

Peter Fogel's Special Report
**“How to Connect With Your Audience
on a Deeper Level So Event Planners
Hire You for MORE Speaking
Engagements!”**



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Peter Fogel Speaks LLC

“How to Connect With Your Audience on a Deeper Level So Event Planners Hire You for MORE Speaking Engagements!”

By Peter “the Reinvention Guy” Fogel, NSA Speaker

If you're serious about having a professional public speaking career or using public speaking to get more clients, or help give you a boost and more credibility in your niche field -- there is one vital ingredient you'll undoubtedly need if you want to propel yourself forward: It's called **PASSION!**

You must have 100% passion for your subject matter. If you don't have it -- then you're probably not an expert your field. In addition, if you're NOT an expert in your field then you really can't expect to earn the higher evaluations, high speaking fees or expect to have a long and rich career!

You see, having passion for your subject matter is not something you can “fake” on stage. Your audience will know immediately if you are. Having passion for your subject material comes out in your voice, your body, and your mannerisms.

You audience should FEEL your passion whether you're sitting in the front row or the last row.



That said, even though you're passionate for your subject or niche ---you have to decide what kind of speaker you are (or want to be). Remember: you're on the platform to persuade your audience to feel a certain way, or to take specific action.

This action can consist of having them buy a product or service, apply a technology, alter an attitude or belief, (motivation), or change a business practice.

Here's something I cannot stress enough: You're NOT on the platform using up your audience's and meeting planner's valuable time for NO apparent reason.

You're #1 job as a speaker, seminar leader, or trainer, is to always deliver valuable content so you can make a positive and profound difference in your audience's lives!

In a nutshell -- if you want to truly make an significant impact on your attendees -- then you should organize your speech or presentation stressing benefits to your attendees!

Unfortunately, some speakers don't do that.

**Instead, they use a boilerplate speech for most of their presentations.
The result? It's nothing special and most audiences have heard a
variation of it before!**

Sadly, they make no bones about it. They'll not deviate from it at all. THAT'S the speech the event planner hired them to give and by golly --- that's what the audience is going to get!

But you don't want to be the run-of-the-mill, speaker do you? Of course not! One way to leap over your competition and to reach a solution for your attendee's pain is to reach your audience on a deeper level.



Speaker, Author, and self-made millionaire *Michael Masterson* and publisher of *Early to Rise*, preaches: *if you want to persuade an audience to do something you need to tap into their "Core Buying Complex!"*

These are the emotions, attitudes and aspirations that drive them.

So how do you accomplish that? Well, Michael created the BDF formula which stands for beliefs, ***desires, feelings***.

Before every presentation you're hired to you give, you should investigate your audience's BDF with the event planner – or the client who has hired you. This can be accomplished with a conference call and from the client questionnaire they will fill out for you. You should, with the client's permission, also tape the call. That way you won't miss anything.

Wondering why you do all this prep work? Well, simply stated you have to. Just like no two snowflakes are the same, so are no two audience's needs the same.

Here's the best part: Most speakers do not know *The BFD formula* --- *but you will!* Understanding and using it correctly will allow you to connect with your audience on the deepest level than you ever had thought possible! That's because ...

A BDF helps you determine what YOUR audience believes!

For instance: an audience consisting of architects is different than a conference room full of engineers. They have different BDF's!

The beauty of using the BDF formula is that it helps gets your mind swirling with ideas on how to approach your audience. A BDF also allows you better customize your performance.

You see, a BDF allows you to ask....

What is their attitude toward your proposition or the speech that you're giving that attacks their problem head on?

What is their political background? Are they patriotic? Are they slackers? The Greatest Generation, Baby Boomers, Generation X?

What is the emotional make-up of your targeted audience? Are they brash... nervous or confident about their jobs and careers? What are their hopes and dreams in their career – or even their lives? Where do they see themselves in their careers ... 10-20-30 years from now? What major trends are happening in the industry that affects their daily lives?

I gave a presentation to engineers (NOT trains, the other type... you know buildings, industrial complexes etc.) Before giving the presentation to the *engineers*, I discovered they have a long history of NOT getting along with *architects*. I am not saying it's as adversarial as Batman and the Joker, but it's definitely up there in angst.

Here's the interesting part: For better or worse, architects and engineers are usually assigned to work on the same commercial projects together.

The problem is they're constantly at odds on how to overcome the challenges they face when working side by side on these expensive projects. To say they butt heads – is an understatement!

I can just imagine what their daily e-mails are to are like.

Engineer

(To architect) Hey, Mr. Creative with your 'impressive blue print!' – if we do it YOUR way the whole first floor will get flooded by your naked man waterfall – slash – fountain!

Architect

Well, Mr. Left Brain ... Mr. I-don't-think-out-of-the-box because you think BOXES are too square... I guess you're going to have to figure out a way to make sure THAT doesn't happen. Oh, and guess what? (beat) The naked man water fountain stays!

