



Special Report: “10 Deadly Speaker Marketing Mistakes...and How To Avoid Them!”

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Dear Speaking Friend,

I remember back when I first began speaking like it was yesterday. I can't even begin to tell you how discouraged I became.

There were SO many times when I thought about "throwing in the towel" and walking away from pursuing my dream of getting paid to speak and share my message. I seemed to be just "spinning my wheels" and often felt like a complete failure!

At one point, I lived in a tiny apartment on Brand Boulevard in Glendale, California that was so bad, there were actually steel bars on the windows to make sure nobody would break in. I even slept every night with baseball bat just in case there was a break-in while I was sleeping (I'm not kidding).

Financially, it was getting tougher and tougher! Bills were coming in that I just couldn't cover.

I tried everything to make more money speaking, but NOTHING seemed to work. I had no idea what to do! I was about to fall flat on my face and give-up, when one day...

A Turning Point...

I was talking on the phone with a cousin, who's very successful in business and a multimillionaire. While we were catching-up on family things, etc., I asked him why most of his businesses were successful.

I figured he would say something about his extensive business knowledge or 35+ years of experience. But his answer shocked me...and became the **"KEY"** that was the **"turning point"** for my entire speaking career!

He said,

"The reason is simple, and is what I actually consider to be the key for anyone to succeed in ANY industry, even the speaking industry, James! The reason is because I don't study and learn from top experts in my industry, like so many others do who fail in my industry. I study and learn from the world's top MARKETERS!"

"What? I'm not sure I follow you," I replied.

He continued,

"Nobody in ANY business could ever be successful if they don't know how to correctly market their products or services and get people to buy them. Just because someone is a top expert in your industry, doesn't mean they know how to market. So, why would I want to spend my time and possibly waste my money trying to study and learn from them? I'd rather just go right out and study and learn from the world's top MARKETERS because they know how to do one thing better than anyone, MAKE MONEY FROM MARKETING!"

Immediately, A Light Bulb Went Off In My Head!

I knew my wealthy, successful cousin wouldn't have said that if he didn't mean it 100%.

What if I did the same!?!

What if I studied and learned from the world's top marketers and took what I learned and simply applied it to the speaking industry!?!

Surely, it would work because principles are principles!

So, that's what I began doing, and let me tell you, focusing on that one **"shift in my thinking"** INSTANTLY changed my career.

I mean, INSTANTLY!

I went from where I was, "spinning my wheels" as a speaker, feeling like a complete failure, ready to give-up and quit, to booking over 100 paid talks within 24-months and making hundreds of thousands of dollars.

See, I know what you're probably going through because I've been there. And, I understand how frustrating it can be to know that YOU have the potential to make big money, but for some unexplained reason it just doesn't happen!

Don't let this bring you down, because I've been there many times in the past. Although it can be frustrating at times, here's some good news.

YOU can achieve anything you desire as a speaker. You can impact and positively change lives while making a ton of money.

I KNOW YOU CAN DO IT!

Because, I truly believe that if I did it and continue doing it every year, then anyone can!

I'm nothing special!

I just got sick and tired of struggling and being broke!

Now, I'm On A Personal Mission!

So, why did I write this Special Report?

My sole purpose for writing it is to help you and to hopefully give you what my cousin gave to me:

I want to inspire you to immediately "shift your thinking" about speaking.

If I can share with you some ideas that will help you to avoid losing the large amounts of money I've lost, or if I can help you make a lot more money, then my purpose will be fulfilled.

And, boy did I lose money. I remember blowing about \$10,000 by doing one thing that I heard a "*a top expert in the speaking industry*" tell a group of us speakers to do!

I'm not kidding! I did exactly what he said to do, spent \$10,000 and didn't even get one call! Not one call!

See, if I could go from those dismal beginnings when I started my speaking career, to having the kind of success that I'm now blessed to experience, then I know YOU can achieve any of your speaking dreams, too!

Over the years, many talented speakers have approached me when they found out the kind of money I make each year without winning any kind of speaking industry awards, having a best-selling book, or being a famous celebrity speaker.

And, to be honest, I really don't even think I'm that great of a speaker. Personally, I don't think you need to be a great speaker to make a ton of money! And, it annoys me when people in the speaking industry program you to believe that.

It doesn't matter if you're a great speaker or not. You can achieve all of your speaking dreams and can make a TON of money every year if you choose to avoid these:

***"10 Deadly Speaker Marketing Mistakes
...that you don't even realize you're probably making...
That Are Causing You to Lose Out on Thousands
of Dollars In Extra Income Each Year!"***

How do I know that most speakers make these deadly mistakes?

Because, these are the exact speaker marketing mistakes that I was making when I was living back in that tiny apartment in Glendale, California, "spinning my wheels," trying to figure out how to pay my overdue bills as I was just about to quit and walk away from my dream of speaking.

And, these are the exact speaker marketing mistakes that numerous speakers who've attended my "Speaker Marketing Boot Camps" were making prior to me **"shifting their thinking!"**

Now, I'm on a personal mission! I want to touch the lives and impact the bank accounts of as many speakers around the world as possible...including your life and your bank account!

That's my mission and that's exactly what I'm GOING TO DO, starting with this Special Report!

So, I'd like to ask for your help. If, after reading this Special Report, you feel it will help other speakers, please help them by forwarding them a copy. Or, have them download it from: <http://www.BigMoneySpeaker.com>

I truly believe that, together, we can make a difference!

An Apology To You Ahead Of Time...

I need to apologize, ahead of time, as I know that I may seem to come across as a bit aggressive in what you're about to read in this Special Report. I do it for one reason, and one reason only:

**I don't want you to make
the same mistakes I did!**

I truly want you to be as successful as you desire to be and believe, without a doubt, that what you're about to read will change your life.

You don't need to agree with what I'm about to share. But I would like ask for you to have an open mind. Simply have an open mind to seriously consider adopting my way of thinking about the speaking industry.

I know from my experience that what I'm about to share with you in this Special Report will tremendously help you.

Before Reading This Special Report, I Must Offer You A...

WARNING:

- **If you are expecting me to sugar-coat the realities of the speaking industry...STOP READING!**
- **If you don't like someone who is direct, straightforward, and to the point...STOP READING!**

- **If you are expecting to hear the same old BS stuff you've heard others repeat year after year in the speaking industry...STOP READING!**

One thing I can promise you is that I will NOT BS you and give you "fluff!" I can't stand when people in the speaking industry do that.

Why?

Because that's what many in the speaking industry did to me back when I was broke, "spinning my wheels," and not booking any talks or making any money as a speaker.

My style is direct, straight-forward and I don't pull punches. My sole focus is to help you and give you "real" ideas that will instantly SAVE, and MAKE, you a TON of money!

And, I think you'll appreciate the fact that I'm direct and to-the-point!

I think you and I are probably a lot alike!

I think you want someone who is willing to cut through the crap and just tell you what you NEED to know to stop wasting money and to make a TON of money!

Sometimes in life we need someone to be direct and tell us something that we may not like to hear, but that we NEED to hear!

