

Double your Market, Double your Income

Keys to Conquering the International Speaking Market



Frank Furness

Your Business Plan

If you want to work the International Circuit, you need to plan for it. Work out how many days each year you want to speak overseas, the market you want to work and develop an action plan.

Your Unique Market

Choose your unique and specialty market. My market was initially the English speaking International Financial Services market. Over the years this has spread to include the IT, Software and any market involve in sales in any country where people can understand English. Because of my delivery style, I have chosen not to work with translators.

This has now extended to speaking on technology and how this can drive sales and business on the internet. Take a look at some of the resources at <http://www.frankfurnessresources.com>

Marketing yourself – the key to success

- **Identify clients** you have spoken for in the past that have international offices. Get a referral to the decision maker in the overseas office. Email or send a letter and follow up with a phone call. One of my American clients started with a talk at their sales convention in Europe. From there I spoke at their conference in the USA and then Asia. I was **referred** to a client who was a large paper merchant and I was booked to speak at their convention in Germany. Although I knew nothing about the paper business I learned very quickly and the talk was a success. From there I was asked to speak at their European distributors conference and discovered that they were part

of a \$9 billion annual turnover business. At the distributors conference were the CEOs of the biggest paper merchants in Europe and I immediately received 2 bookings in the UK and one in Barcelona and I am expecting a lot more.

- **Get in front of the traffic** – find out who buys your services and speak in front of those groups. I constantly speak for five different CEO groups around the world and with the decision makers being in the audience, if they like you they will book you. This also applies to associations and trade bodies.
- **Dial and Smile** – Pick up the phone and cold call. When I started out, I identified companies and banks that have international offices and phoned the President. One of those calls resulted in a business relationship with a company that spends between \$50k - \$100k each year sponsoring me to speak to their clients around the world.
- **Find five clients** that will provide you with **50%** of your work each year. I have five large international companies that each book me for between six and thirty talks each year. I also have two or three Companies that I am developing should any of the 'big five' drop out.
- Actively prospect when **speaking abroad**. When speaking overseas, I will scan the local papers, magazines and yellow pages for potential clients. I'll then phone and establish who the decision makers are and endeavor to set up a meeting and sell my talks. A lot of these Companies are open and receptive to meeting with you.
- **Referrals** – always ask for referrals. Apart from existing clients who I do repeat business with each year, I have over 200 potential clients that have been given to me as referrals. If you leave the client satisfied, they will **always give you referrals – IF YOU ASK!**
- **Add on an extra day** to meet with potential clients – Wherever I speak in the world, I add on an extra day to see potential clients and bureaus. I can normally fit in 5 appointments for the day and this always results in at least one extra booking. On a recent trip to Singapore, I managed to give a keynote speech to a large Insurance Company and in the same day have five meetings with potential clients. One of these meetings was a cocktail party where I met with twenty of the most influential business leaders in Singapore.
This was only achieved because I had developed a center of influence in Singapore who had arranged the talk and all of the meetings. He is rewarded with a percentage of the fee, which makes it a win-win situation for everyone.
- **Find the other offices** – When speaking internationally, find out where the International client for whom you are speaking has other branches around the world. Find out who you should contact at the other offices to do the same talk. In January I spoke at a large software company in Dubai. The CEO from London was in Dubai at the time and heard me speak. After the talk he asked me to contact him to replicate the talk to their other international offices. They have offices in 33 countries.

- **Network and socialize** – Before going on an international talk, surf the net to see what social events are happening while you're there. Then arrange an invitation, as you'll always meet potential clients at these events
- Have fun and **take a tour** – If we visit a country for the first time, we'll always take an extra few days to see the place. This normally includes a half-day bus tour. It's amazing whom you can meet on these tours. We've met and become friends with the Vice-President of one of the largest insurance companies in the USA and a grand old lady who turned out to be the wife of the owner of one of the UK's biggest supermarket chains.
- **Build up client banks** in cities and countries. I have many regular clients all over the world and whenever I know I will be speaking in their city or country, I email them and let them know that I will be there at that time and all they need to pay is the fee. I will pick up all the other expenses including travel and hotels. Having a large base I am able to do two talks a day at full fee, so I don't mind picking up the expenses. Using this method I have generated up to 11 talks in a week. I am planning another trip to Asia in May and using this strategy I will speak in 7 countries in two weeks.
- **Bureaus** – find out who the bureaus are internationally and meet with them. When I spoke in South Africa some years ago, I met with the leading bureau. This resulted in bookings in November in Sun City and Mauritius I am now best friends with the chap that owns the bureau.
- **Web site** – Pay a company to generate hits to your site (search engine optimization). By doing this we have just secured a talk with a USA bank from the Internet. This has also generated three other enquiries, one with an International Company who needs someone to speak in five different Countries for them.
- **Sponsors** – I have three large companies that sponsor me to speak all over the world. I have been working with them for many years and they would each typically book me once a year for multiple speaking engagements around the world
- **Bartering** – Being a salesperson, I love bartering. I have bartering agreements with one of the world's largest airlines, an exclusive country club, the company that takes care of all our computers and networking, an exhibition company and many more. It's fun...
- Always meet with the **decision maker** at the event. We were recently booked to speak in Scotland to a company who had just merged with a German telecommunications Company. After the talk we spent some time with the German CEO and now following up to present the same talk to the German counterparts.
- **Have more than one talk.** If the client loves you, they want you back again and it is much easier to generate repeat work than new engagements all the time.
- **Keep in touch with your clients.** I send out a regular newsletter and I know that every issue will generate new engagements – out of sight, out of mind.

