

The 5 Scripts I Used to Create a 6-Figure Speaking Business in 18-Months

...And You Can Do This Too!



***J* JeanKuhn**



Welcome,

I have been holding my own events for over 30 years. Although 30 years ago, I was not selling from the stage. I was speaking to and motivating a team (downline) of over 200 people to sell more in a direct sales company.

This was really a lot of fun, because I wasn't selling anything to these people. I was coaching, inspiring and motivating them to hit their goals and create their dreams, and make a boat load of cash along the way. Because, if they made money...I made money.

I wasn't selling them anything except a path to their dreams. No money changed hands between us.

Fast forward almost 16 years and I owned two brick and mortar businesses and was launching a business mentoring service for small business owners.

I started by doing little workshops for 4-6 people, on a good day I had 8. I paid \$200 to rent the room. I gave them hours of content, and then hugged them as they left the room. Not one person ever asked about working with me.

So, to recap, I paid money to teach them what they didn't know, then sent them on their way.

I know, you are trying to figure out exactly what the money-making strategy was there. Well in the mind of an entrepreneur we think, if we are really good at what we do, and we "build it" they will "come." Yeah, it doesn't exactly work that way.

With two retail businesses I didn't have the time, nor did I have a team to fill my events. And I'll be honest here, I didn't even make them an offer to work with me. Because...I didn't know how, and I didn't want to be perceived as, "salesy."

Once I knew how to make an offer and I asked people to work with me I finally started making money.

The very first event I did I messed up the offer so badly that no one signed up. I never even told them the price, and it was confusing to them what they would be getting.

I was so bummed out that for the next week I just sat in my office and did nothing. After a week, I went out to my car and grabbed all the information I had collected from that event. I picked up the phone and I started calling people. I knew they needed exactly what I was selling. So, I talked to 16 people one-by-one. Three people said yes to working with me for 6 months. I ended up making \$10500 from that event because I picked up the phone and talked to people.

Eighteen months later I hit 6-figures from holding my own events. I now earn over 6-figures every year from doing my own events. These scripts are what I use word-for-word. Use them, hold your own local events, and create the business you have been imagining for years. I'm so glad I did.





Section 1: **Booking A Venue for Your Event**

I always start here because when I invite someone to my event, the first thing they want to know is where is it and when will it be held.

Script #1: Calling a Hotel to Book Your Event

Note: I like to use small, local, charming, but not too expensive boutique hotels that have a restaurant or at least banquet catering on site. The price isn't usually as high as a chain hotel, the amenities are usually great, and I find the staff to be friendlier.

You could use a park district, a restaurant that has a separate dining room, a college campus or a church that rents rooms. I have even used the dining room in my home that is pretty large and I can seat 10 comfortably with plenty of room for a flip chart and a TV monitor.

You: Hi, may I speak to Sales please?

You: *When sales answers:* **Hi, my name is _____ I am looking to book some meeting room space?**

Sales Dept: What is the date you are looking at?

You : _____
Date and time of event

Note: Once you know if the date is available then you will want to ask the following questions

Your questions:

- 1. What is the cost to use the meeting room for _____ hours (or days)?**
number
- 2. I'm expecting _____ of people, will that room hold that many classroom-**
number
style?
You want to give people a tabletop to write on if you want them to take notes.
- 3. I am thinking of providing lunch. Can you email me a catering menu please?**
- 4. How much is the service charge and tax that I will need to add to my plate charge?**

Note: Be prepared, a single lunch can be in the \$20-40 range, plus service charge and tax. After you look at the menu, figure out what your plate cost really is.

Example: \$26.95 per plate x 25% service x 8% tax = \$36.37 per person.

*If you hope to have 20, tell them you only want to guarantee 10 now, and will give them your final count a week before your event. **You will be required to pay for the number you guarantee on the contract.***

Read your contract before signing it.

- 5. If I am buying lunch at your venue for _____ people can you comp the meeting room fee?**
number

Note: Lunch will have a required minimum. Make sure you are working hard to put that number of people in the room, otherwise you will be paying for uneaten lunches.

