did not go too deep for you, but I want to kind of explain both for you and deep down. I thought the best way would be just to use myself.

Interviewer: I think everybody on this would prefer you keep it very surface level and not go in too deep.

James: That is why we are doing these interviews. When we are in the studio doing hours and hours which is great because we want to give you as much content as possible.

Interviewer: Okay, the next step that you say is to determine if you want you your topic to be feel good or results focused. Could you talk about what factors someone should consider how they are going to determine whether they want to be feel-good or results-focused?

James: Well, if you are a motivational type speaker, inspirational, get life on purpose. That is really a feel good type talk because how do you track results? Now, I know someone listening might say, "Well, you can track motivation because people will feel better and then they perform better." But no, how do you actually track the results? Let us take my boot camp, for example. If you come to the boot camp – or let us take one of these audios. You listen to one of these audios and you go away and you use specific strategies that bring you \$2,000 extra on your next talk. That is a trackable result. You invested, notice that I did not say "spent," you "invested" your time and money into listening to these audios on this site. You finished the audio; you went and used a strategy or couple of strategies you learned, and it brought you back \$2,000. You invested X, you got back Y. You can track that. If this site was all about rah-rah motivation, you are great; you got a great attitude, blah-blah-blah, that kind of thing. How do you track that you went out and made money because of that? When you use a specific strategy, you could track it. So that is the difference, if you will, between feel good focused and results focused. You have to decide for yourself, again, which kind of speaker you want to be. On the corporate side, when I do my rah-rah-rah motivational talks. That is a feel good focused topic, and that is the kind of speaker I am for that niche when I am teaching someone like you; a speaker, officer, trainer, coach, consultant, information marketer. I am a results focused speaker. Right now, I am a re-



sults focused speaker because I am teaching you things that you could go and use that will save you money, save you time, and make you money. So you can track that. You could say, “I use that one strategy from Malinchak and it made me \$75,000.” It is because I taught someone how to go to a certain budget, pull money out to buy my book, or to hire me as a consultant. See that is the difference. That is something that I cannot answer for you. I could help you if I was coaching you, but like in this audio, I cannot just answer that for you. You have got to really think about that for yourself.

Interviewer: It sounds like what sort of testimonials a person can get could get really actually give them some focus here. For example, for you and your general corporate motivation speeches, you get a testimonial that would say, “James Malinchak strategies have the power to change lives.” That pretty great, but it is also pretty general. On the other hand...

James: Right, because what does that mean? How do you track them?

Interviewer: You cannot say exactly what that means.

James: Exactly.

Interviewer: But if you got a testimonial that said, “Two weeks following the boot camp, I made extra \$20,000 using James’ strategies.” Still that is very trackable.

James: That is trackable. Usually what I like to say is anytime there is a number thrown in, it becomes trackable. By the way, this is kind of a bonus. This is extra. I was not planning on giving this to you, but this is kind of a cherry on top of the sundae, if you will. Let us say you are a general type speaker. Here is a simple way for you to kind of make it results focused and trackable for your testimonials, and you have to start thinking this way. Remember, this entire site is put together to change your thinking, to get you to think like a marketer, not like a speaker. Here is what you could do and here is what you got to be conscious of: If someone is every going to give you a testimonial, you want to try and relate that to a number. Have them relate it to a number. So someone comes up and say, “Man, your talk was great. I am on fire now.” Let us say they saw you later like two weeks after, “Man, you gave that talk at our company and man, I have been on fire ever since. You are a phenomenal speaker.” Well, do not fill your ego and get a big smile and go, “Oh, great, great, great.” Right? Fill your bank account. The way you fill your bank account is by trackable results. What I would say and what I suggest what you should say is something like this: Oh, that is great. But what does that mean? Does that mean you closed 10 more sales? Does that mean you used some strategies and made some extra money, and if so, how much? “Oh man, I used that was because I was so fired up and motivated, I pulled myself out of the dumps, I am not down on myself anymore. I went out and I saw 10 new