I often compare this to taking a terrible dose of cough syrup. You may not like the taste when it's going down, but you know that once it's digested, your aches and pains will disappear and you will be better.

It's the same for what I'm about to share with you! You may not

like the taste, but I guarantee that you'll be 100% better after this "speaking cough syrup" gets digested.

Because I truly care about helping you save and make more money, I'm about to give you the **BEST** medicine you could ever have for your speaking business!

Are you ready?...Hope so...because this information is priceless and will save, and make, you a TON OF MONEY!

Thank you for taking the time to read this Special Report!

Your speaking friend,

A handwritten signature in black ink that reads "James". The letters are stylized and cursive, with a prominent loop at the beginning of the "J".

James Malinchak

Deadly Mistake #1:

“Letting Others Convince You That You Must Be a Great Speaker in Order to Make Big Money As a Speaker!”

I’m about to make a statement that will make a HUGE difference in your speaking career and I’m probably one of the few people who teaches speakers who will ever tell you this.

Ready?

“You don’t have to be a great speaker in order to make a ton of money speaking!”

That probably goes against anything you’ve been told by others and against what various speaker associations promote.

One of the **BEST** pieces of speaking advice I have ever heard in my life was stated by Lou Holtz, former Head Football Coach at the University of Notre Dame and the University of South Carolina.

Coach Holtz gives several motivational talks a year for high fees.

Several years ago, I heard a tape of him speaking to a few thousand professional speakers at the National Convention for

the National Speakers Association (NSA).

During his presentation, Coach Holtz made a comment that INSTANTLY changed my entire perception of speaking.

Coach Holtz said,

“All speaking is, is you have something to say that helps people, then you get up on stage and say it to help them!”

That one simple statement, changed my life.

Why? Because it just made so much sense.

I use to worry about stuff that just doesn't matter. Stuff that is nothing more than BS. Stuff that so many people in the speaking industry are telling you, like:

Worry about...

- how you walk when you're on stage
- where your hands are
- looking at each audience member
- if your clothes are too dark
- if your clothes are too light
- not flubbing your words
- using the right hand gestures
- the list goes on and on!

Prior to hearing Coach Holtz make that statement, I would be so worried about the above list and trying not to screw up, that I would actually forget what I was supposed to say in my presentation.

I'm serious!

I would stress myself out so much by worrying about all of that stuff, that I literally would be on stage and not be able to remember what to say.

Then, because of that, I began doubting whether or not I could actually succeed as a speaker, which just caused me to stress even more.

I'm so thankful that Coach Holtz made that statement because it changed my self-limiting belief. Instantly, I began believing that I COULD succeed as a speaker.

So, now I want you to do the same.

STOP worrying about all of that stuff above and do the following:

“Speak from your heart and just get up on stage and say things to help people!”

See, one limiting belief that holds a lot of speakers back from making a ton of money is the belief that you need to have great speaking skills in order to make big money.

That's 100% incorrect in my book!

If that limiting belief is holding YOU back, then hopefully I can shift that belief with the following advice.

You need to get out there and share your message with others because I truly believe there's at least one person sitting in every audience who needs to hear what YOU have to say.

And, there will be times when you may think you just gave the worse presentation in the history of presentations. But I will guarantee YOU there's at least one person in every audience who needs to hear your message that day...someone who will

be touched and inspired by something that comes out of your mouth during your presentation.

And, I believe you're doing that person a disservice by not getting out there and sharing your gifts...sharing your knowledge, tips, experience, failures, successes, strategies, and ideas that can help them.

When you think about speaking in that manner, you'll never again listen to others who try to convince you that you must be a great speaker in order to make a difference and to be able to make big money as a speaker.

"Top College Speaker Says It's the BEST!"



"This Boot Camp has been one of the BEST PROGRAMS I've been a part of since I started speaking! It gave me new money-making ideas, new thoughts and new things to plan for the future as I move forward with my career!"

**-Rick Barnes (Fort Worth, TX)
One of America's Top College Speakers for the Fraternity & Sorority Market
(Performs 70+ College Talks a Year for High Fees)**

Deadly Mistake #2:

“Listening to BS”

You know what I mean when I say “Listening to BS” because I’m sure someone who tries teaching speakers has probably told you the following:

“Dream big and you’ll be on your way to having a great speaking career!”

What a bunch of BS! You can’t listen to whoever is telling you this, especially if you’re paying them your hard earned dollars to “coach” you!

Here’s why that whole thing about “dream big and you’ll be on your way to having a great speaking career” is such a bunch of BS!

You can “dream big” as much as you want, but that doesn’t get your mortgage paid...or your electric bill paid...or your heating bill paid...or your “whatever” bill paid!

Bottom line, there’s only one thing that really matters in the speaking business...and don’t you EVER forget it or take your eye off of it...

“Tell me how to find the people who have the money to pay me to speak or I’m BROKE!”

PERIOD!...That’s it!...Ball game over!

I can “dream big” all I want, but if I’m not getting booked by

the people in my market (or niche) that have the money to book speakers then I'm broke!

Don't you EVER forget that and don't you EVER take your eye off of that!

I wish someone taught me that years ago when I got into the speaking industry...nobody ever told me that! I was told stuff like "speak with passion" and "tell your story."

Now, don't get me wrong. I'm all about "speaking with passion" and "telling my story." But what everyone who tells you that fails to realize is that you will NEVER even have the chance to "speak with passion" or to "tell your story" if you don't FIRST get booked on the program!

See, I can be the best speaker in the world (which I'm certainly not...I'm simply decent)...I can be the best speaker in the world, but if you simply know how to find the people who have the money to pay you to speak...and I don't...it doesn't matter how good of a speaker I am because you'll get booked over me!

But, hey...at least I'll be sitting at home "dreaming big," right!?!?!?

If you decided to stop reading, right now, and if all you did from this moment forward, was to focus on implementing this one tip, I truly believe you would triple your income!

I should know because that's exactly what happened to my speaking income when I finally figured out this was:

The "KEY" that opened the treasure chest to a speaking fortune!

Deadly Mistake #3:

“Listening to So Called Speaker Coaches Who Aren’t Currently Speaking and Making a Ton of Money at What They’re Claiming They Can Teach You”

Several years ago, I attended a function in Burbank, CA for speakers, authors, trainers, coaches and consultants. There were approximately 200 of us who were all there to hear three guest speakers talk about ways to generate more publicity.

After the three speakers gave their presentations, they sat together on stage to answer questions. I immediately raised my hand for permission to approach the crowd microphone so I could ask my question.

After I was called on, I walked to the microphone, stated my name, the fact that I was a speaker and proceeded to ask my question. The three guest speakers were most gracious and answered my question in great detail.

