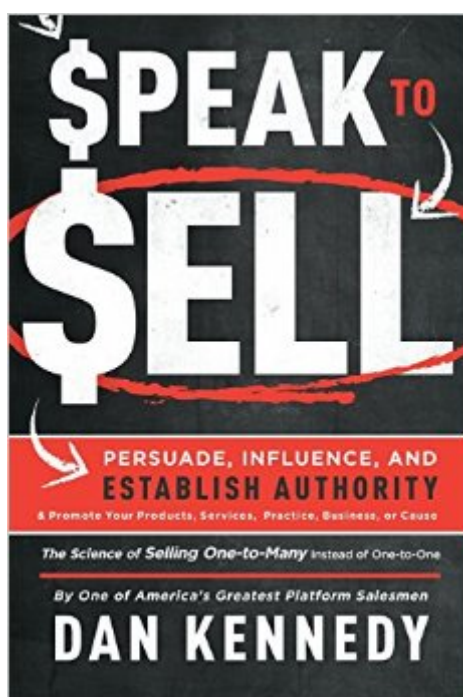


The book was found

Speak To Sell: Persuade, Influence, And Establish Authority & Promote Your Products, Services, Practice, Business, Or Cause



Synopsis

Master The Art of Public Speaking For Profit Public speaking has been around for centuries, and today, motivational speaking is as popular as ever. And, like a motivational speaker, you can also inspire an audience to open their wallets and give you money! In *Speak to Sell*, marketing wizard Dan Kennedy shares his secrets, so, whether you are speaking to promote any local business, to book appointments for a professional practice, or sell info-resources or other products at the back of the room...to an audience of 10 or 10,000...you can incite a stampede of response. When you step on the stage, you must intend to turn each and every audience member into a customer. They shouldn't even have a choice in the matter, and failure is not an option. No matter the audience, Dan shows precisely how to do just that. This book will transform your approach to speaking, and by utilizing the valuable techniques presented within, your authority, celebrity, and most importantly, profits, will skyrocket. Inside, you'll discover how to:

- sell one-to-many and multiply your earnings
- boost your authority and celebrity
- craft memorable and persuasive speeches that get results
- control the speaking environment to ensure success
- master the "Top Four Success Factors" of prosperous speakers
- make big money by speaking-to-sell

Learn from serial entrepreneur Dan Kennedy, and turn ordinary speaking engagements into moneymaking machines!

Book Information

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Customer Reviews

I've been a Planet Dan disciple for nearly ten years and can finally say I understand how he hooked

me in the first place thanks to this book! I've been trying for years to figure out how to craft a presentation that not only delivers great content, but provides substantial results for my audience and myself, and to that end this book has been the most instructive I have found yet. I think the only way the book could have been better is if it came with an offer to have a presentation critiqued! :-)

Great book but I feel kind of beat up after reading it. Let's see if I can summarize ... If I want to make any money I have to #1 Learn to speak to sell and sell only #2 have the goal of digging into their pockets and extracting every dime they have #3 I must practice and memorize every word, nuance, transition. #4 if I'm not willing to do these things I need to go dig ditches for a living because I'll never make any serious money. Hope he's wrong ... I want their money but I want to do it in a way that I feel good about. I am more casual. According to Dan I'm doomed for failure. Sounds like a challenge to me. I get it ... Dan is wildly successful and has many many great ideas and philosophies ... he also writes to disqualify clients who don't feel the same way he does. In spite of not really loving this book I have spent thousands obtaining Dan's training and got a lot out of them. Usually I make my money back quickly.

As usual, Dan has nailed this topic, just like he has with his other books. My primary source of income the past 10 years has been from "speaking that sells", and this book is 100% right on. If you want to learn how to make a fortune from speaking, look no further. Read this book and most importantly, act on what you learn.

Dan Kennedy has done it again. If you truly want to understand the speaking and selling a product or service you must have this book. I have every book Dan Kennedy has written and this is one of his best. Lee Milteer

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