- 6. I would like coffee in the morning when they arrive. What is the charge for coffee for _____ people?**
number


- 7. I need a podium, a screen and a projector, do I have to rent them from you or can I bring my own?**

Note: Most hotels have a podium and a screen. If you are spending money on food and beverages and you ask, sometimes, they will just comp you the fee for these. The nicer you are the better your chances. If they won't comp your meeting room charge and you're paying for lunch, I would really ask them a couple times to comp the screen and podium.

If they insist on charging me for a screen or podium, I ask about purchasing coffee or a break refreshment instead. I would rather spend the money on what my clients can see and I can provide in value to them.

Some of the small hotels do not have podiums. I purchased a desk top podium from Amazon and then ask for another table at the front of the room, and I bring my own.

In a lot of cases hotels are renting the projector and/or microphones and other electronic equipment for you, and they upcharge for it. Technology changes so quickly it may be better to rent it then buy it, you need to make that call.



If the hotel does not comp me for the meeting room space, and I still want to use that hotel, I find a local restaurant.

I call the restaurant ahead of time and tell them I am bringing #____ of people to lunch, and I preorder the meal. Everyone gets the same thing unless I need to accommodate special dietary needs. This way I can control what is spent.

This is usually much cheaper than a hotel lunch. You will need to give the restaurant a time for your meal, so you should plan to arrive 10 minutes before that. If you are late and your food is cold, that is on you, not the restaurant!

I never offer alcohol during a meal, only soft drinks, tea and coffee.

I pay the entire bill plus tip. I do this because I promised lunch. I hate it when you take a group out and they pay for their own lunch and inevitably one or two people stiff the server on the tip. That reflects poorly on me.

Script #2: Holding Your Event at A Restaurant

When calling a restaurant for a meeting:

You: Hi, may I speak to the manager please?

You: Hi, my name is _____ I know you have a separate dining room, and I am looking for a space to hold a meeting. I was wondering if there is a possibility that we could use your private room from _____ to _____ on _____?
time time date

Great, I am also going to want to have a nice lunch for my guests at _____ pm,
time

but I would like to preorder lunch and everyone will have the same thing except for the few I have with dietary needs.

(Make sure they can accommodate those dietary needs right now.)

Ask for a contract.

If they tell you they don't have a contract, you type up a contract and ask them to sign it so nothing gets missed.

Example, you arrive, and the restaurant management on site has no idea that your group was coming, and the private room is not ready or not available when you arrive.



Section 2:

What to Say When You Invite People You Know to Your Event

Script #3: Filling the Event with People Who Already Know You, Like You & Trust You

Clients, past clients, people from: associations, clubs, networking, Chamber of Commerce, a speaking gig where they indicated they wanted to attend your event, etc. Prospects you have spoken to in the past.

Hi _____.
prospect name

It's _____, do you have about 3 minutes to talk?
your name

If yes, continue, if no, set a time on both of your calendars to talk in the next 48 hours.

I'm just calling about my upcoming event, _____ and I know you
name of event

would love this because I know this would support you in
_____. It's on _____ in _____
the one big outcome you know they need *date* *city being held*

the cost is \$ _____ and it includes lunch. I would love it if you could be there.
cost

Can you make it?

When they say yes, continue with below... Should they say no, ask what is keeping them, and make sure you tell your prospect what it could cost them financially by not being in the room.


*Note: I **never** charge my current clients to attend my events. It's added value I give them. Which means if lunch is being served, I pay for their lunch. In some situations, I will charge a refundable seat deposit.*

It's always a good idea to have people in the room that have worked with you and can tell others how awesome you are.

Great, I need to get a little information from you.

What is your address? _____

What credit card would you like to put that on? _____



One more thing...do you have any food allergies or issues the chef should be aware of? _____

Watch for an email confirmation, and I will reach out about 5 days before the event to tell you what you need to bring. _____, I am super excited

Name

to work with you and help you start _____ . I'll see you on
the outcome they really want

date of event

Script #4: What to Say to People You Have Met but They May or May Not Remember You.

Leads you have spoken to previously. People from big networking events and you have their cards, etc.

Hi _____.