As the function came to an end, I headed toward the exit when I was approached by a woman who asked if I was the “young” speaker who had asked the question. When I told her I was, she proceeded to start a conversation with me, which is listed below:

Woman: *"James, I can take you to the next level and teach you how to earn a lot of money as a speaker."*

Me: *"Oh, really!?! May I ask what you do?"*

Woman: *"I'm a Speaker Coach."*

Me: *"Do you do this for free?"*

Woman: *"No, but I'm very cheap for a Speaker Coach."*

Me: *"How much do you charge?"*

Woman: *"I'm only \$600 a month for 12 months."
(which is \$7,200 a year)*

***Note* At this point, I decided to test her because I'm quite sure she had no idea that I already delivered over 1,000 highly paid talks at the time of this conversation.**

Me: *"Before I sign on with you for a year, may I ask you a few simple questions?"*

Woman: *"Sure," she replied as she was salivating with the thought of getting \$7,200 out of me!*

Me: *"How many high fee paid talks did you deliver last year?"*

Woman: *"Oh...umm...I don't speak. I just coach."*

Me: *"Okay, how many high fee paid talks have you delivered in the past five or ten years?"*

Woman: *"Oh...umm...I haven't done many talks. But I have all kinds of statistical data, graphs, charts, and"...(I politely interrupted her)*

Me: *"With all do respect, I delivered over 140 high fee paid talks last year and have delivered over 1,000 talks in the past six years for high fees. What can you possibly teach me about this industry that I know like the back of my hand if you don't even speak?"*

This lady was speechless with a look of horror because, basically, I just called her "bluff." I've never seen someone scurry away without saying a word faster than she did.

Be VERY careful of so called, "speaker coaches." Most of them have never been successful at getting booked and paid to speak. Yet, they'll try to dazzle you with statistical data, fancy charts, eloquent words, and persuasive sales lines.

Bottom line.....personally, I would NEVER give my hard earned money to someone who isn't extremely successful at what they're claiming they can teach me.

There's a big difference between theory and actual, hands-on, real world, battling-in-the-trenches experience.

Remember, actions speak louder than words and if they haven't done (or even better, if they aren't currently doing NOW) what they're telling you they can teach you, yet, they're trying to convince you to pay them money, then I have only one word for you.

And, you'd better perk your ears up and hear this loud and clear.

Here's my one word suggestion for you: **RUN!**

Actually, let me change that to a two-word suggestion:

RUN FAST!

I'm as serious as a heart attack!

Get as far away from these people as you possibly can because they will do nothing more than suck your hard-earned money out of your pockets without putting any money IN your pockets!

I wish someone taught me that back in the beginning of my career when I was listening to these so-called "speaker coaches!"

Looking back, I now realize that choosing to listen to these people was one of the main reasons my career was in a constant downward spiral!

...and, one of the main reasons I was constantly "spinning my wheels," feeling like a complete failure, ready to give-up and quit.

That leads me into the next mistake...

"Better Than a \$15,000 Speaker Training!"



"The Boot Camp is one of the BEST things I've done!
I recently spent \$15,000 on speaker training and I should have attended this first!"

-Dusty Robertson (Orlando, FL)

Deadly Mistake #4:

“Listening to People Who Aren’t Getting Booked, and Making Big Money, TODAY...RIGHT NOW!”

Be careful of listening to that old line that’s been floating around for years. I’m sure you’ve heard it many times:

“Learn from people who have been there, done that!”

That seems fine on the surface, but it’s just no good when it comes to your speaking business. I highly recommend you take it deeper than that and use *my* criteria for determining who I personally choose to learn from.

Here it is...

“Learn from people who have been there, done that AND WHO ARE STILL DOING IT TODAY!”

Just because someone has “been there, done that” doesn’t mean *squat* if they still aren’t out there, **NOW**, competing against, and getting booked over, other speakers for dates.

What happened 5, 10, or even 20 years ago, isn’t relevant **TODAY** because the speaking industry is constantly changing.

And, there’s **NOBODY** better to learn from than someone who’s out there **RIGHT NOW** **battling-in-the-trenches** booking engagements.

Anyone trying to persuade you to believe differently, is doing nothing more than trying to be a “slick salesperson” and trying to “sell” you into paying them.

I know it’s hard to believe, but there are so-called “speaker trainers” who haven’t been booked for a paid talk in years, still trying to convince you they can “take you to the next level”...or, they can “make you a millionaire”...or, they can (you get the picture)!

All they’re doing is “selling you on the pie-in-the-sky” and, personally, I think they’re full of CRAP!

Be careful because they’re really good at sounding convincing!

Here are the guidelines you need to follow...

You need to connect with someone who, RIGHT NOW, is booked more than you, at higher fees than you, in markets that you want to speak in, who’s not a celebrity ...and, here’s the BIG deciding factor... who’s making A LOT MORE MONEY than you!

Pursue this person and learn from them.

However, show enough respect to pay them for their knowledge, time, experience and expertise.

Don’t try getting free advice. This person has no obligation, whatsoever, to share their wisdom with you.

I see so many speakers who think that just because they belong to the same speaker association, or just because they have a mutual friend, or...(you get the picture)...they’re “entitled to” or “owed” the advice.

That's BS!

If you wanted sound advice from a lawyer or CPA, you would pay a fee for their advice because of their years of education, knowledge and experience.

How is it any different for getting sound advice from someone successful in the speaking industry?

And please don't use those "6 Sneaky Lines" that so many people use to try and persuade someone into helping them for FREE...

(1) *"Let's chat. I think there's some **synergy** between us."*

*Anytime you hear the word **synergy** it simply means, "Hey, I'd like for you to help me!" Watch out for the **synergy** angle as a lot of people try using it as a smooth way of getting you to help them for free.*

(2) *"I just wanted to call because **I feel like we're supposed to (or we should) know each other.**"*

Yah, right! Why aren't they honest and say what they really mean, which is... "I'd like to know you because I think you can help me or open doors for me!"

(3) *"I just wanted to connect with you because **we're both doing some great things!**"*

Ho, hum! This is simply code for... "You're successful and I'd like to get information out of you!"

- (4) *"I wanted to connected with you because **many people have been telling me that you're really making an impact.**"*

Again, this is code for..."You're successful and I'd like to get information out of you!"

- (5) *"I'd like to talk with you (or take you to lunch) because I'd like to **PICK YOUR BRAIN!**"*

What they're really trying to say is..."Let me ask you a bunch of questions but I don't want to pay you for your time because I'm too damn cheap!"

I fell for this earlier in my speaking career and met with this guy who invited me to lunch. I spent three hours with him really trying to help him. When the bill arrived he came up with some excuse about how he "forgot" his wallet and he stuck me with the bill.

I paid for the meal and never even received a thank you note in the mail for helping him or for paying the bill. As a matter of fact, he didn't even have the common courtesy to thank me while we were leaving the restaurant. He simply said that we should get together again sometime. Needless-to-say, that was the last time I ever helped him.

- (6) *"I'd like you to help me because **we have something in common (or because we know the same person).**"*

One guy, who I never previously met, actually had the nerve to call me up one day and tell me...and I quote...

"James, I'm thinking of getting into the speaking

profession and you should help me build my speaking career because I live in the state of Pennsylvania and I heard that you grew up here!”

I’m not joking!

I never met this guy in my entire life and he actually had the nerve to tell me this.