people. I got seven new accounts and each account was worth a thousand dollars to me right up front. So I made \$7,000 extra.” Boom. You pull out a napkin, you pull out a sheet of paper, you write that down and then you get them to sign it and that is your results testimonial for a general topic – or, what I suggest is that you always have a digital recorder or a digital camera. I carry my digital camera with me everywhere. If there is somebody says something like that, I open up the camera, hit record and I got them on video. Now, I have got a video testimonial I can use, and an audio testimonial from the video, and then I can have it transcribed, and use it as a written one. That is how you can take a general feel good testimonial and have it turned it into results focused testimonial.

Interviewer: I think you are giving too much and the people listening. You are going to be a little upset with this.

James: Well, when you and I talked about putting together that is what we wanted to do, right? Let us give people a whole bunch of value, a whole bunch of content. Let us go help people, make some money, and change their career for the better.

Interviewer: Well, let us keep it coming. Let us do it. You say promote yourself for a topic and you mentioned to this guy who had a group of trainers who would go around delivering his same topic, his same speech. To me, that is fascinating. What I am wondering is how this guy makes money.

James: Good question. The way that he makes money since it is his content. You listening, this is something you may want to do if you have a very specific topic and not generic like motivation, like a general rah-rah, but if you have a specific type of topic, or a specific niche, or a specific focus that it is for – a specific group that is for, you may want to put a program together and you could train someone else to do the program for you. A lot of people will do that with new speakers. It is because new speakers, they want to speak and they need to get practice, they need to get stage time. They do not really know what to say and a lot of them will get up there and say the same old stuff that has been said, and I will tell the same starfish story and you know all the stories that have been around...

Interviewer: I think stolen from Chicken Soup.

James: Right. So, it is a great win, win, win. It is a great win for the new speaker, because the new speaker gets some bookings and has proven material that they just have to memorize and it gets them confident to be presenting in front of an audience. It is great for the audience who may not have a higher budget to bring in the originator of the program. It is great for the originator of



the program, the speaker who put it together, because now he has got his message getting out, touching more people than he or she could just on their own.

For example, if that were you, how you would get paid. I know certain people who do this and I thought about doing it myself. The way it would be is whatever I booked the fee for - I will just use an example. If you want me, Mrs. Coordinator, to come and deliver the program – meaning James, the originator - then my fee (let us just take the college market, I am just making this up) would be \$5,000 to present my From College to the Real World Program. However, if your budget has been exhausted and you do not have that \$5,000 left, I have a trainer who had trained on my material and I can send him out and he could speak to your kids on my material and his fee is \$2,500. So you really give them the choice. If you want me, the author of the book, the originator of the material – to come and deliver it, it is a higher price. If you want one of my trainers to come or my only trainer to come, then it is maybe half the price, \$2,500, the lower price. Now, what I would do in return is for that \$2,500, I would keep 60% of that. I would keep \$1,500, and the trainer will get \$1,000 plus expenses. If they are, “Wait a minute. You are keeping all the money.” Well, yes, because I created the program, Number one. The new speaker is basically using my material. Number two; I am giving the speaker the booking. So he or she has a booking with normally you have, so I am putting a thousand dollars in their pocket that they would not have. If I gave that speaker two talks a month that is \$24,000 if we are giving some talks that they would never had. That is more or comfortable to what some people make in a year and I am giving that to them. Then the way that it helps that school is that the school gets a speaker on a great topic for cheaper than what they would have to pay for me. Also, for that speaker, that speaker now gets to practice and gets stage time. That is, basically as an originator of the program, that is what I would be giving that person. I would keep 60% of it because I developed the curriculum, if you will. So that is how you could get paid doing that. I know a few people who do that and do that very successfully. I actually thought about doing that in the past. I just had been busy with so many other things that I never really got around a train “the trainer” type of program.

