

Daniel Hall Presents



Episode 83

Creating an Authority Business Through the Trifecta of Book, Speaking & Training

with Fran Harris

Welcome to this episode of the Real Fast Results podcast! Fran Harris is in the house! She is an ESP announcer, and a former HGTV host, and a business explosion expert who has shared her maverick business insights on platforms like *Good Morning America*, the *TODAY Show*, CNN, and Fox Business News. Since 1995, her company has been known as a trusted advisor, trainer, coach, content creator, and business development partner for folks from Fortune 100 companies all the way down to small business owners.

Fran is also a world-class athlete. She is an NCAA and WNBA champion. On top of all of that, Fran is the co-owner of the Dallas-based real estate development company that's currently developing multi-million dollar sports, entertainment, and hospitality projects worldwide.

Promise: Leverage Your Knowledge through Publishing, Speaking and Training

Well, it's going to be fun for a lot of reasons, but the main reason that you should stick around is that if you have any amount of knowledge in that head, I'm going to be sharing

with you how to really leverage that through the power of publishing, speaking, and training. And don't worry, if you've not done any of those three things, or if you've done all of those three things, I'm going to be sharing some insights to help you explode those areas so that you can spend more time with your family, if you want to, or travel, or give to the things that matter to you. That's exactly what I have been able to do, literally through the power of those three things.

Fran's Journey

I'll tell you about my journey, which started when I was in my early 20s. I had no idea that I was really, kind of, developing this platform, this formula, for success in business. I was a basketball player at the University of Texas. After I graduated, which by the way, I graduated with an NCAA championship, I was on a team that had gone 34-0 in route to the NCAA's first undefeated women's championship. Now, that was special for us for a lot of reasons, because it was undefeated, and because we were the first ones, and because we were a part of it. But, I didn't know a whole lot about how I was going to be able to parlay that success into the business world.

I did what seemed the most natural to me. I journaled my experience as a student athlete at the University of Texas, and in particular, that year. So, I wrote a book called *The Dream Season*. It's like 40, 50, or 60 pages of the dream season, and it really just took the reader through that year that we won the championship. After I did that, I did a little book tour here in Austin. All of the fans came out, and I sold out all of the books, except for the one that I kept for myself.

People started asking me how I published that book, and I really did know how I did it. I journaled, and then I hired an editor to make sure that I was able to bring it to the marketplace. The first thing that I did was journal my thoughts, to tell my story, and then we just put it into book form. Then, people started to ask me to speak. Not about my book, but about being a part of a national championship team. "What was it like? What were the things that you learned as a student athlete, and as a young woman being able to play sports on a championship team?"

I started getting speaking engagements. Again, this wasn't because I was an expert. It was because I had some experiences as a championship athlete. I thought, "That's interesting." So, when I would go out and tell my story, I would take my book. Please follow me. So I had the book, that turned into speaking, and then after I would speak, people would say, "Hey, I wonder if you could come and train us about being a champion in business, or for our causes." Literally, that's how I started to really take a look at this notion of publishing, to speaking, to training.

You can stop along the way, meaning that you can stop with publishing and never do any speaking, for example, but I don't know why you would. What would happen, typically, if you write a book, even if it's a small book like *The Dream Season*, people will start to ask you to come and tell your story. Then, when you tell your story, people will find what's in your story for them, and they will say, "Come and train us on this aspect of

your story.” **That’s what I like to call the “Three Point Play,” or the “Trifecta,” was born.** That’s literally how I started my business.

If You Know Anything About Anything, Then You Have A Story

I usually tell people... Because they do say, “Wow! I’ve never done anything like that. I can’t even walk and chew gum, so I can’t identify with the athlete’s journey.” I usually tell folks that, “If you know anything about anything,” and that runs the gamut for a whole lot... **“If you know anything about anything, then you have a story.”** If you’ll trust us on this, and you’ll go to the bookstore, or go to Amazon.com, you can pick any topic... I mean any topic, like bed bugs, speaking, religion, terrorism...

Type in any topic, and I’m almost certain... I’m 99% certain that you will find something on Amazon about it. First of all, that’s the social proof that if you know anything about anything, there is a way to create a product or publish a book on that topic. So, you don’t have to be a world-class athlete. That just happens to be my story. What’s interesting about my story is that I didn’t start out being a world-class athlete. I still tell the story about when I started playing at 15 years old and I could barely get through practice. That’s what makes the end of my story so compelling. If you were in that first practice with me, as a 15 year old, there’s no way in hell you would have thought that I would become a champion athlete.