So, my suggestion to you, if you want to work with someone, is this:

**Learn from people who have been there, done that
AND WHO ARE STILL DOING IT TODAY.**

But, show enough respect by paying for their time, knowledge, experience and expertise.

And, prove that you’re serious about learning by paying them a consulting fee...or joining their coaching/mentoring program...or, enrolling in their Boot Camp...or, (you get the picture)!

By the way, I believe the more you follow this suggestion, the more that person will bend-over backwards to help you!

Deadly Mistake #5:

“Not Understanding the #1 Marketing Mistake in Business...Especially in Your Speaking Business!”

I often hear speakers say,

"I'm going to speak on 'X' topic because I really enjoy that topic."

That is a HUGE mistake! Let me explain by sharing a simple marketing lesson.

The number one marketing mistake in any business is to, first produce a product or create a service, then try to find buyers.

Smart marketers (and speakers) look to see what the market is buying (or booking) BEFORE creating products/services (in your case which speaking topics the market is booking).

Then, they package and title their speaking topics to match exactly what the market is buying (booking).

Then, they market, market and market those speaking topics like crazy to the buyers.

If the buyers already buy (book) certain products/services (speaking topics), then doesn't it make sense to offer the buyers what THEY WANT to buy (book), NOT what you think they want to buy (book)?

BIG MARKETING LESSON:

**Give buyers what they want,
NOT what you think they need!**

Don't think that just because YOU love your topic and title, those who have the money to book speakers will, too! It doesn't matter what you think they need, it ONLY matters what they WANT to book!

(This one marketing lesson will revolutionize your entire career and make you a TON of money if you're not too stubborn to implement it!)

THE KEY:

Research your speaking niche to determine which topics event coordinators are actually booking. Then, craft your message, and most importantly, package your speech titles and descriptions, to match exactly what they're looking for (booking) in topics.

I promise you'll see an immediate increase in your bookings!

Let me share a story...

In one of my recent speaker Boot Camps, a speaker named Jerry, was so determined to speak on the topic of creativity for the corporate market.

When he said that in the Boot Camp, I told him that was fine, but he would never be booked.

He said, "James, you don't understand. I see all of these books in bookstores coming out on creativity."

I said, "Jerry, you don't understand. You're talking about apples while I'm talking about oranges. I don't care what topics you see in bookstores.

I read the professional speaking industry reports and I'm telling you that, for the corporate market, the following is what gets booked most:

- 80% = success, motivation, peak performance, overcoming adversity, leadership
- Then comes change, technology, customer service and sales.

So, Jerry, creativity isn't even in the top 95% of what they are booking."

I could see that Jerry became a bit discouraged when he realized this.

So, I then said,

"But Jerry, watch this. If we simply take your topic of creativity and, rather than packaging it as a creativity talk, we simply repackage it as a talk called, 'How to Be a More Creative LEADER,' that automatically puts you in the top 80% and your topic is now something that is attractive to event coordinators."

All of a sudden I could see Jerry grinning with enthusiasm when he realized how simple (and important) it was to repackage his talk.

Please, please, please...

STOP wasting your time and money trying to promote and market what you think event coordinators NEED to book.

Deadly Mistake #6:

“Not Running This as a BUSINESS!”

Did you know that according to small business statistics, most small businesses are out of business within the 12-18 months of starting?

You may be wondering, “So what does this have to do with me?”

It’s quite simple.

You need to understand one VERY important fact about being a speaker, which is:

“You are running a BUSINESS!”

That’s right!...a business! And every business is in business to do what? That’s right!...generate revenue...make a profit.

So then wouldn’t it make sense to focus on trying to:

“Extract as much revenue from every transaction?”

The answer is YES!

See, there’s so much more to this game than simply speak and get paid. That’s thinking like a speaker. I want you to change how you view yourself.

Don’t think like a speaker! Think like a MARKETER! If you do, then I guarantee you will make A LOT more money.

My way of thinking about speaking engagements is:

***"Get booked, then look for ways
to make as much money as
possible from EVERY booking!"***

And, that's how you need to be thinking, too!

Why? Because, I want YOU to capture all of the extra money that YOU don't even realize you're leaving on the table.

Since you took action and downloaded this Special Report (and have read this far) I'd like to help you by sharing this one **POWERFUL** idea that you should IMMEDIATELY implement!

Did you catch that?

IMMEDIATELY!

Don't just read about this idea, get off your butt and use it **IMMEDIATELY** because it will bring you a TON of extra bookings and money, right away!

Here you go...

This "Big Money Idea" is what I call...

"The Malinchak Referral Contract Clause"

Why did I name it this? Because, it came to me out of thin air one evening in the very beginning of my speaking career when I was reading a contract.

When it came to me, I IMMEDIATELY added it to my speaking contract.

Did you catch that?

IMMEDIATELY!

I didn't procrastinate and think about it. I got off my butt and took action!

And, let me tell you something, it has gotten me more talks than you can imagine that have resulted in bringing me hundreds of thousands of dollars.

...and, I have used it ever since to this very day and have taught numerous speakers in my Boot Camps to use it...and they, too, have booked an astonishing number of talks and made hundreds of thousands of dollars using it.

...and, I believe YOU will book more talks than you can imagine and YOU will make more money than ever before if YOU get off your butt and TAKE ACTION by IMMEDIATELY using it.

“The Malinchak Referral Contract Clause”
is simply a clause you add to your speaking contract that contractually binds the person booking you to have to refer other potential bookings to you.

Ahhh, bet you never thought about doing something like this!

And, the clause even has a line in it that contractually binds event coordinators to provide you with typed testimonial letters after your presentations. This clause will not only bring you a ton of referrals but it will also eliminate you having to continuously hound event coordinators for testimonial letters after the events.

I really admire and respect you for “taking action” to download and read this Special Report, so I’ve decided give you a FREE, unexpected BONUS!

Here’s the actual clause that I use in my speaking contract and that I teach all the speakers who attend my Boot Camp to use.

You may copy it word-for-word and use it in your current speaking contract:

If program is satisfactory, the event coordinator agrees to provide speaker with the names and contact information of two associates whose groups may benefit from booking speaker and agrees to provide a typed testimonial letter on group, organization or company letterhead stating a few positive comments about the presentation within 14 days after the event.

"Absolutely the BEST Speaker Training EVER!"



"As I'm writing the check for the Boot Camp registration, I thought to myself, 'This is NOT enough money for what James has taught me and the amount of money he has saved me!'"

The Boot Camp was ABSOLUTELY the BEST Speaker Training Ever! I'm referring 4-other speakers for your next Boot Camp!"

-Dion Jordan (Portland, OR)
Has Appeared on the *Oprah Winfrey Show*

Deadly Mistake #7:

“Not Pre-Selling Books to ANYONE and EVERYONE Who Books You to Speak!”

Recently, I mailed 74 letters and brochures to student conference coordinators and received 4 paid speaking engagements. Not bad for only a total cost of about \$44.50. It's easy to do when know what to mail, who to mail it to and when to mail it.

Getting booked to speak at these four conferences was nice, but that's not even the best part.

