

Growing Your Single Speaker Practice to a Multiple Speaker Business

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Consider your legacy from day 1.
This work is far too demanding to
be viewed as one gig, one season,
one year at a time.

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This is a business.
We need to treat it accordingly.

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Multiple choice question

- In a recent Million Dollar Speakers Group meeting at NSA, approximately what percentage of qualifiers are solo speaking practices?
A. More than 80%
B. About 60%
C. About 40%
D. Less than 20%

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Has this happened to you?
Overcommitted?



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Asked to speak on something that is not
your area of expertise but you know
others who are expert in this field?

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A presentation that is not your story though you have your "spin" on it?

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Two ways of thinking of the same thing.

"I am pretty much maxed out on what I can do solo but I still want to grow the business but I do not want to have employees or consultants."

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Two ways of thinking of the same thing.

"I am pretty much maxed out on what I can do solo and I am going to take on consultants and employees, grow the business, create residual value and meaningful work for others."

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"Whenever you double your business in any way, you have a new business."

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Are you a thought leader?
Do you have followers?
What is the limit of your reach?

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What is your unique product?
Are you the only one who can deliver this product?

Why should a control freak want to give up absolute control?

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Defining the terms

- Speaking practice
 - You are the main product.
 - Consulting, coaching, etc. part of the mix.
 - Collateral product (books, audio, video, consulting, etc) also offered



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And BTW, this is how my intro slide usually looks.
(Yes, I always use my “alphabet soup” after my name.)

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Defining the Terms

- Multispeaker business
 - On board are talented speakers who expand your organization’s message.
 - You are the captain of the ship.



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Industry-leader in nurse practitioner certification preparation, NCLEX-RN preparation, ongoing continuing education, university courseware and assessments in healthcare

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The opportunity in the early days of Fitzgerald Health Education Associates, LLC

- Need existed, I had the skill.
 - Prior providers had not filled that need.
- First and major product=Helps to prepare healthcare providers for a professional qualifying exam.
 - Knowledge-building
 - Skills-building
 - Where is the motivation?

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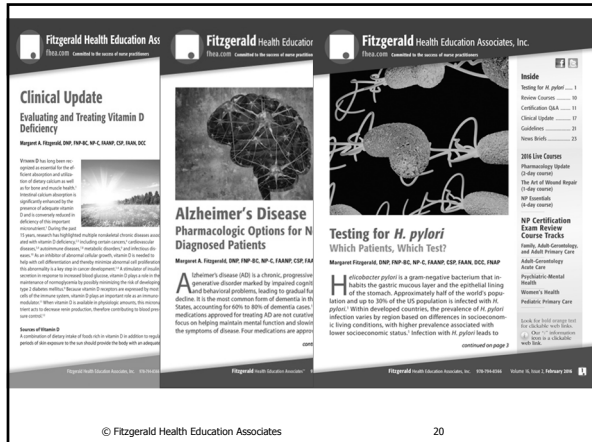
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At FHEA, LLC. Product lines

- Live programs
 - Public, custom
- Online programs
 - Public, university courseware, assessments
- Publications
 - By faculty, free and for fee
- Consultation
 - University, individual, industry

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My book, adopted by graduate programs, acts as one of many funnels to bring our target audience in. In 100+ universities

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The Core Product

- Developed by Dr. Fitzgerald
- In conjunction with consultants and professional writers
- Offered live 80+ times across North America
- I teach the online and MP3 versions

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The Core Product

- The core product
 - 9 faculty teach the program
 - Some of the best people in the profession
 - All teach the same course
 - Apprenticed with me for 6+ months prior to launching
 - Spend time with speech coach as well

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The core product is not dependent on my story, my experience.

I work with consulting faculty to insert their story, their experience into the program.

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For example:

A universal challenge in our line of work.


My practice=Northeast, urban
One speaker=Southwest, rural
Another speaker=Suburban and inner city, Southeast

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- **Inhouse speaker bureau**
 - 22 active speakers who present on a wide variety of subjects
 - Each chosen to round out the expertise and extend the company's reach.
 - Each has developed additional products via online learning, publications.