So that part of the story is important for you guys to know because that means wherever you are today... It doesn’t matter where you are or what your story is. Again, if you know anything about anything, there’s probably an audience out there that would like to hear that something that you know. It’s not about being famous. It’s not about being fantastic. **It’s just about having information, knowledge, and experience that can help other people.**

When I started, I never knew that the world we live in now was going to be the world that we’re living in. You take your story for granted. Let’s say that. Let’s start with that. Most of us take our story for granted. It took a very long time for me to even bring up my WNBA championship, and I have no idea why. I assume that it’s because I just, kind of, took it for granted. I played basketball, won championships, that’s what you do.

I’ve heard other people say that too. Like, you meet maestros of music, and you don’t even know it. You’re at a cocktail party, and you’re like, “You play classical piano?” You just take it for granted. **So, the first thing I’ll say is don’t take your gifts for granted, whatever they are, no matter how much people have minimized them, or how much you’ve minimized them, as I did with sports and all different kinds of things.** No matter how much you’ve minimized your gifts, it can probably transform someone else, right?

What I tell people to do when they are having trouble identifying their gifts and their talents, or what they could possibly publish anything about, is to have a slice of pie. **That means to sit down and make three columns on a sheet of paper, and then write down ten areas of passion, ten areas that you're interested in, and ten areas that you have experience in.** From that list of 30 things, I guarantee that you can find at least one thing that you can sit down and talk about, or write about, or speak about, or whatever. But, it starts with having a slice of pie.

It starts with you, figuring out, "Do I want to talk about something that I'm really passionate about?" For instance, maybe you're passionate about bullying. My sister and I are writing a book about bullying because we are passionate about that topic. Or, "Do I want to write about something that I'm interested in?" Well, I'm interested in how celebrities create businesses. That's interesting. You could do that, or do you want to write about your experiences. If I took that route, I could talk about being a 16 year old who lost her mother. I left for an exchange student one day, and my mother died the next day. I could write about grief as a teenaged girl, right? Passion, interest, experience. Pick one, you have lots of them. Pick one, and champion that.

One Thing

I love the concept of "one thing". I just told you about having a slice of pie. You've got 30 things written down on a piece of paper, and from that, pick one thing. One thing. The "all over the place" thing kills us all, and if we are honest, we all are all over the place. **You have to fight for focus.** You have to fight for focus because you are brilliant. You have lots of ideas. But, I've seen more people get sabotaged by trying to do 30 things versus focusing on this little trio of things, like we're talking about today: Publishing, Speaking, and Training. This needs to be all on one topic. So, the next thing that you need to do is to figure out what that one thing is going to be. What is that one thing going to be? And, commit to that, I would say, for at least six months.

If you decide that you are going to champion, "Moms who are starting their own businesses," or, "Dads who are caring for their daughters," then let that be the one thing that you do for 180 days. It's all you talk about on Facebook, it's all you blog about, it's all you get publicity on. **Like, that's the thing that you are championing.** What will start to happen is people will recognize that as "your thing". You'll build authority and influence on it, and then by the virtue of becoming this person who is championing this topic, people will start to ask, "Do you have any books? Are you speaking at any events?" That's what will happen. That's not rocket science.

What usually happens is people will shoot out of the cannon for 22 days on their topic, and then on the 23rd day, they are off doing some gardening, or they are talking about gardening or something, or they are doing something else. **So, I would say, pick your one thing and be about that one thing for six months straight.** Have the discipline and the courage, because it does take courage to do that. Have the discipline and the courage to know that the people who want that will show up. During that six months, I recommend that you create a book. We'll talk about how easy that is and how

I do that, but the first thing that I would say is to, literally, decide on your one thing. That's the next step.

Publish

The process is “publish, speak, train”. We start with the book, and there are a lot of ways to do this. By the way, I've had books published by major houses that took almost two years, and I've had books that I've just concocted in my head and published them in 30 days. We're going to talk about the former, which is having an idea, creating something that you write, a book that you write, and then getting that to the marketplace.