Interviewer: Got it. For somebody that has a family, this is probably a very strong option for them if they are not wanting to be on the road a whole lot but still impact the world with their message and get their books out there.

James: Absolutely and what you could do is if you do not want to be on the road speaking as much, you just make it a high-enough fee to where they do not book you and they have to take your trainer. Like for me, if I did not want to go to colleges, I would say something like, “Okay, you could book me, the originator, at \$10,000 a talk.” Schools can do that fee but most of them probably would not because as long as I have a good trainer who does a great job, I would say, “Well, you can have my trainer come in at \$5,000. So you see what I did, right? I still got the



higher end of the money because if we look at that example of \$5,000 versus \$2,500, and let us say that my program was \$5,000 and I wanted that coming in for my program, well then I just raise my fee to a high fee that they cannot pay or they will not pay all the time or most schools will not pay and then I raise my trainer's fee to the fee that I really want to get. So, \$5,000, let us take that for an example, and I am keeping 60%. I am making \$3,000 every time that trainer goes out and speaks. The trainer is making \$2,000 which the trainer gladly will take because I am doing the hard work. They are booking the program because of me and my contacts and my connections. I am basically saying, "Okay, can you go do this talk on March 3rd and you will make another \$2,000?" All you got to do is deliver the program and not say anything that gets us in trouble by saying something bad on stage and you are good. You are going to make a lot of money. Well, say that if that person did a hundred talks, that person is making \$200,000. All that person had to do was show up and deliver the talk. I am making \$300,000 and I never got on a plane to go anywhere. But I did all the work in the early stages to develop my persona, my brand, my reputation, and the curriculum – the topic.

Interviewer: So do you recommend the speakers, if they should do this, they control the marketing as well, or do you say that they should hand over the marketing to other speakers?

James: It depends. It all depends on who you bring in as a trainer. You got to have a good relationship. There has got to be trust and integrity and honesty there between the two that that person is not going to go out and book programs on their own, deliver your material and never tell you about it. You have to have an ironclad contract and an agreement. Let us take this. If somebody were trying to do that to me on the college circuit, go behind my back – which I do not think – I tend to choose to look for the good in the people and believe the people will try to be and will be honest until they maybe are not honest.

Interviewer: Yes, give them the benefit of the doubt.

James: Benefit of the doubt. That is just what I was trying to say the long way around. If they were trying to do that in the college market, even though I may not be out there speaking as much as I did in the past, I would know. It is because I read all the publications, all the coordinators – not all of them – but a good number of coordinators are still good friends of mine. I get e-mails from them a lot. So, I would just know. It would eventually pop up and come back to me. If I had that ironclad agreement, then that person would be in some trouble because then it would be a legal issue.

Interviewer: Let us move on to when you talk about – when you promote yourself. Obviously, you could not go out and brand your talk so that other people can give it if you are promoting



yourself because there is only one view. That is pretty clear. What are some factors you think somebody should take into consideration when they want to promote themselves?

James: That is a good question. I started that early in my career not knowing the importance of deciding do you want to promote yourself or the topic? See, if you want to have other people be able to go out and present the information, then you really want to position the topic. If you want to make it all about you, then you position yourself. Let me start by saying that. Then we talk about maybe advantage – disadvantage of the both and then I will get to the question.

When you promote yourself and when you position yourself, generally you can get more money than if you position a topic because you create yourself into a celebrity status. I learned this from a fellow speaker Larry Winget, and I thought it was brilliant. So I would like to share what Larry taught me.

Think back to when the first Rocky movie came out. It was 1976 and if you do not remember when that came out, you probably at least maybe heard the story. When the first Rock movie came out in 1976, all the posters said, “Rocky!” and then very small down at the bottom of the poster was something like, “Starring Sylvester Stallone” because nobody knew he was just this kid who sold the script. Part of the script contract said that he had to play Rocky. It went on to win Best Picture and all that and Stallone blew up into this major star. When Rock II came out and then Rambo and all these other movies, all the posters then came out and said, “Sylvester Stallone” as Rocky, as Rambo. So what Larry taught me it was a brilliant marketing concept that I never caught was Stallone did what was called Go Above Title. It became more important to get Stallone in a movie than whatever the movie was about because he was the promotion. He was the brand because he hit it big with something.

