## **The 9 Laws to Reach Business Speaking Success**

**Law One: Give Value First**

Give Value and you’ll be the first choice to be booked to speak again and again.

**Law Two: There Is No Such Thing As a Free Speech**

ALWAYS Have a Purpose in Mind.

**Law Three: Just Do It**

Perfect is the Enemy of Great

**Law Four: Tell True Stories**

Don’t Fake Authenticity

**Law Five: Make a Deal You Can Live With (But, They Can’t Live Without)**

Use a Letter of Agreement.

**Law Six: Create Info Products**

The Enrollment Form

**Law Seven: Offer an Experience**

Exercises make you Memorable.

**Law Eight: Ask for Engagement**

Ask for What You Want

**Law Nine: Have Fun**

Identify and Speak to Target-Rich Environments