Naturally, I used this cantankerous relationship to its fullest as awards ceremony emcee I was hired to perform at.

Rest assured I played their "Hatfield and McCoy" association up BIG TIME for huge laughs. *And I owed it to the BDF formula.*



Best of all, you can use it, too. Let us say you're giving a speech on productivity or marketing techniques to a group of copier reps, as I recently did.

If you did your due diligence using the BDF formula, you would discover from their association president the major hurdles that keep sales rep members up at night.

One is the major copier companies --- the companies THEY rep for -- - were NOW selling directly to the copier rep's own clients! (OUCH!)

Talk about "cutting and slicing out of the middle-man!" This without a doubt was of major headache to all the association members, it screamed at me to address the problem and come up with a solution for its members.

Doing so is aptly called hitting your audiences "hot buttons."

I also discovered that Copier Reps were feeling the effects of "The Great Recession." They absolutely needed ideas on how to boost sales and get more clients in an ever-changing competitive field that is based on relationship building.

This allowed me to put the focus on my presentation that best suited my audience. I-knew-their-pain!

Here's another example. My friend Bob Bly, a copywriter, and author of the book, *Persuasive Presentations for Business*, did a BDF test for a presentation he was doing for a company that gives seminars in communication and interpersonal skills for IT professionals.

Now if you don't know, IT professionals are -- and how do I say this gingerly...? (clears throat) An interesting bunch of folks that sometimes give "outsiders" a hard time. And when I mean an "outsider" -- I mean any other breathing mammal who is NOT an IT professional!

As you can probably tell an IT person might not be a warm and fuzzy, "people person."

Here's the analysis done by Bob and the company that hired him to give a presentation.

- ✓ **Beliefs:** IT folks think they're smarter than other people. Technology is the most important thing in the world, users are stupid (that's US) and management doesn't appreciate them enough.

- ✓ **Desires** IT people want to be appreciated and recognized. They prefer to deal with computers and avoid people whenever possible.
- ✓ **Feelings:** A typical IT person is not what you call “people person” They have adversarial relationships with management, users and basically any other living organisms that uses their services. Not surprising they feel others dislike them, look down on them and absolutely do not appreciate or understand what they do.

After the data came in Bob created a seminar called “Interpersonal Skills for IT Professionals”

The headline: **Important news for any IT professional who has ever felt like telling an end user, ‘Go to hell!’**

Talk about hitting this targeted audience’s hot buttons. This particular presentation turned out to be one of the most successful seminars this company had ever put on!

As I hope you can tell, using the BDF formula is quite useful in NOT only creating the headline for your seminar -- but also in assisting you to outline and organize your presentation.

A good example is the headline for this report. In the beginning I played around with different ideas. I knew that I had to create a report that would give you – the reader --- value.

I decided that an emerging or intermediate speaker wants techniques and tactics that’ll allow them to leap over their competition in landing speaking gigs.

My instincts told me the BDF formula would be of importance to you because I’ve used it with great success as a copywriter, as well as a speaker.

Here are four other reasons why I came up with the title of this report.

- 1) Engaging and effective Speakers want to improve their performance skills so they can land more gigs. Using the BDF formula will help you do that.
- 2) Speakers who do NOT get hired are usually considered run-of-the-mill-boring and probably only connect on a superficial level with their audience.
- 3) Speakers who use the BDF formula – will bond with their audience more quickly and on a deeper level.
- 4) Reaching them on a deeper level will make you a more effective and engaging speaker.

- 5) Engaging speakers are hired again and again by event planners who make THEM look good in the eyes of their clients!

There you have it, thus the title of this report:

“How to Connect With Your Audience on a Deeper Level So Event Planners Hire You for MORE Speaking Engagements!”

Need a kick-start on how to create your own BDF formula? Well, here are...

Six Questions to Ask About Your Audience

- 1) Are they friendly, pleasant, and welcoming or hostile, unfriendly, and argumentative?
- 2) Where do they stand on your topic, neutral and unbiased, or in opposition to your position/presentation?
- 3) On the topic you're spotlighting, are they well informed or ill informed?
- 4) What is their education level? High School dropouts or college graduates
- 5) What jobs do they have? High or low income affluent, middle class, poor
- 6) What is their culture and background? Big city or small town? What about their politics

~Marilyn Pincus, *Boost Your Presentation IQ*

Experience has taught me that when it comes to getting the best inside information for your BDF formula should come from The Source – *your client!*

Rest assured, your meeting planner will be more than happy to set up a conference call with the client. (Again, don't ever be shy about asking the event planner to do this. Remember: they have a stake in you giving a great presentation!)

I hope you enjoyed my Special Report – but more importantly, it gets your mind thinking on how to organize your next presentation that'll make you shine in the hearts and minds of your audience.

Any feedback or any questions you have about the content in this report, please feel free to contact me at peterfogelspeaks@yahoo.com

Before I conclude, here is a final word from your sponsor (me!) on

How I Can Help You Reach Your Public Speaking Goals!