One of the conferences I was booked to speak at only had a budget of \$2,500 for a keynote speaker. When I learned there would be 3,000 students and 400 advisors I immediately accepted their budgeted fee because I knew of the potential.

Most speakers would simply accept the speaking fee, sign the contract then move on. **HUGE MISTAKE!!!**

Remember, **YOU are running a business** and why are you in business? That's right, to make a profit.

Smart business-people try to make as much profit as possible from every transaction. The same should be true for YOU as a speaker.....YOU should be trying to make as much profit as possible from **EVERY** speaking engagement.

Let me explain exactly what I did to illustrate how I turned that \$2,500 into about \$33,000! Pay close attention because I want you to begin thinking this way, and if you do, I guarantee you'll begin making a tremendous amount of extra money, rather than just relying on getting your speaking fee.

I asked the event coordinator if he would be interested in having each student receive an autographed copy of one of my books, but it wouldn't cost him anything?

Naturally he said yes!

I then asked how much the registration fee was for the students to attend the conference? He said he would be setting the fee probably at \$89, but it could go as high as \$99.

I said that if he would set the fee at \$95, then each student could get a copy of my book (3,000 total students) and it wouldn't cost him anything.

He would keep \$89 for conference fees while the remaining \$6 would go to me to cover book printing, shipping and handling and a "small" payment to me.

In addition, I told him that we could set up a booth at the event so each student could get his/her book personally autographed.

He could even promote in his conference promotional materials that each student who attends will receive an autographed copy of my book (which retails for \$11.95).

Here is what happened...

He loved the idea and said yes to the deal!

Let me share some financials with you:

- **Cost to print each book: approx. \$1.00 per book (Total \$3,000)**

- **Shipping each book: approx. \$.46 per book (\$1,400 for 3,000)**

- **Total Revenue: \$18,000**

- **Total Cost: \$ 4,400**

- **My Book PROFIT: \$13,600**

NOTE:

You MUST have a book to do this type of deal. Conference Coordinators WILL NOT do this for shirts, hats, posters, flyers, CDs, etc. A book is "perceived" to be of more quality. I learned this the hard way. Once I created a book, deals like this began happening.

ACTION STEP 1:

Get your book finished. If you've ever hired me for consultations, then you've heard me say this to you NUMEROUS times! You can't make money like this until your book is actually done! Make it a priority to get it done!

ACTION STEP 2:

Start "thinking outside the box" when you are booked to speak! Suggest this exact type of deal. Will it happen each time? No! But what if it did happen only one time? Would you have a problem accepting the extra money? Didn't think so! By the way, this is the THIRD deal I've done THIS YEAR and I'm currently working on another right now! Do the math on the extra money!

Here's the rest of the story of how I took the \$16,100 (\$2,500 Speaking Fee + \$13,600 Book Profit) to \$33,000:

Since I would be speaking at 8:30 p.m. on a Friday night at the conference, I mailed my speaking brochure to all the college coordinators within a 3-hour drive of where I'll be speaking asking if they would be interested in a "block-booking" for their campus at a reduced rate since I'll be in their area. I emphasized there wouldn't be any expenses since I would already be in their area.

Out of the 34 colleges 4 said yes (12% return.....not bad). My normal college rate is \$4,000-\$8,500, but I offered them a block-booking rate of \$2,500 flat (meaning no expenses).

- **4 Colleges x \$2,500 = \$10,000**

I then mailed to about 20 high schools in the area with the same block-booking offer, only I offered them a speaking fee of \$1,000 flat. Two high schools said yes (10% return)!

- **2 High Schools x \$1,000 = \$2,000**

- **Total Additional Income = \$28,100**

PLUS, at the conference I keynoted I sold my other books and motivational cassettes/CDs. Typically, I can count on about 10% of the audience buying additional products (I know this from tracking my results from past conferences...**you should be tracking all of your results too**).

- **3,400 Audience Members x 10% = 340 buyers**

I offered a great package deal at the conference to make sure it was too good for them to pass up. I gave them two of my other books, a cassette of my live talk and a CD of my live talk for \$20. Why \$20? Because when people go to conferences they typically carry \$20 bills in their wallets.

- **My total cost for each package = \$5**
(**\$1 per product plus shipping them to the conference**)
- **My total profit per package = \$15**

TOTAL INCOME:	
• Speaking Fee:	\$ 2,500
• Book Deal:	\$ 13,600
• College Talks:	\$ 10,000
• High School Talks:	\$ 2,000
• Product Sales:	\$ 5,100
TOTAL:	\$33,200

• **340 Buyers x \$15 = \$5,100 EXTRA PROFIT!**

Can you say Cha Ching!

YOU should be following the exact process I just described above!

By the way, I'll be teaching exactly how to do all this stuff and MORE at the "Speaking Success Boot Camp." If you've previously called or emailed me about your interest in attending, but you're still sitting on your butt procrastinating, then what are you waiting for?

Get off your butt and take action!

Your bookings and income WILL NOT change until you make the decision!

TOTAL INCOME:

- Speaking Fee: \$ 2,500
- Book Deal: \$ 13,600
- College Talks: \$ 10,000
- High School Talks: \$ 2,000
- Product Sales: \$ 5,100

TOTAL: \$33,200

Deadly Mistake #8:

“Modeling Your Career After a Famous Speaker!”

I am so tired of hearing speakers say, “I’m going to become famous”...or, “I’m going to be the next Tony Robbins”...or, “I’m going to be the next Les Brown”...or, “I’m going to be the next (whoever)!”

Why in the world would you want to be the next anybody!?!

Be the first, and only, YOU!

Create your own uniqueness, your own style, your own methods, your own following.

I’m not saying that you shouldn’t observe famous speakers. I believe you can always learn a few things from observing anyone.

Fellow speaker, Larry Winget, makes a great point that relates perfectly. Larry says,

“Don’t do what they do, just do it the way they do it!”

I believe that trying to model your career after a famous speaker is a HUGE mistake.

Here’s why...

You and I are not like most famous speakers. They caught a big break somewhere along the line that either...

- put them on television
- had a movie made about their life
- created a best-selling book series
- won a Gold medal in the Olympics
- came in first place on reality television show
- played in the Super Bowl

...the list goes on and on

I'm not saying that one (or more) of those things couldn't happen for you. And if any did happen, then I'd be very happy for you and the first one to congratulate you.

However, the chance of one of those things happening for you or I are not likely. Plus, one of those things rarely happens overnight and without months, even years, of hard work.

Even if you were fortunate enough to win first place on a reality television show or write, promote and sell a best-selling book (which seems about the quickest of those listed above), it still would require an enormous amount of time, energy, effort and hard work.

I see so many talented speakers "spinning their wheels" by spending so much time on trying to create the "big break," they lose out on hundreds of thousands of dollars that speakers like me, and those I've taught, gobble up.

It's not really their fault because that's what so many people in the speaking industry program them to believe they need to do in order to make big money as a speaker.

Could becoming famous help them?

Of course it could.

But it's not necessary!

And, I'm living proof of that because I'm NOT famous, yet, I make a ton of money each and every year!

What I prefer to do is model my career after non-celebrity speakers who are making a TON of money because they're obviously doing something right.