I write my books in a couple of ways. Number 1, sometimes I will come up with a topic that I'm very passionate about, and I will turn on my computer, turn on my video software, and record myself talking about the topic at hand. **The reason why I do that is because I want my content in a number of different forms.** I don't want to just sit down with a notepad and write it. Some people might like doing that. I want to have the content in a lot of different ways. So, if I'm talking to the camera, I've got video, I can extract the audio, and then I can have this transcribed. Do you follow me? Video, audio, transcription.

The book has been written, so I can tease people with the video. I can say, “Hey, I'm going to be writing a book about this topic, and you can watch this interview, in which I talk about publishing, speaking, and training.” I can tease people with it that way, or I could extract the audio and maybe create a podcast about my book title. Then, I could have what I did on video transcribed, and make that the book. I've written the book in an hour by simply speaking into my camera.

I think that people sometimes get a little daunted by the process of publishing, and then they don't get it done for three years, or even 30 years. I'm telling you, this is the process that I use to write most of my books. **That literally is speaking to the camera, transcribing that, and then I'll have an editor go in and fix it up so that people will actually read it because what I've said on camera doesn't always transfer to a great book, but this is typically the process.**

After I Have the Transcript, What Do I Do Next?

I want to give you some tools so that you can get this done really fast. There are places like [Upwork.com](https://www.upwork.com) or [Freelancer.com](https://www.freelancer.com) where you can find high-quality editors. You just hire an editor and send them the transcription, and you'll want to find a designer on those same platforms, or [Fiverr.com](https://www.fiverr.com). Essentially, depending on how you want to publish, because publishing can be seen in a lot of different ways... Some people will say, “Well, I want to physically hold the book,” and then some people say, “I want it to be available instantly for download,” and most of us will have it available in both forms.

That's my recommendation. **Once you get the book in the form that you like, you can use Amazon's digital publishing platform, which is Kindle. This gives you the ability to publish it digitally, and also now, you can actually have it published as a book on Amazon.** There are a couple of options, and you can explore that. But, that's what I would do. I would go to Amazon, and the reason I would go to Amazon is because we know that they have buyers. We know that a billion people log on there every day and buy books. We don't have to have to guess about that. They buy books. So, you would want your book in a marketplace where people are already searching for books, and they are already buying books.

You take the guesswork out of the buying equation when you publish on this platform. Now, that doesn't relieve you from marketing, which we could talk a little bit about later. For now, you just want to focus on getting the book up for sale. Once it's up for sale, then it's just a matter of telling the world that it's available.

How Important is the Cover?

Everyone has heard the adage, "[Don't judge a book by its cover](#)," but we all do. **We all will judge a book by its cover, and so you want to give some time and pay attention to what your book looks like.** That's everything from color psychology, or the color of it, to the font size that you use. This is a total pet peeve of mine. When you are making your book, even the inside of your book, you want the font to be simple. You want it to be Helvetica, Arial, or something else that's very straightforward. The same thing goes for your cover. Don't go for the cursive and the really fancy scripts for your titles. It's too hard to read people. It's too hard to read.

It's the same thing when it comes to all caps. Don't write a book in all caps. It's very hard on the eyes. Now, if you have a cover, and you have all caps, that's different. It's six words, or five words, and it's 100 or 200-sized font, so you can see that, but make sure that you make the font and the format simple. Also, make sure that you leverage the visual aspect of a cover. People will see your cover, and we may not be in bookstores much anymore, but people will browse that online, and you want to be able to catch their attention. So, with colors, with fonts, and with photos. If it makes sense to put an image on the front of your book, then do it. You've got two to three seconds for a browser to see that and decide if they want to look further into it.

After all, if you want your book to be a New York Times bestseller, then your cover better look like it belongs on a New York Times bestseller. If that's your goal, then it needs to look like that, but even if you self-publish, you want people thinking, "Dang! I thought this was a New York Times bestseller." That's the quality of book cover you want. In fact, there's a person that I work with on [Fiverr](#) who is a phenomenal book cover producer. She's amazing. I mean, these are bestseller types of covers that she designs, and this costs me \$10 or \$20 at the most, and it's gorgeous.

So, you don't necessarily have to pay \$2,000, or \$200, to get a great book cover. **However, you do need to go to Amazon and look at bestsellers to see**

what their covers look like. Then, you want to mimic that. Mimic the style, model after the style, of a great book cover. A good designer can help you do that.

