



SpeakerNet News

P R E S E N T S

Star Making— How to Skyrocket Your Career from Good to Phenomenal

A teleseminar with John Azzaro


Interviewed by Rebecca Morgan, CSP, CMC

Contents of this report:

- Synopsis of the teleseminar from the SpeakerNet News Web site, with an overview of the program contents and background information for John Azzaro.
- Edited transcript of the teleseminar interview. The verbatim transcript has been edited to improve readability and to provide a list of additional resources.
- John Azzaro's handout prepared for this program.

SpeakerNet News

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Star Making – How to Skyrocket Your Career from Good to Phenomenal with John Azzaro

Your career is going along fine, yet you haven't had that "big break" you would like. You're making steady progress, but want a quantum leap. Wouldn't it be great if you had a manager—like entertainers do—to help guide your career? John Azzaro has taken what he learned working with entertainers and applied it to speakers like Dewitt Jones, Captain Gerald Coffee, Matt Weinstein, Alan Parisse, Jim Cathcart, Jeff Salz, Bert Decker, Joan Brock, to name a few. He'll share what he's learned in working with them to help catapult their careers.



You will learn:

- The seven key building blocks critical to all highly-successful speakers' careers
- The most common mistakes speakers make
- How to turn these mistakes around
- What changes made the biggest impact in the shortest time
- What John did to help build such phenomenal careers for these speakers

About John Azzaro:

John Azzaro's business career spans more than 30 years and includes marketing and management responsibilities at TIME/LIFE, several major advertising agencies, ten years in the entertainment industry working with performing and recording artists, and co-founding a record label.

His lifelong love of listening to speakers and his experience with managing artists, together with concert event promotion, publicity and sales work, contributed to the establishment of Great Speakers!, a speakers bureau and lecture management organization begun in 1991.

Today, Great Speakers focuses on consulting and coaching speakers who want to "jump start" their career or move to a higher level. Knowing the tricks of the trade on how to reach speakers bureaus, how to create the most effective marketing materials and products for sale, etc., can be shortcuts to success.

www.greatspeakers.com

SpeakerNet News Teleseminar
“Star Making – How to Skyrocket Your Career from Good to Phenomenal”
with John Azzaro
Interviewed by Rebecca Morgan, CSP, CMC

REBECCA: Let me give a brief introduction of our guest expert, John Azzaro. John came to work with speakers after 10 years in the entertainment industry, working with performing and recording artists. He became attracted to working with speakers who had unique capabilities but who weren't as successful as they'd like. He began to work with them as an entertainment manager would, helping craft needed elements to get them where they wanted to be. We've invited him to share how he boosts speakers' careers and how we might do the same for ourselves. Welcome, John. Thank you for joining us today.

JOHN: Thank you for inviting me, Rebecca.

REBECCA: I know we have a lot to cover today, and I know our listeners are anxious to hear how you ... you would have called it “polished” versus “star making.”

JOHN: I don't take any credit for making any of the speakers that I worked with stars, I think that they were stars when I took them on, and that's why I took them on. It was a joy to contribute to their progress.

REBECCA: Some of them were higher in the sky than others when they came to you.

JOHN: That's true, some were beginning. For some speakers it was their very first speech and I took them on, others had been speaking informally but not professionally, and some had been out there for years. I'm happy to have had a hand in each of those developments.

REBECCA: I know that we will talk about how you helped individuals, as well as some of your general concepts. I want to set the stage and put some of this in

context by talking for a few minutes on why you transitioned from the entertainment business to the speaking business. What drew you into the speaking area?

JOHN: Actually it was a natural progression. I didn't know anything about speakers bureaus when I started Great Speakers, and it wasn't even my intention to have a speakers bureau when I started Great Speakers. My life-long love of listening to speakers began as a child. I was always in the first row, whether it be a ranger presentation at a camp ground as a child, or in my professional work, I always enjoyed listening to speakers and stayed afterwards. I would talk to them and was fascinated with that. So in my career in advertising, marketing, publishing and promotion, it was really natural to be around speakers.

I then began speaking professionally, not as a speaking professional but speaking within my profession, and then hiring speakers for businesses that I worked with. When I got into the entertainment industry, that's where the model of management came in. As you know, celebrities take advantage of many aspects of management. They have booking agents. They have managers who oversee their career development, which was the aspect that I liked the best. They have publicists, accountants and attorneys. Speakers don't really have that.

Most speakers are either on their own, some have a support staff or a support person. But someone to look over their shoulder and do career guidance and career development was something that I saw as a missing element. I wanted to do that, so I started Great Speakers with the idea of having just two, three or four speakers at the most, whose message I could help get into the world. That