It is almost like when a bestselling author makes it to that status. People want that person speaking at the conference. There is the bestselling author. Rich Dad, Poor Dad was Robert Kiyosaki, right? They want Kiyosaki delivering the talks at the Learning Annex for 5,000 people whatever. They do not want one of those trainers. They want the guy who made Rich Dad, Poor Dad what it is. So that is the advantage. When you get to that, I mean, Kiyosaki is like \$60,000 a speech, I think. Jack Canfield with Chicken Soup for the Soul, “We want the Chicken Soup guy,” right? Jack is \$30,000. When you promote yourself, one of the big advantages is: You kind of create yourself into a star, a rock star, a celebrity, if you will. The challenge is everybody wants you. They want you. They do not want one of your trainers. That is kind of how I started my career not knowing in the college market – I am not saying I am a rock star or anything like that – but you could see a pattern of how that happened. I am not well known all over the place but I am known in that niche. What happened was people would call me and they would say, “What is available on your calendar? Do you have this date?” I would say yes. They would say, “Okay,



we want to book it.” I would then say, “So which topic do you want me to speak on?” Then, “We do not know yet, we do not care. We just want to make sure we could book you and get you on our school calendar.” See, so when you promote yourself, a big advantage is they want you and they will figure out the topic and all that stuff later. They just want to get you nailed down because they see you as a celebrity. When I say, celebrity, I am not talking about that you have to be on TV and everybody knows you when you go to the grocery store. I am just saying that is how they see you as a speaker, officer, trainer, coach, consultant. It does not mean you would be well know. Celebrity means that they see you in a certain way.

The disadvantage as like I started to talk about is you got to do the whole thing. They want you. They want that person who built them and whether they want you or the topic, depends on you and how you start promoting and positioning yourself from the beginning.

Let us say, you want to start promoting yourself. One of the things you are going to want to do is put your face everywhere: on your brochures, on the front of your book cover, on posters that you may give to like a college or to corporate – or you can create your own posters. I am moving in to doing more sales training for corporations and I am going to create myself into a celebrity sales trainer. Now here is the funny thing: I have never even had done sales training for anybody before. But because I know how to promote and market, and how to create posters, and create that persona, and I will have that brand and that image that all of a sudden every time you turn around they are just going to see me and they are going to know. One of the ways right now because my plan is to really only do sales training for sales people in Las Vegas because I do not want to travel anywhere. I live here in Las Vegas and we have got so many sales groups. So one of the things I have running right now to promote myself before I even go after the sales groups, which will be probably in about 12 months from now, is I have a television show running every Tuesday and Thursday night here in Las Vegas just so people can start seeing me on TV. It cost me about \$120 a show to be exact in Las Vegas to run a 30-minute show from 7:30 at night to 8:00 p.m. So I am investing about \$12,000 for a whole year just so I can be on television because when people see you on television, they think you are a celebrity. I also write for magazines here in Las Vegas. We were off to dinner the other night. John and I were standing there in line and I opened up a magazine and from the magazine rack and I said, “Hello, look at that. You are out with a celebrity.” Remember that?

Interviewer: Yes, I do.