Speak

Let's talk about transitioning from publishing to speaking. There's a trick that I use. **I will get speaking engagements, and I will tell people that there's a book attached to my speaking engagement that I haven't written yet.** For instance, last week, the player development guy from the University of Texas football, Power 5 conference, said that he heard if they wanted to get the student athletes ready for life, success after college, that I was the person to call. He asked what it would take to get that done, and we talked about the specs of the speaking engagement and everything, but the second thing that I said to him, after I told him that the date was open, was that there is a book they needed to buy.

I literally said, "There's a book, a resource, that you guys have to buy. It's called *Athletes Mean Business*." I haven't written that book, but I know that my book is going to be based on what I talk to them about. **So, I got the opportunity to pre-order books that I have not written. That is a formula that you should use, absolutely, all the time, whether you have a speaking engagement or not.** If you have a thriving Facebook group, or Facebook page, or an audience on YouTube, you need to announce, "Hey guys, I'm thinking about writing a book on..." It could be, you know, about being a single dad, or whatever.

Ask your audience if they would be interested in reading what you are planning on writing, and get them involved so that they essentially write the book for you. In other words, have them provide you with the topics to write, and you go on and create the book, and you'll have an audience already built-in. I wanted to make sure that I told you that this was a part of the process.

Don't write the book until you know you have buyers, then once you write the book, put it up for sale. A lot of people think that just because they have a buy button up, people are going to automatically start buying their book. That's not necessarily so. You need to tell people that you have a book. Beyond telling people that you have a book, you need to tell them to buy the book.

I know that seems really strange to some people, to tell people to buy your book, but if you watch an infomercial at night, or in the morning, there are so many demands, and commands, in that infomercial. "Click the button right now," "Pick up the phone right now," and "Pull out your credit card right now." They aren't saying, "If you are interested in this product, please do this," or, "It would be a great idea for you to..." No. They tell you what to do, and guess what? We do it! So, it's the same thing with your book. More people are going to buy your book if you tell them to buy your book. It's a fact. It has been researched, and it has been proven.

Fewer people are going to buy if you suggest it. You know, “Hey, this is a good idea.” No. Tell them, “Guys, I know that you’re interested in this topic. You need to pick up the book right now. Here, I’ll give you a discount code [or whatever], but you need to get this book right now.” Boom! So, not only do you need to have your book available, you need to tell people why it’s a good idea for them to buy it. Then, you need to be direct and say, “Pick it up today,” or better yet, “Pick it up right here now.”

Once the book is done, and you’ve gone out there, and you’ve marketed it, and you’ve shown that you are the person to be buying it from, you’ll start to hear people talking about you speaking on that topic. And, if they don’t talk about it, again, embed the command and tell them, “Hey guys, I talk about this topic, and I’d be happy to come to your company, or your church, or your wherever, to talk about it.” Even though it’s a weird phenomenon, when you write a book, people think that you really know what you are talking about. They really believe that you do. There’s something about the authority that you get from having published a book.

The reason why I start this entire process with a book is because I know it’s the #1 thing to introducing you as an influencer, and an authority maker, in your industry. So, you have to have a book. Even if that book is an eBook, it doesn’t matter. That’s acceptable. People will accept digital marketing, and digital eBooks, as much as they accept other books because we’re used to reading on our Kindle, and reading on our iPads, and those kinds of things. You will start to get speaking engagements, but if you don’t, again, get online and start talking about your topic.

You’re in that six month window of authority building, and that six month window of influencing, and that means showing up to talk about this topic that you know a lot about. So, the next step is just talking about your topic...

How Do I Go About Talking About My Topic?

There are a couple of different ways that you can do it. **Notice that nothing that we’ve talked about has cost you any money yet.** Maybe excepting the designer, which might cost you \$10 or so. We are going to continue on in that way and say that to build your influence, all you need to do is turn on your computer, or your mobile phone, and get on Facebook Live. There are so many different things that you can do to get your voice out there. There’s Facebook Live, there’s Google Hangouts, there’s YouTube videos. Everything that you need to spread your message is in this little production company called your mobile phone.

Get online, on your platform of choice, whether that’s Facebook Live, Google Hangouts, YouTube, etc. Get on your phone, get on your computer, or whatever, and start talking. I’ll give you an example of what I just told one of my clients, who was like, “I have no idea where to start.” I told him, “You’re on Facebook every day. I see you on Facebook every day. Build a page about your book and start talking. Five minutes a day is all you need.” When I say that though, I mean every day for six months.