This is Jean Kuhn, we met at _____. When we met, I
where you met or how you know them
remember that you told me _____ in your
the problem they were having in their business
business.

I never forgot that, which is why I am calling you right now. I would like to invite you to my event _____. I have designed this event so that you
name of the event

walk away with:

1. _____, 2. _____, and 3. _____.
These are EXACTLY WHAT THEY NEED FOR THE PROBLEM THEY ARE HAVING

Example: How to get more clients, more sales, more time, more money, better sleep, more energy, less stress, faster weight loss, etc... Be specific here on what your ideal client needs. This is the content you will be deliver at your event.

I was thinking about the issues you were having when I put this together.

Note: The above statement is true for me, don't say it if it is not for you. I think a lot about how to solve the problems for those who would be my ideal client.

They will usually ask, when is it and how much?

It will be held on _____ at _____ and the cost is _____
date location price of event

and it includes lunch.

Wait for a response.

If you are not providing lunch leave this off. I provide lunch for 2 reasons. I normally get a free meeting room if I provide lunch, and this way I get to add some extra value to the attendee since this is a lead generating strategy. And, I want to make sure they are there after lunch when I make my offer.

When they say yes...

Great, I need to get a little information from you.

What is your address? _____

What credit card would you like to put that on? _____

Oh, one more thing...do you have any food allergies or issues the chef should be aware of? _____

Watch for an email confirmation, and I will reach out about 5 days before the event to tell you what you need to bring. _____, I am super excited

Name

to work with you and help you start_____. I'll see you on
the outcome they really want

date of event

Note: Of course, you are not going to close every single person you call, but keep calling, because the ones who say YES may be perfect ideal clients for you when you make your offer.

Script #5: What to Say to Centers of Influence (COI) and Past Clients (PC) When Asking for Referrals for Your Event.

These are people you know very well, and you may have helped them out of a jam.

You: Hi, _____ I am calling to ask you a favor, but I will make the
Name
favor worth your time. I'm doing an event on _____ where I will be
date
training/teaching on _____, I'm calling to ask if you would
the big outcome I'm offering

consider promoting this event for me. The full ticket price is \$_____ (\$97). I am offering a discounted price of \$_____ (\$57) for your people, and I am happy to rebate back to you the entire _____ (\$57) ticket price for each ticket you sell if you would do a mailing or two to your list.

I'll handle everything you need to make this easy for you including writing the email(s) for you to send. You can easily earn several hundred dollars at \$57 per ticket sold.

Note: Your COI or PC will either say yes or no. Make it easy for them and write the emails you would like them to send.

Note: I use <http://ezregister.com>. Use whatever platform you like best but make sure it offers a discount code. I then assign each person (affiliate) their own code. I tell them their people must use that code to receive the discounted ticket price. Without the code they pay full-price.

After the event I send them a check for how many tickets came to me using their discount code. And, I always offer them a complimentary ticket.

I do this because I know, on average, I'm going to earn about \$24,000-\$35,000 from each event. I don't mind giving away a few hundred dollars in order to get enough people in the room. If I have 20 people in the room, and I close 30% of attendees that is 6 new clients.

Bonus: Jean's Script at the end of a free speaking presentation

Speaking is how I get 99% of my clients.

My ideal clients are small business owners. I also use speaking to get leads and to fill the seats of my events. I do this by offering to speak for free locally to networking groups, Chamber of Commerce chapters, women business associations, small business associations, franchise conferences etc.

When filling my event, I will give between a 20-minute talk and a 60-minute talk full of valuable, great content, and make an offer in the last 5 minutes for a low-cost ticket to my event.

If I'm not filling an event, I make an offer for a complimentary strategy call with me.

Here is my script for that 5 minutes:

Script #6 – My Script

“OK, how many of you found that information I just shared valuable and are planning on going back to your office and implementing at least one of the four strategies I just gave you? (of course, everyone says yes.)

OK, how many of you would like a marketing message that is guaranteed to attract your ideal client and rock your business? Anyone, want to know how to get more leads, so you have more people to follow up with? And finally, would any of you like to know how to get rid of that uneasy, anxious feeling you get in your belly every time you tell someone how much it costs to work with you, and you end up lowering the price before it ever leaves your lips?