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- In-house publications where the authors are also FHEA speakers

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The History of Fitzgerald Health Education Associates, LLC

- **What prompted move from solo speaker practice to education company**
 - As part of my doctoral studies, I developed a business plan to expand company, applied with a result of abandoning doctoral studies for a number of years.

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My personal example of how a solo practice can dwindle

- In pursuit of my doctoral studies, I stepped back from accepting a number of speaking gigs for approximately 16 months.
 - My clients knew why.
- Once back into the speaking business, it took approx 4 years to regain my previous traction for conference and seminar gigs.

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Pros and Cons of a Speaking Practice

- **Pros of speaking practice**
 - You steer the ship.
- **Cons of speaking practice**
 - What is the value of your practice without you?
 - Can you sell your practice without you?

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Pros and Cons of a Multiple Speaker Business

<ul style="list-style-type: none"> • Pro <ul style="list-style-type: none"> – Ability to broaden your company's message – Never turning down another gig since as others work with you 	<ul style="list-style-type: none"> • Con <ul style="list-style-type: none"> – Increased complexity – Need to work on consistency
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What will happen if you get sick?
A loved one is ill?
You want to take the month of
August off?

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Question #1

- What is the goal or outcome of your signature presentation?
 - Entertainment?
 - Motivation?
 - Knowledge/skill gain?
 - Other?
 - Some mix of the above?

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Question #2

Can someone else deliver this presentation?
Is the program dependent on your experience? Your story?
Could you work with a speaker to take your program and have the another person's experiences or story to be woven in?

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Can you handle this?

- You develop an amazing program.
- Other people deliver it.
 - All the evaluations differ little one speaker to another and the customer outcomes and acceptance are virtually identical, regardless of the presenter.

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Speaking Practice to Business

- Deemphasizing me as the most desirable speaker or company's core product
 - Included restyling website, using my name less
 - "Fitzgerald" as an adverb or noun and not a person

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Personally...

- Only person on the planet with this set of credentials
 - DNP, FNP-BC, NP-C, FAANP, CSP, FAAN, DCC, FNAP
- Why bother?
 - High visibility, high profile.
 - The people who work with me gain greatly, therefore so does the business.

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Question #3

What topics do you get asked to speak on regularly that is either not your area of expertise or you do not want to speak on?

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- Building up inhouse speakers bureau of people with complimentary knowledge base and speaking excellence
 - When a request comes in for a speaker on a topic that is not in my area of expertise or I am not available, another speaker can be placed.
 - Consulting/ coaching capabilities broadly enhanced

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Nuts and Bolts of Bringing on New Speakers at FHEA

- Must be:
 - Experienced speaker
 - Evidence of excellence in current area of expertise, practice
 - Hold the academic and professional credentials at least as high, preferably higher, when compared to members of the typical audience

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Nuts and Bolts of Bringing on New Speakers at FHEA (cont.)

- Must submit:
 - Current CV
 - Evidence of licensure to practice
 - Program evaluations from multiple regional, preferably national, presentations
 - Video of at least 1 presentation
 - Professional references

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At FHEA, LLC

- Consistency
 - Visual branding
 - Teaching and evaluation method
 - Work with medical writer and others for quality control
 - Credentials among people who present
 - Working with faculty on “war stories” to increase personalization of the program for the presenter

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Question #4

What is a reasonable reimbursement to your speakers?
What do you charge the client?
What percentage to you keep?
More or less if you supplied the content?

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Question #5

Should you remain the highest paid speaker?

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Question #6

Do you have colleagues, especially rising stars in your profession, that you could collaborate with to develop programs that you could not pull off solo?

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Question #7

Do you have or can you build the infrastructure to support this business?

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German Philosopher,
Arthur Schopenhauer

"All truth passes through three stages. First, it is ridiculed. Second, it is violently opposed. Third, it is accepted as being self-evident."

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End Presentation

Thank you for your time and attention.

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