My personal focus is one thing:

"Get Bookings!"

That's it! Period!

I have plenty of resources designed to help you do just that – Get Bookings at <http://www.BigMoneySpeaker.com>

However, it doesn't matter because thousands of event coordinators who have the money to book me to speak have heard of me.

And, that's all that matters in this speaking game!

So here's a BIG marketing lesson you REALLY need to grasp:

"Just Because YOU Haven't Heard of a Particular Speaker in a Market, Don't Assume He/She Isn't Successful & Making a Ton of Money!"

One thing I've consistently done for the past nine years, is study and learn from the world's top MARKETERS.

Why?

Because that's what my wealthy, successful cousin suggested back when my career was going down the drain.

I've been studying, learning from and hanging out with people you've probably never heard of like...

Dan Kennedy who, other than Zig Ziglar, is the only speaker to appear in all of the big Peter Lowe Success Rallies where the average audience is about 15,000. Sure the rallies have speakers like George Bush, Larry King and several other celebrities who get paid \$20,000-\$100,000 a talk. But Dan makes more than all of them.

In addition to Dan's speaking fee, he makes anywhere from \$70,000-\$150,000 in product sales at EACH EVENT...no this is not a misprint...EACH EVENT! And, he does about 20 of these types of events a year. Do the math and see how much he makes just from 20 events.

I'm telling you about Dan because there's an important marketing lesson here which is....**just because you may have never heard of a certain speaker, don't assume he/she isn't speaking a lot and making a lot of money.**

Let me share a personal example...

You probably know by now that one of the markets I've talked in...and made a lot of money in...for the past 9 years has been the college market.

There are two reasons I offer the Boot Camp. One, is that I love helping other speakers and teaching them how to add hundreds of thousands of dollars to their income. I really don't think it's difficult to instantly double or triple your speaking income if you will simply implement the savvy marketing strategies that I teach.

The second reason for offering the Boot Camp is to weed out those who are the **lookers** from those who are the **doers**.

I'm more than happy to help anyone who is serious, but tired of

wasting my time with those who aren't serious. Those who attend the Boot Camp know that I bust my butt to help them and make it my personal mission to teach them all the marketing secrets I use that can make them a ton of money. And, I'm passionate about it!

Those who don't attend, I've decided, I'm not wasting my time with anymore.

Why?

Because it says to me that someone who isn't willing to **"invest in themselves"** to attend and learn everything they need to know in one measly 4-day Boot Camp, isn't serious about reaching the next level.

We've received several calls and emails from speakers who knew of me and want to register. But we also received calls and emails from speakers who didn't know of me and had questions.

One speaker called and wanted to talk with me so he could basically question me to see if I really knew what I was talking about. He said he's been speaking on the college circuit for years and has only heard of me a little.

He began by asking that if I knew so much about the college speaking market then why hasn't he seen me standing at a conference exhibit booth that a major student activities association puts on every year?

My response was,

"Why would I want to try to get bookings in the exact place that thousands of other speakers, comedians, hypnotists, magicians, bands, speakers bureaus, agencies and who knows who else goes to market? That's one of the worse marketing moves I've ever heard!"

I told him that I wasn't implying that being a member of that particular association was a bad move, just not the smartest.

I then told him that I'm a member of the association (primarily to get the mailing list of the coordinators). However, when it comes to getting booked, I find all the organizations who could book me to speak at colleges and student conferences that other speakers don't know about.

Then I began naming 2 or 3 (out of the 10-15 that I market to) while also sharing a few strategies I use to get booked over other speakers he HAS heard of on the college circuit.

To make a long story short, after about an hour on the phone with this guy, I had his head spinning with so many new ideas for how he could instantly get bookings.

After speaking with him for this hour and sharing these ideas, he apologized numerous times for assuming that I didn't know what I was talking about simply because HE hadn't really heard of me even though he had been in that market for years.

By the way, he immediately signed up for the Boot Camp because he quickly realized that if he wanted to make the kind of serious money that I (and those who I've taught) make, then he needed to get off his butt and "invest in himself!"

The reason I told you that personal story is so you hopefully caught the underlying message that I've been trying to drive home to you:

"Just Because YOU Haven't Heard of a Particular Speaker in a Market, Don't Assume He/She Isn't Successful & Making a Ton of Money!"

So, back to Deadly Mistake #8:

Modeling Your Career After a Famous Speaker

Don't fall into the trap that I see so many talented speakers fall into by trying to model your speaking career after a famous speaker.

If you are currently in that trap right now, **STOP!**

You are wasting so much valuable **time, energy, effort** and **money** trying to become *famous* that YOU are losing out on speaking engagements to speakers like me who don't focus on the "famous thing."

And, YOU are missing out on hundreds of thousands of dollars in extra money YOU could be putting in your pockets!

Here's one of my personal philosophies that I follow for my own speaking business and I'm going to encourage you to follow it, as well.

"Don't fill your ego, fill your bank account!"

You should adopt it, follow it and keep reminding yourself of this daily.

Why? Because it's so easy to get caught up in the whole,

"I've got to get on the Oprah television show"

...or,

"I've got to get in the USA Today newspaper"

...or,

"I've got to write the next Chicken Soup for the Soul book series"

or,

"I've got to do (fill in the blank) to become famous!"

I'm living proof that YOU don't need to be a famous speaker to make BIG money.

So, stop wasting your money and time on trying to become a famous speaker. If it happens for you as you're making a ton of money, then great. If not, so what! At least you still have a ton of money in your bank account!

Give me the choice between "being famous" or "making a ton of money, each and every year" and I'll take the money EVERY time!

When you walk into your bank to deposit a check from a speaking engagement, the teller will never say to you,

"I'm sorry. We can't deposit your check for you because you're not a famous speaker."

The bank will always accept your check, so why would you care if you're famous or not!?! That's focusing on "filling your ego!"

Again, remember:

"Don't fill your ego, fill your bank account!"

From this day forward, only focus your time, energy, effort and money on the following:

"The KEY and the ONLY thing you should be focusing your time, energy, effort and money on is getting known by the people in the niche market you want to speak in who have the money to book YOU to speak!"

That's it!

Find them and market to them OVER and OVER and OVER again! And, if you do, you'll make more money as a speaker than you could ever imagine!

Deadly Mistake #9:

“Not Making the Decision That Investing in Yourself On a Continuous Basis Is Profoundly Important If You Want to Continue Climbing to Higher and Higher Income Levels!”

It totally amazes me that so many speakers moan and complain about how they're tired of not making enough money, yet, they refuse to do anything about it!

One of my favorite quotes is:

“If you keep on doing what you've been doing then you'll keep on getting what you've been getting, so don't be surprised!”

I honestly believe that all of the knowledge you need to book more talks...make a ton of money...take your business to the next level, etc., is out there.

You just need to do whatever you have to do in order to get it.

But, unless YOU decide to take a portion of your income and **“invest it back in yourself”** so that you can get the kind of strategies, tips, and shortcuts like I’m sharing with you in this Special Report, then YOU won’t make more money!