- Keep your face in front of your clients and prospective clients with **regular articles in their magazines**. I have a regular column in a Directors magazine and have just been asked to do bi-monthly articles for a USA financial services association. The more people see your name, the more likely they are to book you. I have also recently been featured in the popular ['In Dubai' magazine](#) which we are using in our marketing to generate loads of work
- **Update your materials, website and marketing packs**. Send these to past clients and bureaus so that they will remember you. Candice and I are constantly marketing as we realise in the past the only times we have had a slump was when we stopped marketing.

Take a look at my two resources for speakers:

[Speak for High Fees in Many Lands](#)

[How to Find New Business for Speakers, Trainers, Coaches and Consultants.](#)

Be Aware of Cultural Differences

Middle East - Don't show soles of your feet when seated, considered an insult.

China & Hong Kong – Hand over and accept business cards with both hands.

Japan – Don't try to copy the Japanese way of bowing, you will never get it right and make a fool of yourself.

Malaysia & Singapore – Point with your thumb, not your index finger.

Adapting your talk

When speaking to English speaking foreigners, always speak slowly. Remember, English is their second language.

United Kingdom – The British, Scots and Welsh have a different sense of humor to Americans. They are passionate about soccer, rugby and cricket, hardly any knowledge of baseball, American football, ice hockey or basketball. They can appear to be conservative and don't like too much rah-rah. When you get to know them they are great audiences.

South Africa – sport crazy, especially rugby and cricket with a great sense of humor similar to Americans. Enjoy lots of motivation and excitement.

India – possibly the best audiences in the world. They enjoy lively interactive motivated talks. You are almost guaranteed a standing ovation. They love to be photographed with you.

Chinese & Japanese – They are very formal and serious. They have a great thirst for knowledge. Make your talk less motivation and more education. If they like you they will generate a lot of repeat work. It is very important to learn about their culture.

Singapore – smart and elegant, but want value for their money.

Middle East – Gregarious and outgoing. Very emotional and love stories. If selling tapes or CDs, send them ahead of time. You will be x-rayed when entering the Country and they will take your tapes and watch them, very strict on morals.

Germans, Swiss, Belgium's – very serious, less motivation, more education and don't waffle – get straight to the point.

Spanish – easygoing and very laid back. Great love of life and a lot of fun.

Malaysians – Softly spoken, respectful and emotional. Also love stories and lots of humor.

Time Out

If you're going to a country for the first time, take an extra two days to sightsee. We have seen and done incredible things while speaking internationally. Why not? It's one of the perks of the profession.

Tips

- If speaking in a country for the first time, ensure you have all the details of the venue and mobile phone numbers of the organizers. If something goes wrong or your limo is not there to pick you up, these are essential.
- Check that you have the correct visas. Very serious immigration officials with machine guns once delayed Frank for four hours in the Czech Republic because of visa problems.
- Back of room sales – ensure you know what they use. The Far East is very advanced. Will only buy VCD, CD or DVD. Most of them don't own an audiotape machine and consider it old fashioned. When working around the rest of the world, remember that videotapes should be in the PAL format and not NTSC as used in the USA.
- When checking into a hotel, ensure that the organizers have arranged payment. Sometimes they fax booking confirmation and not payment information to the hotel.
- Ensure that you have a rock sold, signed contract and receive payment before the talk. It can be difficult chasing your payments from 10,000 miles away.

- Allow for jet lag. If you have a 13-hour flight and a 10-hour time difference, you will not give your best performance without a rest. Take a natural herb tablet called Melatonin that sorts out the body clock immediately.
- Try to take day flights, you can get a lot of work done and arrive in time for a good night's sleep

Take a look at my two resources for speakers (and listen to some cuts):

[Speak for High Fees in Many Lands](#)

[How to Find New Business for Speakers, Trainers, Coaches and Consultants.](#)

Take a look at some of the great places where I have spoken:



Frank Furness CSP is a London based motivator, trainer, consultant and professional speaker. He is known for his energetic, humorous and inspirational presentations filled with personal stories and anecdotes and high content.

He has been a guest on many radio and TV talkback shows speaking on sales, goal setting, motivation and technology. In August 2001 he was the only non American listed in the USA 'Meetings & Conventions' magazine as being one of the ten most sought after speakers on the professional speaking circuit. Frank is the past president of the Professional Speakers Association of Europe and is a Certified Speaking Professional (CSP). He currently spends seventy percent of his time speaking internationally, working in forty eight countries from Russia to Dubai, Hong Kong to South Africa.

He is a regular speaker at Entrepreneurs University and his clients include the British Olympic Team. Frank's book 'Walking with Tigers – Success Secrets of the World's Top Business Leaders' is an International best seller.

His publications and sales CDs have been sold globally. For more information or to sign up for the free 'Sales Tips & Ideas' newsletter, email frank@frankfurness.com or telephone+ 44 (0) 1923 248200. Website [http:// www.frankfurness.com](http://www.frankfurness.com)