James: You are out with a celebrity. These are things that I am doing right now to start promoting myself and establish myself as a perceived celebrity so that when I go after these sales groups with a marketing brochure, what do you think that is going to be in that brochure? Watch James on television twice a week in Las Vegas. “Oh, TV Guy.” Right? “Read James” articles



that are seen by 250,000 people every month in Las Vegas in the following publications. Here is James' book. On the book I will have my picture on it, which is so funny because anybody can do a book and put their picture on it. Anybody can put postcards and put their picture on it but when you do it, people look at you as a celebrity. It is amazing. My envelopes have my picture on it. If I go to a post office and I am standing in line and I give it to the postal guy or lady to mail out, they look at my picture and they say the same thing all the time, if they do not know me. It is because certain ones now I go in a lot so they know me. They will say the same thing, "Is that you?" I am thinking, "It is just my picture on an envelope."

Interviewer: I should print my picture in an envelope.

James: So catch the message. That is how you can start positioning yourself and promoting yourself. Just subtle ways like that.

Interviewer: Got it. We kind of blend in to have to create an affinity with the market right there. What I wanted to do was ask you: How long does it really take to develop a strong affinity with a specific market? I know there are a lot of factors that go into it but just in your experience.

James: Well, again, you want to create the persona of staying power. You are going to be around. You are not this one hit wonder. Anytime I go into a market, and I recommend this for you, I want to do what is called Blanket the Market quickly. Kind of like every time you turn around, "There is that guy again. Man, we have not seen him before. We must have just missing out." Well, no you have not seen me because I just entered the market but when I enter the market, I come at you four, five, six different ways so the perception is that I am everywhere. I have been everywhere. You just have not seen me. I may have just come into the market last week but I do not come in with one thing. I come in with the full guns loaded, if you will, blazing like, "I got them all." I come at you with five or six at one time. The reason I do it is because the perception is "Wow, this guy is everywhere." So that is one way that you could do it. How long? It depends on you really. If you are just going to start off with a brochure and maybe mail once a year, well, it is going to take you longer. If you are going to start off with a brochure and you are going to mail it out three times a year, then they are going to see you at a conference – so that is four impressions – at the conference in the program, they are going to see an article written by you – that is five times, right? They are going to open up their monthly newsletter or newspaper or magazine and they are going to see articles in there from you every month – well, that is six times. After conference, they will maybe hear you speak – so that is seven times. Then what I do is after the conference, I get the mailing list of the conference and I mail all those people who were at the conference another brochure – so that is eight times. So you see how I, in literally, a two-month period you are just everywhere. Every place they turn, there you are. It depends on you. By the way, to do that, it is not very expensive at all. It is not very expensive at all.



Let me share that. This may really help you. I learned this from a guy from Ken Kragen. Ken Kragen is one of the top business managers in Hollywood. Ken Kragen really helped to revamp Kenny Rogers' musical career. Ken Kragen manages Travis Tritt and Trisha Yearwood who are two big country singers. Ken Kragen started We Are the World which was the movement where you get everybody united. He also started the movement Hands Across America. I heard him speak one time, and he said that whenever he is trying to create something that has instant impact and mass impact, he always follows what he calls the Rule of Three. The Rule of Three says that you always have to do at least three things if you want to really blanket a market and to penetrate and get people to say, "Wow, that person is everywhere." He used an example of Kenny Rogers. He is like, "You know when I was helping Kenny Rogers revamp his career, I had to follow the Rule of Three. It does no good to have Kenny Rogers performing on like the Tonight Show or on the David Letterman Show if his CDs are not in the stores where people can go buy them and if he is not on tour, giving concerts. You have to have all three of those in place for it to work really well. Also, it does no good to have somebody on tour if they are – Number two – not in the media, and Number three, their CDs are not in the store."

Interviewer: Got it.

James: It has all got to come together and when you do that – and he is talking specifically about the music industry. In the music industry, the three most important are on nationwide TV, Number one. Number two, CDs in the store so people can watch on TV, walking by the CDs. Then Number three, a concert tour with them coming to your area. It is because you see them on TV, you have gone in to get the CD, and now you come to the concert. If you do not have those three in place for the music industry, it is very hard to get a star going – or to get anybody going.