I believe this 100%!

But, it’s profoundly important to make sure you ONLY **“invest in yourself”** with those who will SAVE and MAKE you money IMMEDIATELY!

Don’t fall for the BS “fluff” like I did when I was “spinning my wheels” as a speaker, feeling like a complete failure, ready to give-up and quit

So, back to my point, if you’re stuck in a rut, right now, then,

“Don’t just there, DO something about it...NOW!”

Decide to get off of your butt, take responsibility for yourself and for what you are or aren’t getting in your speaking career. That was the first step for me getting out of my rut. I had to take responsibility for choosing to listen to the wrong people!

Make the commitment to yourself to seek out and invest in whatever CD program, DVD program, seminar, training session, workshop or Boot Camp that you need to invest in so you can quickly begin making big money.

Notice, I didn’t say, “spend money on.” I said, **“invest in,”** because you **MUST STOP** thinking of it as though you are spending money.

That’s the way a **“poverty conscious speaker”** thinks.

From this moment forward, I want you to **“shift your thinking”** and join me, and the speakers I’ve helped, in thinking like a:

“Prosperity Conscious Speaker!”

Someone who understands the importance of, believes in, and is committed to follow **CAN-I:**

**Constant
And
Never-Ending
Improvement**

But don't just invest in yourself once. If you really want to make big money from speaking, each and every year for the rest of your life, then you need to make this a consistent part of your business so it becomes a habit that you continuously practice.

Here are three more favorite quotes that I have in my office so I can see them everyday.

Why everyday?

Because, I want to continuously remind myself how profoundly important it is to **“keep investing in myself!”** It seems simple, but it's revolutionary!

“An investment in yourself always pays the best interest!”

-Ben Franklin

**“Your personal income will seldom exceed
your personal development!”**

-Jim Rohn

**“If you think investing in yourself is expensive,
then you should try ignorance!”**

-Unknown

Personally, I've "invested" over \$100,000 the past few years in myself!

\$100,000!?!

Yep!

And, let me tell you, that's a bargain considering the number of bookings and the amount of money that "investment" continues bringing back to me year after year!

I would not be where I am today...getting the number of high fee bookings that I get...meeting the people that I meet...making the kind of big money that I make...if I hadn't made the decision and commitment several years ago to **"invest in myself"** to get CD programs, DVD programs, attend Boot Camps, etc.

I believe that 100%!

I am where I am because of consistently practicing the habit of continuously "investing in myself."

I'm nothing special. I just got off my butt and **"invested in myself"** to learn what I needed to do in order to make big money!

That's why it totally amazes me when I hear speakers moan and complain about not making enough money, yet, they don't do anything about it.

⁵⁹

One thing that is very important to note. I would never consider trying to get information for free.

I respect anyone who has put in their time, energy, effort and "investment" to learn what I'd like to know and I'm more than happy to pay them by **"investing in myself"** to learn from them.

Last year, alone, I did the following:

- Invested (not paid) \$5,000 plus another \$1,000 in expenses to sit in a guys home office for 3 days, watching how he runs his Internet business that brings him over \$1,000,000 a year from working at home.

Was it worth it?

Oh yah!

Within the first two hours of sitting in his home office, he showed me how I was blowing about \$2,500 per year with one little, stupid mistake that I didn't even realize I was making.

And, it only took him spending about 5-minutes on it for me to see those 5-minutes were worth the entire \$5,000 I invested in the entire weekend.

Why?

Because, let's say that I now save \$2,500 each year for the next 10 years. That's \$2,500 I saved per year (or, you can look at it as \$2,500 that I'm now making per year), multiplied by ten years, would equal a \$25,000 savings over 10 years!

Let's see...hmm...

I invested \$5,000 ONCE, but get back \$2,500 a year in savings EVERY year for the rest of my career!

Sounds pretty sweet to me!

Plus, from all of the other strategies that he showed me, I anticipate adding an extra \$100,000+ in Internet revenue to my current income each year!

Plus, he and I are doing a seminar together that should easily bring us an extra \$50,000+ each!

Add all of this together and you can easily see how the initial \$5,000 invested was **NOTHING** compared to what it will return for me in the present and for the rest of my career.

- Invested (not paid) \$2,500 plus another \$1,000 in expenses to attend a 4-day training to learn product platform selling from a guy who has sold as much as \$350,000 after one 90-minute presentation. **(No, this is not a misprint!)**

Was it worth it?

Big time!

Because of changing just a few things that I say during my presentations...tips that I learned from this guy...I noticed an immediate "jump" in product sales.

I recently **did \$33,500 in product sales** after one 90-minute presentation to an audience of only 69 people.

And,

I recently **did \$16,300 in product sales** after one 45-minute presentation to an audience of only 52 people.

And,

I have a talk coming up for 600 people where I anticipate selling anywhere from **\$50,000-\$70,000 in products after a 90-minute presentation.**

Let's see...hmm...

I invested \$2,500 ONCE, but already did \$49,800 in product sales because of changing just a few lines in my talk that I

learned from this guy.

Again, sounds pretty sweet to me!

So, let me ask you a very important question. And, I want you to honestly answer it. Be completely honest with yourself. It's the first step to making positive, productive, lasting change:

Are you currently thinking like a...

"Poverty Conscious Speaker"

or like a,

"Prosperity Conscious Speaker?"

If you're currently thinking like a "poverty conscious speaker" it's perfectly okay. Don't beat yourself up over it. You're not alone. I've done it, too, prior to shifting my mindset.

And, it's probably not even your fault because nobody has ever taught you how profoundly important it is to **"shift your thinking!"**

UNTIL NOW!

Here's what I want you to do, **RIGHT NOW!**

1) Make the decision to immediately **"shift your thinking"** to be a **"Prosperity Conscious Speaker!"**

It's really as simple as **MAKING A DECISION!** Don't think it's more difficult than that. But, please don't downplay the importance of making this **DECISION!** The power to choose the path **YOU** want to follow in life is the most profoundly important power within you!

I love what Tony Robbins says,

**“It’s in the moment of your decisions
that your destiny is created!”**

2) Start immediately **“investing in yourself!”** Again, notice I didn’t say, “spend money on yourself.” Take some kind of immediate action to get any kind of information that will help take you to the next level.

There’s an old saying,

“Experience is the best teacher.”

I don’t model my speaking career after that saying.
I prefer modeling my speaking career after this:

**“OTHER PEOPLE’S
experience is the best teacher!”**

Learn from people who are playing at higher levels than you and let their knowledge, experience, tips, strategies, ideas, and shortcuts pull you up to that level.

But don’t procrastinate! **Start RIGHT NOW!**

Remember,

“Don’t just there, DO something about it...NOW!”

Because, if YOU CHOOSE not to...

**“Then you’ll keep on doing what you’ve been doing
and you’ll keep on getting what you’ve been getting,
so don’t be surprised!”**

Deadly Mistake #10:

**“Not Learning From
Someone Just Like You
...Who Understands What
You’re Going Through...
(Because He’s Been There)
and Who Truly Cares About
Helping You to Instantly
Make a Ton of Money!”**

This is one of the critical **KEYS** to your success as a speaker.