Great. I am passing out a form now if you would like to attend my upcoming event, The _____ on _____ at _____ in _____.
name of event date time city

When you leave you will be able to

- **Understand how to get more leads so you have more people to talk to**
- **Clearly and confidently explain what you do, the value you provide and the problem you solve so you can finally get paid what you're worth**
- **Understand what makes people buy**
- **Know how to ask for the sale without being “salesy”**
- **Take with you my templates and scripts that I use for a proven sales process and formula that actually works**



It's \$57 and if you register today, you will also get to be part of an after-hours mastermind. This mastermind is limited to 10 people so first come-first served.

If you are interested, you can also sign up for a 20-minute complimentary 3 Steps to More Clients/More Cash Call. You don't have to register for the event, but you do have to fill out the bottom portion and turn it in.

It has been great talking to you today, and I will be around after the meeting for a bit to chat with you."

Note: On the next page you will find the form I use.

YES! I am committed and ready to *Increase my Revenue FAST!*

When you join Business Strategist, Coach & Trainer, Jean Kuhn at The Ultimate Revenue Roadmap, A Live Business Training Experience

You will be able to:

- ✓ Understand how to get more leads
- ✓ Clearly & confidently **explain what you do**, the value you provide and the problems you solve.
- ✓ Understand **WHAT makes people buy**
- ✓ **Increase your confidence** when talking to prospects so they say yes.
- ✓ Have a **proven sales process and formula** that actually WORKS.
- ✓ **Ask people** to work with you **without feeling sleazy**, slimy or manipulative.

WHEN: Friday, January 31, 2020

**WHERE: Crowne Plaza Burr Ridge
300 S Frontage Rd.
Burr Ridge, IL**



TIME: 9-5pm includes lunch

INVESTMENT: \$57 (non-refundable ticket)

| | | | |
|--|--|---|---|
| First Name | | Last Name | |
| Email Address | | ___ I would like your complimentary 3 Steps to More Clients/More Cash Call | |
| Credit Card Billing Address | | | |
| City | | Prov/State | Postal/Zip |
| Home Phone | | Business Phone | Fax |
| ___ VISA ___ MASTERCARD ___ DISCOVER ___ AMEX | | <input type="checkbox"/> CASH Amount \$ 57 | <input type="checkbox"/> CHECK *Pay to Jean Kuhn |
| Credit Card Number | | Expiry Date | Sec Code |
| Full Name on Card | | Authorized Signature | |



How to Create Your Own “Signature” Small Local Event and Earn Big Profits

Your first step to holding your small local event so you can leverage your time into big money is to sign-up for a 30-minute, **The Event Marketing Roadmap**, call with me.

During this call we will map out what your event will look like, and how to position yourself as the “expert” so your clients chase you instead of you chasing them.

If you are serious about adding 6-figures to your business in the next 12-18 months like I did, then sign up for the **Event Marketing Roadmap** strategy call or **Stop by my booth today** and sign-up for a call with me next week.

Or, schedule your call right now at: <https://jeankuhn.as.me/>

Holding your own small local event is profitable and fun for you, and really, can “it” get any better than that? Helping people get what they want and getting paid for it?

Imagine standing in your local hotel, **on your stage**, sharing your proprietary information, and your audience is gobbling it up like they haven’t “eaten” in weeks. Your content, your tools, your ideas, your help is exactly what they have been searching for, and they are so excited to start.

And...you have the next step for them which involves them working with you.

Your **Event Marketing Roadmap** strategy call with me is the plan you need to turn your small event into a “rinse and repeat” 6-figure plan. From picking your date to picking up the checks at the end, from content to cash, from offer to opportunity for your clients.

Book your call now. The fastest way is to just go to this link: <https://jeankuhn.as.me/> or stop by my booth today, and get one of the sessions I have set aside for you in the next 10 days.

Holding your own small local event is like having a money tree in your backyard. When you need to make money fast...hold an event!

JeanKuhn.com
630-302-4929
Jean@JeanKuhn.com