When I heard that, I was like, "Man, okay. This guy knows what he is talking about. I do not need to analyze and figure it out and I am just going to do it." But I did it in a kind of different way. Instead of saying the Rule of Three, I just did as much as I could do: postcards, mailing, posters that they have hung up at conferences, if I was there a booth with big banner, then me in the program, me in their monthly magazine. I just did it. I figured if the Rule of Three works, then the Rule of Seven has got to be better. I just did as much as I could and I always do that. I learned that from a guy named Ken Kragen. That is a way to really penetrate quickly.

Interviewer: That is a million dollar lesson right there.

James: Absolutely. See, nobody teaches this stuff. This is why I am telling you, you got to think like a marketer, not a speaker. If you do, you will be very, very, very, very wealthy.



Interviewer: Last subject that you talked about is to determine if you want to deliver your topic as a keynote or a workshop. Can you talk about the skill sets that play into each one of these very different types of speeches?

James: Well, a skill set as far as determining which one you will deliver?

Interviewer: Yes.

James: Let me say this because I keep saying that it all comes back to how you want to be. This is very important. You determine your career and how you want it to be. Do not let what you think you have to do determine it. That goes back into a wealth principle that I teach that I think is extremely important. You create a career that supports your lifestyle. You do not create a lifestyle that supports your career. So for me – let us just take myself as an example – I am not a real good workshop trainer. When it comes to the boot camps for speakers, I am really good at that. But in general, like let us say I am speaking for colleges or corporations or youth groups, I do not like doing training. For me, it is just too much darn work. But I love doing the keynotes, meaning the 60 minutes or the 90 minutes. Going in and doing a nine-to-five type training – I do not want to do that. For me, it is just too much work and I would rather be playing golf or basketball or hanging out with friends or something.

First, you have got to determine: What do you like to do and what do you want to do? If you are the type who is really good at training and working people through exercises and doing an all-day deal, that is fine. That is what you have to decide because that determines all of your marketing materials and how you will position yourself. Jack Canfield, he gets \$30,000 for a one hour speech or 90-minute speech. I remember him telling me not too long ago that he does not mind the money. The money is really good but he would almost rather get \$10,000 and do the whole nine-to-five type training. It is because that is who Jack is. Jack was a former teacher. He loves training. He loves working with people individually, okay we are going to do this exercise now, and he loves walking around and interacting. That is just who he is. But he also loves the keynotes and he makes three times when he does the keynote. But Jack does the training that is eight days long. He told me he absolutely loves it. He does not even need to sleep. He just can go because he is a teacher. For you, you may not have that skill set. You may just like the 45-minute quick in and out rah-rah-rah type and that is what you want to do.

Interviewer: I could see Larry Winget coming in and saying, “I am not doing any of that.”

James: Yes, Larry Winget would not be an effective trainer. I do not know of an audience member who would want to spend a nine-to-five with Larry. I love Larry. I love Vic, his business manager but there is a prime example. He is someone who is great as a keynoter, but his skill set



is not that of a trainer. So he would not promote himself as a trainer. There are other people who are really good trainers. I know certain college speakers who are real good. My friend Joe Martin is this way. He will go in and do the 60-minute or 90-minute talks but he really loves going in and working with the staff who would go on and impact the kids. He loves going in and doing staff development days for high schools and colleges because Joe is a teacher. He has been a professor for years. So it really comes back to: who are you and what do you want your career and your business to look like? That is how you determine whether you are a keynoter or a workshop trainer. You do not let an industry determine. I believe this wholeheartedly: you set your life and your career up the way you want it, and the right customers and clients will show up for you.

Interviewer: Got it. Real quick. You got a really clear idea of yourself and what your career is if you really apply each one of these five steps and you truly think about them for yourself. After they have done that – like a real quick direction, somebody could go next, I mean – where do they take all this information?

