



## 4 Ways To Do Well as a Speaker Without In-Person Speaking

### 1. Be an all-weather speaker

There won't always be an abundance of clients asking you to speak in person. You can prepare for a dearth of gigs by having a variety of income sources. Successful all-weather speakers apportion their efforts to earn in about the following way:

#### **40 percent - Continuity income (membership or subscription)**

This may be B2B or B2C. The beauty of this is that it provides a regular income from a number of different sources and serves as a really strong base. Churn, however, is a factor you need to consider, so have something that addresses an ongoing need and delivers sustained value.

#### **30 percent - Speaking (offline or online)**

When you're in-demand as a speaker, you can bring in a lot of revenue. However, you shouldn't depend on it for 100 percent of your income, as the market can change. Also, being prepared to perform online as well as offline increases your opportunities.

#### **15 percent - Products**

These could be online courses or books, usually slightly lower-priced items.

#### **7.5 percent - Coaching or consulting**

#### **7.5 - Joint ventures or profit share deals**

Bottom line, it's good to have a mix of revenue sources, the largest percentage being some kind of regular continuity income.

### 2. Leverage the online stage

It used to be clients would have you get on a plane, speak to a live audience and collect a check. Or you would speak at a venue with the aim of selling from stage. Recent times have dramatically changed this. Speakers who can deliver online now have a sort of superpower. The virtual platform is where it's at. It's even likely, when the current global situation is over, that flying long distances to speak will no longer be the norm.

### 3. Have the right equipment

If you're going to be appearing on a screen a lot, it pays to have the right setup. The basics are a computer or laptop and a nice external webcam.



Lighting is important. Good natural light is great. Or you might have a beauty light ring, such as YouTube makeup artists use.

Good audio is a must. Have a decent external microphone, a Blue Yeti or, if traveling, a Blue Raspberry. Earbuds and a simple backdrop complete your basic setup.

If you're more of a keynote speaker, a slightly more sophisticated setup may be in order. A DSLR camera can provide your primary establishing shot, with a webcam as your secondary shot. This lets you play with angles and is more interesting for the viewer.

A three-point lighting kit gives much nicer lighting.

A Lavalier mic will give you more freedom to move. Or you might opt for the RODE GO set up, relatively inexpensive and small, with good quality sound. You can also have broadcast in-ear setups like those made by Canford.

Multiple backup backdrops will make things interesting.

A rather pro tool you might consider is the ATEM Mini switcher. It allows you to do the kind of camera angle switches and flying-in graphics that you would see on a news TV show, and it's easy-to-use.

If you happen to be a trainer, a DSLR allows for wider shots, letting you be more physical and show off stuff in your environment - whiteboards, flip charts, what have you. And a switch lets you alternate between zoom shots, wide-angle and close-ups.

#### **4. Put together productized services**

There are many forms of online speaking products you can sell to clients - presentations, speeches, keynotes, summits, conferences.

A lot of associations will want a done-for-you. So you can put together, for example, a three-hour interaction between you and another keynote speaker, with a professional moderator. Package it as a sort of virtual innovation day in a box, and sell it to a company.

The beauty of the online medium is that you can create such pairings between speakers without having to fly in and accommodate them. You can be in different countries and still put together an "in a box" product between two qualified experts.

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