



Dear Servant Leader Speaker,

The true challenge for most professional speakers is not speaking. You know what to say on stage . . . but you don't know how to get the opportunities to speak on stage.

- You may not know how to identify, brand and market your true expertise audiences will pay for.
- You may not know how to find your market's true problems from the point of view of other's, and then marry your solutions to those problems.
- You may not know how to find your market niche – your natural entry point of least resistance to your target audience.
- You may not even know how to *effectively* answer the proverbial question:
“What do you speak on?”

We help our clients answer these questions. We can help you find the language that will distinguish your message from the competition and brand your expertise. We help you move to the next level in your speaking career.

I'm privileged to work with the cream of the crop coming into NSA. Many of these people have been keynoting, but now want to be paid handsomely for their expertise. You want to use your speaking as a marketing opportunity for your business as you create a long term relationship with your clients. You want to transition your career success into the speaking profession.

I encourage you to examine our Cream of the Crop clients featured on our website. Here you can also find information about all of the [speaker building blocks](#) that will bring out the hybrid in you.

If you haven't already been contacted by our office, please register here for a free telephone consultation. I'll send you my 6-page summary of the 22 Speaker Models, defining each model and giving examples of speakers using each one. I will help you learn more about where you are, where you can go, and how to cut your learning curve 3-5 years.

These are challenging and exciting times. Today you have the opportunity to take your speaking passion and get paid for it. Together with my incredible team, we can do that for you.

In Servant Leadership,

Juanell Teague

Author of *The Zig Ziglar Difference*

FAQ's

Q: How do I get started speaking?

A: Speak until you are blue in the face! Speak at every opportunity that presents itself, even if its your Sunday school class. Find champions to sponsor you to conduct pilot projects at companies and associations. Then ask your champions to pitch you to industry associations, which will open the doors to more decision makers. Throughout this whole process you are developing and refining your message, determining what works and why, what doesn't and why.

Q: How do I get speakers bureaus interested in me?

A: You don't. They do not want you until you no longer need them. They are not in the business of developing your career. One thing you can do is get two very successful speakers who believe in you and can provide a third party endorsement. This opens doors and starts the process.

Q: How much should I charge to speak?

A: There are different levels in the speaking industry that each carry credentials and levels of expectations. You need to understand the credentials and expectations at each level. A fee too high or too low will hurt you either way. Increasing your fees depends on moving your talent and your credentials forward at the same time.

Q: Why should I specialize when my topic will crossover into any industry?

A: Specializing will facilitate your ability to successfully take your message into new markets with confidence. Allow yourself the time to focus and problem solve in a single area. Become married to the success of your client's business. Thoroughly understand the industry/subject. It is then that you will bring new insight. Once you've proven yourself in one industry you will have the credibility and confidence to tailor your message to the needs of new clients!

Q: What are the steps I must take to specialize?

A: You must clearly demonstrate to yourself and others that your unique solutions work – pure and simple. Unless your message is based in fact and has a solid foundation you will not be a very convincing advocate on behalf of your program.

Even high-level executives must go through this process and Specialize or Die! takes you through the specific steps including:

- Identify and research an industry
- Set up a "living laboratory" in that industry for more research
- Clarify your message and solutions through a "pilot program."
- Develop deep-based content
- Create postponing materials for marketing your message n a single industry first then integrating into new market sectors
- Gain the drive and passion needed to sell your message and succeed
- Identify your "point of entry" and – "current marketing angle"

Q: What is a living laboratory?

A: A learning environment where you can gain knowledge and insight about your concept, and determine what is working and what isn't by testing and tracking. For example, you can go back to an existing client and ask to test your message on a particular group in a pilot project.

Q: What is a Personal Motto or Catch Phrase?

A: The personal philosophy you are living your life by, often without even knowing what it is. For example, Art Berg's is "the impossible just takes a little longer." Zig Ziglar's is "help others get what they want and you will naturally get what you want."

Q: Shouldn't I be more concerned about marketing tools than specializing?

A: Both are very important. However it is critical that your message is crystal clear before you create expensive marketing materials and products. First, focus on developing your unique message and becoming an industry expert. The process will give you the knowledge and confidence to create far better marketing tools at the appropriate time. Trust me . . . your conviction and passion will come through more strongly on tapes and in printed materials after you've focused and done your research.

Q: Do I have to write a book?

A: Only if you want to be successful! The book offers far more than meets the eye. It doesn't have to hit the bestseller list to have a tremendous positive impact. Here's what publishing your book will do. Bring newfound clarity and focus to your core message. Thoroughly organize your knowledge and message into the ultimate filing cabinet. Serve as a powerful marketing arm. Enhance your credibility. Increase your confidence. Build passion that will come through loud and clear the next time you're on the telephone with a decision maker.

Q: What if I'm not an expert?

A: Whether you realize it or not, you are an expert in some area. I guarantee you have "dormant wisdom," just waiting to be discovered and nurtured. Specialize or Die! will help you cultivate these valuable "knowledge assets," and organize them in a way that brings out a powerful message. It's your wisdom. You own that knowledge and you bought it with your life. All too often, we just don't realize what we have to offer, and that there are groups in desperate need of our message.

Q: How do I find my target industry when I'm not an industry expert?

A: Start with the industries you have already worked in. Look for two things: the industry in which you are most comfortable in, and, the industry in which you have "champions" that will help you succeed with their network. Specialize or Die! also provides a specific process to assist you in determining your best target industries.

Q What is different about Juanell Teague?

A: Juanell's program is based on a highly structured "self discovery process" that unearths your life's turning points and your stories that will support your core message. These

turning points and stories help you understand what you've already bought with your life and how only you can speak on it. They also help you understand the wisdom that has been dormant in you that has become a knowledge asset that audiences will pay for. Juanell is also the "Focus or Die" Lady that organizes the inside of your head to the nth degree, puts it all on paper, and jumpstarts your message to where it takes on a life of its own. We call this "Organizational Miracle Grow."