James: You lay all this groundwork first and you create how you want – you know, Steven Covey says the best begin with the end in mind. Future perfect planning which they teach, they used to teach it at the Harvard Business School and I think they still do. You put yourself the way you plan anything because you do not plan it from where you are or where you want to go. You put yourself at the end – the top of the mountain, so to speak. Then you look back and you say, “Now what was the step right before I got to the top?” What was the step before that? What was the step before that? Then you work yourself back down the mountain, so to speak. Then when you get to the bottom of where you are now, you got your plan. You just turn around and work your plan. When you put yourself at the end and visualize how you want it to look when it is up and running and it is smoking and every thing is great, you will plan differently.

So that is what I suggest. You see where you want to go. What kind of career do you want to have? How many speeches you want to be doing each year? Who is the audience? What is your fee? Then you plan backwards. So you lay all that out, and then you create your career and you work your career and you work your plan to match how you want it to be rather than just going out there and start speaking and, “Okay, I will do the workshop this day. I will do a keynote that day. Okay, I will do whatever you need.” No, you are all scattered. Create everything first. So that is the first step.

Once you get that laid out of how you want it to be, now, all it takes is going and getting to the people who have the money to pay for that particular type of talk that you want to do, whether it is a workshop, whether it is a keynote. In that particular industry, for those right audiences. Now, you know the right audiences. You know the right industry because you already figured all



that out in the first step. So get all this stuff figured out first. Nobody teaches you this. I know. I have been through all the speaker trainings out there. They are teaching you stuff like How to Shine on Stage, and doing all that. Well, this stuff is more important than any of that because when you got all this done, it is easy to shine on stage and be fine. You can always improve your stage presence. Every time you go on stage you get better. But unless you know this stuff, you will just be kind of driving a car around with no destination. But when you have all this stuff laid out, first, like right now. Like as soon as you finish this audio. Then it is really easy to know exactly where you are going, and how to go after those people in the right manner, who have the money to book you to speak, and who those people are. It is easy now to develop other products that will relate to that focus. Whether it be books, CDs, tapes. See people do books the wrong way. Like we write a book first. So, this book is going to help me speak – no! That goes back to understanding the Number one marketing mistake that I mentioned on the audio when I was doing the live section. The Number one mistake is creating a product, service, or speech topic first and then trying to find someone to buy it. No, you create all this stuff first. The book should be almost like the last thing you do. When I wanted to go into the corporate market and I wanted to speak just on Attitude and be a motivational speaker on Attitude, the reason I did that was because I looked at the market and I knew that success, peak performance was the top 80% of what they booked. I am passionate about Attitude. So I say, “Well, if I wanted to speak, I want to speak on Attitude.” Did you hear me? I am creating my career. I want to speak on this. I know the market book says. Put my brochure together and every thing with the book cover, even though I did not have the book done. Then I went back. When all that stuff was done, then I wrote the book on Attitude to match the market. That is right. That is what you do.

Interviewer: That concludes the interview section of this recording. Now for one final message from James.

James: Hi, this is James Malinchak. I know you enjoyed this recording and gained so many marketing and money making ideas and I want to congratulate you for your wise investment in yourself. Notice I did not say that you “spend” money on yourself. You have made an “investment” in yourself to better yourself so that you could go to a higher income level and I admire and I respect that about you. Again, I want to congratulate you for that.

What I want you to do right now is do yourself a huge favor and head back right now to www.bigmonyspeaker.com and download more recordings and more PDFs because I am going to reveal to you my personal strategies that will bring you an extra \$100,000 to a million dollars plus a year for your business. Why that is important is because it will afford you the opportunity to have a wonderful lifestyle, so that you could do what you want, when you want, whenever, and wherever you want to do it.



Remember, if you just get one idea that makes you a ton of money, from something you have listened to on this site, or something you have read, then it was worth the small investment for the mp3 download and the PDF file. I really want to sincerely thank you for allowing me to show you how to make big money. I personally look forward to meeting you at some point in the near future. It is an honor to have you as a part of our big money speaker family.