That may sound daunting to you, but you are only talking for five minutes, and you're doing it on your phone. We know you are on your mobile phone all the time, so just turn on your mobile phone, turn on Facebook Live, and talk about your topic. It's just a matter of saying, "Hey, this is Fran Harris. Today I'm going to give you one publishing tip, and that tip is to make sure that you are talking about your book every single day. It doesn't matter where you do it, make sure you are doing it." Boom! I'm off. I've done it!

What that starts to build is an audience who will come to expect you to talk about this topic. There's that expectation. Yes, if you start talking about your topic, people will expect you to talk about your topic. They will expect you to show up and talk about your topic. That's the simplest thing that I can tell you to do, and that's to turn on your platform of choice and speak on your topic 3, 4, 5 times a week. You know, one time a day is fine because you start to build momentum and people will start to ask you questions. People will start to say, "Hey, do you have a book," and those kinds of things. So all of this will start to feed the other parts of it.

What Exactly Am I Going to Say Every Day for Six Months?

What I would do is chunk it down into, maybe, 30 days or a week. Here's how you are going to come up with your content. **Once you create your Facebook page, or your YouTube channel, or whatever, you're going to ask people, "Post a question below that you have about this topic."** "Give me a question that you have about this topic." "If you are a single mom, or a single dad, what's the biggest challenge that you have right now, raising your kids?" Trust me, when you ask people for their opinion, they will tell you. Now, what you'll start to do is you'll start to get all of these questions, and every day you just answer a question.

That's how it goes. You just answer a question every day. "The question today comes from Daniel in Austin, Tx. Daniel wants to know, 'What do I do after I've written my book?' Well, Daniel..." You want to personalize it, just like I'm doing right now. People love to hear their names, so if you're getting questions from your audience, make those questions your content.

Here's the thing. If you only get 10 questions, when you look at those 10 questions, you will think of 20 more questions because that's just the way it is. If you don't, just type a question into a search engine, and you'll get some ideas that way. Coming up with content shouldn't be a challenge if you engage your audience. Don't try to do this on your own. If you are writing this book for them, then let them be an owner in writing the book. If they are an owner in writing the book, then guess what? They are more likely to buy the book because they know that they had a part in the creation of the book.

Becoming a Speaker

Becoming a speaker... Some people are afraid of public presentations and public speaking. Becoming a speaker is not what it used to be. It used to mean that you would

have to go out with the Rotary Club and the Girl Scouts, and you'd have to stand out, in front of an audience. Some of us really like doing it. I love doing it. **But, in this day and time, becoming a speaker can simply mean never leaving your home or getting out of your pajamas.**

There are so many different ways that you can speak to your audience, and you can have a global audience for your topic. One of those is doing a Google Hangout. This is a free platform, by Google, which allows you to click a button and broadcast to the world. So, don't think of this in traditional terms, like going out and speaking on stages all over the world, unless that's what you want to do. Becoming a speaker really just means using your voice to spread your message and to teach.

Creating Powerpoints and Keynotes is how I write some of my books and how I do my speeches. I would do a presentation that has six bullets on it. I would introduce myself, and I would go down each point, teaching or talking about those six things, and then I would wrap up. I've just down a speech. I've just done a 45-minute speech. I've taught. So I recommend that because it gives people the opportunity to start listening to their voice, which some people have trouble doing, and getting used to the idea that you have an audience. You have expertise, and you should be teaching people, training people, or coaching; it kind of all means the same.

Firing up your computer, or again, firing up your mobile phone, is a great way for you to start speaking. If you have a desire to speak at corporations, or in schools, or whatever, having a book is a great introduction to becoming a speaker. Here's what I mean by that. So, it's sometimes a little bit daunting for someone to walk up to a table and say, "Hey, I'd love to come and speak to your company." They know nothing about you, but if you have a book, even an eBook or a digital book, this gives them the opportunity to get your book and gain an idea of what you're about. Plus, you are more real to them if you have a book. You can say, "Hey, let me give you a copy of my book as an introduction, and you can follow up with them later.

Some people become speakers first, and then they will start publishing books. I typically publish things and then speak. So, there are lots of different ways that you can do this, but the most important thing is to get used to the idea that you have a message, and you need to become a different kind of messenger in order to start getting speaking gigs, online or offline.