Why?

Because there are so many people out there who care more about your money than you, your career and your vision.

Believe me, I know!

Because as I stated earlier in this Special Report, looking back, I now realize that choosing to listen to these people was one of the main reasons my career was in a constant downward spiral!

...and, one of the main reasons I was constantly “spinning my wheels,” feeling like a complete failure, ready to give-up and quit.

That's the main reason why I wrote this Special Report and why I began helping speakers.

I just got SO fed up with hearing all of the BS these people have been feeding you, me and the thousands of other speakers just like us.

I just couldn't take it anymore!

I literally started getting sick to my stomach every time I heard that someone like you was being misinformed and was being led down a road that would NEVER lead you to making big money.

I'm serious. These people BS-ing you made me want to puke!

Finally, a few years ago, I just couldn't stand it anymore.

So, at the urging of a few speakers that I was helping,

**I decided to make it a personal mission
of mine to help as many speakers as
possible to make big money.**

There's nothing that makes me more fulfilled and gets me more excited than when someone like you says,

"Thank you for helping me and for changing my life!"

I remember a very successful speaker, calling me one day as he was out in a park playing with his kids to say the following:

*"James, I just wanted to call to say thank you!
Because of attending your Boot Camp and
what you taught me, my life, my wife's life
and my kid's lives will never be the same.*

You not only taught me how to think differently and how to get big money speaking deals, but you also showed me so many ways to make big money and how easy it is to do.

Because of what you taught me, I'll never have to work for anyone else, again, the rest of my life!

I'm so thankful that Dusty (another speaker) referred me to you. I don't even want to think where my career would be had I not met you!"

Don't get me wrong, I do like making big money, as I'm sure you can tell from the focus of this Special Report.

But, there's nothing that touches my heart more than when someone like you listens to what I share, implements it, then calls or emails to tell me how you've instantly booked more talks...or, sold thousands of dollars worth of products...or, made a ton of EXTRA money!

And, my fulfillment doesn't actually come from YOU making big money. It really comes from what YOU will now be able to experience as a result of adding hundreds of thousands of dollars in EXTRA income each year to your pockets!

See, I believe what my friend **Mark Victor Hansen** says. Mark is the Co-creator of the **#1 Best-selling** book series, **Chicken Soup for the Soul** and Co-author of the two recent top-sellers, **The One Minute Millionaire** and **Crackin' Millionaire Code**.

Mark says,

*"You need **MONEY freedom** because that gives you **TIME freedom**. And, when you have time freedom, you get **RELATIONSHIP freedom!**"*

Money is not the answer to everything. But the more money you have, the more time you can spend with your children, husband, wife, friends, family members, church, community, etc.

Also, the more money you have the **LESS STRESS** you will have because you won't be worrying about:

- paying your mortgage payment
- making your car payment
- paying for your children's college education
- having enough put away for retirement
- caring for aging parents
- paying for travel and vacation expenses
- helping your church, community, charities or those less fortunate
- and, so on!

I know we may not personally know each other. But I want you know that I truly care about helping you.

And, I hope that what I've shared with you in this Special Report has helped you!

I know that most of what I've shared with you has been very direct and to-the-point. But I began this Special Report by telling you:

“One thing I can promise you is that I will NOT BS you and give you ‘fluff!’

I can't stand when people in the speaking industry do that.

My style is direct, straight-forward, and I don't pull punches!

**My main focus is to help you and give you
'real' ideas that will instantly SAVE,
and MAKE, you a TON of money!"**

I wanted to tell you what I thought you NEEDED to hear!

Why?

Because I wish someone would have taught me these things back when I was "spinning my wheels" as a speaker, feeling like a complete failure, ready to give-up and quit.

I knew you would be 100% better off after reading this information.

Remember, I know what you're probably going through because I've been there.

I understand how frustrating it can be to know that YOU have the potential to make big money, but for some unexplained reason it just doesn't happen!

Don't let this bring you down, because I've been there many times in the past.

Although it can be frustrating at times, here's some good news.

And, I believe without a doubt this is the **KEY** that immediately **TRIPLED** my speaking income:

"Once I decided to **STOP** listening to all of those people who were filling my head with BS, my career and life instantly changed!"

And, I know your career and life will instantly change, too, when you do the same!

You don't even need to believe, right now, that you can add hundreds of thousands of dollars in EXTRA income each year!

All you have to do is believe that **I KNOW YOU CAN DO IT!**

**"You CAN Do it!
You Can Do it Here!
And, You CAN Do it NOW!"**

There's only one thing left for you to do: **TAKE ACTION!**

If I've helped you with what I've shared with you in this Special Report, then I'd love to help you even more!

Here's what I want you to do **RIGHT NOW!**

Contact me, and tell me how you've been helped with this information. I can be reached through my website at:

<http://www.BigMoneySpeaker.com>

And, if you're REALLY ready to take your speaking career to a much higher level and make more money speaking than you ever dreamed possible, then make the wise decision to **"invest in yourself"** to attend my next Speaker's Boot Camp or get my Home Study Courses.

If you're serious, then I really want you to attend the live Boot Camp or, at least, get one of the Home Study Courses because I know the information will change your life and bring YOU a ton of money!

I guarantee, this will be the **BEST** investment YOU ever make in your entire speaking career!

But, don't take my word for it. Re-read the testimonials from speakers just like you that I've helped. They were all cautious before attending the Boot Camp, but after they attended, they **ALL** agreed it was the **BEST** investment in their speaking careers they **EVER** made!

And I guarantee YOU WILL FEEL THE SAME after you've attended!

Let me show you how to instantly book more talks and make more money speaking than you ever dreamed possible!

YOU can do it, and YOU can do it NOW!



"A Friend & Mentor for Life!"

"James Malinchak is a man of character; a man that people can look up to and aspire to be like. He completely over delivers in every area and if you go to this Boot Camp you will not only meet James Malinchak the man, but you will have a friend and mentor for life!"

-Susie Gallucci (Colorado Springs, CO)
Attended 3 Boot Camps

"I Was Skeptical - But Then I Was Blown Away!"



"As a New Yorker I am a skeptic. I was skeptical coming here, but I have to tell you that I have learned more here about marketing and publicity than I ever thought I would.

I have been BLOWN AWAY and I would HIGHLY RECOMMEND and Program that James does!"

-James Green (Shoreham, NY)

"No Question...Well Worth It!"



"Things have been going REALLY well since the Boot Camp. Next semester will be our BUSIEST EVER! We frequently refer back to what we learned in the Boot Camp. In fact, we even adopted a phrase we often refer to when we're faced with a business decision: WWJD (What Would James Do?)

There is absolutely NO question the Boot Camp investment was well worth it. James is truly willing to open his mind, his books and his heart to share what he's learned about how to be successful in the speaking industry.

I've told James that if he EVER has a skeptical potential attendee, tell them to talk to me before deciding not to attend!"

-Marshall Miller (Albany, NY) Sex and Relationship Educator

Thank You – James Malinchak

<http://www.Malinchak.com>

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