Here's the nitty-gritty: There are many programs out on the market that push the fact that you can earn a six-figure income as a speaker. And you definitely can... with time. That said, if you think just learning a few "ins and outs" of the speaking business and BAM --- your calendar is going to be full... well, you're in for a big surprise.

You see, anyone who knows me – knows I do not mince words. *When it comes to your career or making money as a speaker, I am not going B.S. you and tell you what you want to hear!*

I am going to tell you what you need to know!

Here's what I mean: When I wanted to reinvent myself into a six-figure freelance copywriter and marketing consultant. I just didn't hang out a shingle, print out business cards, and get some cool letterhead from Vistaprint.

That's because I knew I was entering a competitive and demanding field!

I knew there were clients out there who could use my expertise, but if I wanted to reach elite status as a copywriter (sales writer) I knew if I was to accomplish that then I had to gain the mind and skill set of a master copywriter!

In other words, I knew I needed specialized training to get my sales writing chops to a higher level. Once I did – I knew I could demand HIGHER writing fees. Then, and only then would I earn the money I wanted as a copywriter.

Well, it's the same with earning big fees as a public speaker - *Great speakers are NOT born, they're made!*

And because they are, if you want to succeed today and earn impressive speaking fees, YOU have to get the chops of a six-figure public speaker!

As a speaker and seminar leader with a vast background in sitcom writing, improvisational comedy, stand-up comedy, acting – as well as studio audience warm-up on major sitcoms, I know how to engage any audience – at any time --- *that's in front of me!*

It's this thirty-year in-the-trenches background that allows me to say here and now: I can help you achieve your public speaking goals and help put you on the lucrative path to earning \$1500-\$2500 and up, per speech.

In doing so ...

- ✓ I'll show you how to boost your skill level so you can double your fee to \$5000 or more per engagements...



- ✓ I'll show you how to effectively and easily inject humor into your presentation so you get a ROUND of APPLAUSE every time you use it in a keynote speech!
- ✓ I'll show you how to craft a signature story that can captivate and help brand you to your audience.
- ✓ I'll show you how to overcome your fear of public speaking so you can't wait to bound onto the platform and connect with your audience with a deeper impact!

Here's an important point: It doesn't matter if you're a consultant, author, salesperson, or business owner who wants to become a professional public speaker... or whether you just want to earn a second income speaking by funneling clients into your client base...

...if you want to reach your potential, you will still need the tips, tricks, and strategies that top-gun six figure speakers have and use in their arsenal that keeps their calendars full!

If you are already an expert in your field, congratulations! However, know this:

Whether You're an Emerging or Intermediate Speaker -- It Doesn't Matter How Much Knowledge You Have On a Subject -- Nobody Wants to Listen to a BORING Communicator!

And this is where I come in:

If you want to learn the effective public speaking strategies (That Toastmasters won't teach you)... if you want to infuse humor into your presentations and have the audience eating out of the palm of your hand, then please go to www.publicspeaklikeapro.com and check out my affordable public speaking programs. In fact, my platinum package comes with FREE coaching! (\$150 value)

That is it for now. Please don't forget to read my Public Speak Like a Pro blog for new articles and ideas at publispeaklikeapro.com and always feel free to leave comments!

DON'T FORGET to sign up for my FREE "Speak Up!" E-newsletter and FREE 7 Days to More Effective Public Speaking E-course at <http://www.publicspeaklikeapro.com/e-newsletter>

Also, feel free to pass this report along to anyone who will benefit from it. They'll thank you, and so will I.

To your public speaking success,



Peter Fogel

Who is Peter Fogel



Peter “The Reinvention Guy” Fogel is an award winning humorist, National Speakers Association Speaker, sales writer, and author of the book, *“If Not Now... Then When? Stories and Strategies of People Over 40 Who Have Successfully Reinvented Themselves”* and the future book, *“Reboot Your Career: 27 Ways to Reinvent Yourself In the Workplace ... If You Still Have a Job!”* He is a sort after copywriter and speaker for corporations and associations. In his “former life” he was a successful comedian and international sitcom writer for Columbia Tri-Star’s *“Rita’s World”*, the #1 comedy in Germany (Consequently, their only one!)

In addition, Peter has either worked or appeared on over 22 programs such as... *“Married With Children” “Men Behaving Badly,” “Whoopi with Whoopi Goldberg, Carolines Comedy Hour, Comic Strip Live.* He's also appeared on PBS and Comedy Central. Peter has had the good fortune to share the stage with Robert Klein, Ray Romano, Dennis Miller, Harry Anderson and Ed Asner (to name just a few) He's also worked with some of the leading speakers working today!

Visit Peter's main website at www.peterfogel.com,

Author of "If Not Now... Then When?
Stories and Strategies of People Over
40 Who Have Successfully Reinvented Themselves"

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