You know, 20 years ago, when the Internet was an embryo, just in its infancy, you saw a certain segment of people making all of the "speaking money". They were going and speaking on stages, they had the corporations locked down, and it was very exclusive. But, the Internet is the great equalizer. You just fire up your computer or your mobile phone, and now you have an audience. As much as people love to make excuses, you really don't have any excuses in this day and time. Most of the time, I have on a t-shirt and sweatpants. Nobody ever knows that I'm wearing sweatpants when I'm doing my thing, and no one really cares. That's what's great about it.

Nobody really cares what you look like when you're teaching. I mean, don't go crazy, you know, with your hair all messy. You know, for some people, that's their style, but for most of us, it's about building that authority and that influence with our audience, and literally, just leveraging the power of the Internet. There are three things that I normally talk about when I'm helping people to become world-class speakers. When I say that, I just mean people who have a message that people resonate with. There are three things that you need to think about. You need to think about your message, you need to think about your messenger, and then your methodology. Those three things are really, really important.

What is your message? Again, this doesn't have to be a personal message. This could be, "I help small businesses go from \$1,000 to \$10,000 in the next three months," or whatever. That's the message. "I'm a business mechanic," right? That could be your thing. The messenger... You have to be a different kind of messenger, because let's face it, I'm not the only business coach in the world. There are ways to get people to resonate with me versus resonating with someone else.

The example I usually use for this is about a guy by the name of Larry Winget. He calls himself the "Pitbull of Personal Development". He has the same message that a lot of us have, which is, pretty much, "Stop making excuses. Get off your butt, and have a great life." That's how Larry Winget approaches personal development. He doesn't say, "Find your north," and, "Become a great person." That's fine, but that's not that messenger. So, when you see something in the marketplace from Larry Winget, you know that it's him because he's a different kind of messenger.

The last thing is your methodology. There are some people who will come on the stage and they are very eloquent, and there are some who will swear and tell you to, "Get your ass together." That's a different methodology. The point is, "Who are you?" Before you think you're going to speak, identify who you are. Don't emulate me or any other speaker. You might find things about different speakers that are similar to who you are, but you have to be unique in the marketplace.

You have to have a different kind of message, be a different kind of messenger, and have a different kind of method. If you will do those three things, you will carve out a place for yourself within the marketplace. You'll be distinctive and people will know who you are. And, your people will come to you. The people that are light, the people who are brash, or the people who are sweet, will go, "Okay, that's my guy," or, "That's my girl." "That's who I want to be with." That's what it's about. It's about magnetizing the people who will resonate with your message.

Be Authentic

It sounds simple, but it's the hardest thing for people to do, or for most people to do. There are some people who get to the earth, and they know who they are, and that's just it. This is who I am going to be, but most people have a journey of getting to that place. **The reason why we won't be authentically ourselves is because we are**

so invested in what other people think about us. This bears repeating. You won't be yourself because you are afraid that people are going to reject you, they are going to whisper about you, and they are going to talk about you. Well, guess what? They are going to do that anyway.

You may as well go out being you. Not everyone is going to love your message, or love your style, or love your... I don't know anyone who is batting a thousand. No one gets everybody. So, you may as well have the courage to be you, and know that your posse will show up. Your tribe will show up. You know, there are people who love my humor, who love my directness, and there are people who don't love it. There are some people who are like, "Ew, that's just too strong."

Again, none of that has anything to do with me. That has to do with what you like and what works for you. So, the main thing about becoming a speaker, and the first thing that you have to decide is, "Are you going to be you? Are you going to be unapologetically you, and trust that the people who resonate with you will show up?" When people recognize that you are being you, they know who they should be with.

Here's a great example of what typically happens when you're launching your speaker/coach/training/brand. Once you go out there, and you take this advice, and you follow this counseling, and you are just you, and you go on your YouTube channel, and you find 3,000 people who love you. Two people go, "Snore. Nothing. Boring." What do we do? We go, "Well, who said that?"

Three thousand people said you were great, but the two that said you weren't, you are fixated on. Those are just people who didn't resonate with you. They could have been people who were just trolling, but then what happens? You say, "Oh well, I must not be that great." That's exactly what usually happens. Then, you get to a point in which you realize that success and displeasure is just as much of the formula and the process as anything else.

Sometimes there is great feedback, and great council, and great insights from people who don't like what you do. I've written books about things that people have said about me that they didn't resonate with. That's great product research. You have to flip the failure. You have to flip the rejection. Don't let it debilitate you, let it serve you. It's just as valuable as the 3,000 people that said they love me, can't live without me, and buy everything that I have. That's very important as well.

Train

My approach to my entire career has been about bringing people to me, rather than going out and seeking gigs. Sometimes, especially when you start out, it's a little difficult when you go, "Hey, I'm a speaker," or, "Hey, I'm a trainer," and it's crickets. No one is booking you. So, rather than do that, what I would recommend you do, after you've built your audience as a publisher, as an author, as a speaker, online or

offline, is you use the same process that you used to transition into speaking, which was to say, “Hey, I’m thinking about doing a small training in my town of Austin, Tx. Are you guys interested in that?” It’s literally the same process.

If you have gazillions of dollars, then do big conferences. But, if you are starting out, and you want to figure out how the training world works, then poll your audience and say, “Guys, thanks for buying the book and signing up for the webinar that I did. I’m thinking about doing a live even in my hometown. Maybe one or two days. What do you guys think?” They’ll say, “Oh, one day,” or, “Oh, two days.” They will tell you what they will do.

You might say, “I’m thinking about doing these topics. What do you think we should cover?” Let them build the agenda, and then just do a training where you live. Some people do trainings in their homes. I don’t do that for security reasons, but there are some people who do that. They bring people to their homes, and they do little trainings in their garages. I’ve gone to those kinds of trainings.

What’s great about the time that we live in, if you want to become a trainer and you need a room, you can go to places like WeWork, which is a new kind of phenomenon where you don’t own the office, but you can rent it for a day. You can rent a conference room for a day for \$400 or \$300. You tell everyone that they are in charge of getting to your retreat and getting your own hotel, and then that you are going to hold the training in a certain boardroom.

You’ve spent \$600, or even \$1,000, for a two-day small event, but you invite people, and they may pay \$497 each, or even \$5,000, and you’re instantly profitable. You’re instantly profitable by just doing a small event where you go in and train people on the same topic that you cover in your book and in your speeches. That’s how you get into training. That’s literally how I did it. I found a place that was like a corporate share type-of-thing, and I got a boardroom. Seven people showed up, and I charged them \$8,000 or \$9,000, and I spent around \$500 for the room. This is a great business model, and you can do this all day.

Final Tips

Again, going back to what I said earlier, know what you want to do and know who you are. If you don’t desire to speak at Procter & Gamble, 3M, and Apple, don’t worry about it. Somebody else has a great desire to do that. If what you want to do is create these mastermind environments, or these small training environments, that you grow over time, but can become profitable from the beginning with, that’s a heck of a lot more encouraging, from a business standpoint, than to do these big, elaborate events.

People may or may not come to these, and you’ve spent thousands of dollars on radio, and television, and Facebook ads. Then, at the end of the day, you’re spent, and you only made \$3.10. I’m completely in favor of not spending money until you have to, and

then making sure that the revenue side of your allowance sheet is far greater than what you plan to spend on your expenses.

Connecting with Fran

I have a really nice gift for folks, and you can access it at <http://RealFastResults.com/Fran>. I did a live training called “The \$100,000 You Left on the Table this Year”. It doesn’t matter who you are or where you’ve been, I guarantee you’ve left at least \$100,000 on the table this year. That training is about having multiple streams of income, but also organized streams of income, meaning that there’s a synergy between your publishing, your speaking, and your training.

So, it’s a follow-up to this, but I go into greater detail about how I get publishing deals, why people ask me to come and speak, and most importantly, you’ll hear a business model that’s very consistent, which is not to spend money until you have to. Be profitable from the beginning, and really focus on the things that you are passionate about, have experience in, or are an expert in. You should add up the money throughout the course of the training. It’s like an hour and a half long, or something like that. You’ll hear the money that you’re leaving on the table. There are sounds of change and big bundles of money falling as you go through.

Resources

<http://RealFastResults.com/Fran>

[People Do Judge A Book By Its Cover – How To Create A Cover That Sells with Nick Zelinger](#)

[Upwork.com](#)

[Freelancer.com](#)

[Fiverr.com](#)

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