

Brilliant Ways Not to Blindside Yourself

Generous CPAEs provided the contributions below to help you. Select and apply one or more to **Find Your Million Dollar Blind Spots: Before It Finds You.**

## Improve Profitability

1. “Build one main body of work around the greatest message and deepest insights you can share, then leverage and continually enhance that message into a multitude of delivery tools and media for the rest of your career.” Jim Cathcart, CSP, CPAE <http://Cathcart.com> 805-777-3477 Relationship Selling: Increase Your Success Velocity™
2. “1. Determine who your favorite clients are. 2. Set your fees based on your favorite clients’ budgets. 3. Speak to your favorite clients. 4. Enjoy the best career in the world.” - RonCulberson.com
3. “The unexamined life is not worth living –Socrates. The un-lived life is not worth examining - Sheldon Kopp” John Patrick Dolan, [www.lawtalkmcle.com](http://www.lawtalkmcle.com)
4. “Be courageous and don’t be afraid to deeply niche a topic or market or both. You will become known and sought after and separated from the generalists.” Elizabeth Jeffries [www.tweedjeffries.com](http://www.tweedjeffries.com) RN, CSP - Certified Speaking Professional CPAE Speaker Hall of Fame
5. “Marketing is a must, but it pales in importance to a GREAT program. Don’t get those priorities flipped! A great speech always out books slick marketing.” Mark Mayfield [www.markmayfield.com](http://www.markmayfield.com) 816-532-8702
6. “Identify your fully-loaded cost per-diem before you establish your fee. In other words, know exactly what that day costs you before you sell it for a fee.” David Yoho, CPAE [www.DavidYoho.com](http://www.DavidYoho.com) Speaker Hall of Fame, TeleServices Industry Hall of Fame

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## Consider External Change

7. “Make decisions today that will help you be where you want to be in 5 years.”  
Patricia Fripp, CSP, CPAE [www.fripp.com](http://www.fripp.com),  
A Speaker For All Reasons
8. “I’ve amazed at some of the ideas that were successful for me at one time that I don’t, for whatever reason, do them anymore. So, every few years I ask myself, What did I do before that was very successful, that I no longer do anymore, but should?” Shep Hyken, CSP, CPAE, [www.Hyken.com](http://www.Hyken.com), 2014-15 NSA President
9. “‘You’re either moving forward or falling backward. There is no standing still.’ When I first heard that quote (and forgive me, I have no attribution) I thought I can stand still and tread water and be in a very comfortable position. I was wrong. Don’t get too complacent or too comfortable.”  
Craig Karges, CSP, CPAE  
[www.craigkarges.com](http://www.craigkarges.com)
10. “Carefully determine what are the 5 or 6 elements in your life that bring you the most joy and give your life purpose and meaning. (Faith, family, health, money, animals, hunting, music, art, fishing, golf, travel, adventure....?). Then focus on audiences or industries or associations with values that align most closely with yours! Out of these will come constant referrals and repeat business because your examples and stories will spring out of your values and your listeners will identify and be moved from the heart perspective! (For example, one large segment of my business has been family owned entrepreneurial businesses and associations because faith and family values were first on my list - as well as on theirs, for the most part.)” Glenna Salsbury, CSP, CPAE, Cavett Recipient, Past President of NSA, [glennasalsbury.com](http://glennasalsbury.com), The Art of the Fresh Start
11. “Bill Gove, CSP, CPAE, Past NSA President, & Cavett Award Recipient, in a talk he gave in Charleston at an NSA Winter Workshop in the mid 1980’s, around 30 years ago. Bill said, “You are responsible for being as prepared as you can be, for having the right message for your audience, being on time, making sure everything you need is in good working order...BUT...you are not responsible for your audience.” He then told a very funny story about an incident he had with a group of executives who had become quite inebriated and how he handled it.” Al Walker, CSP, CPAE [www.Alwalker.com](http://www.Alwalker.com)
12. “At the end of every presentation ask for PSK cards. Mention if anyone has a group who might want to hear this presentation to write PSK (Program Seminar Kit) on the back of their business card and hand it to you before you leave. Increases leads by 30%.” Thom Winner [www.winner.com](http://www.winner.com)

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## Change Your Business

**13.** “Everybody has a blind spot. Understand that you have a blind spot AND it is hard to see the picture when you are in the frame. So if you are really going to grow your picture, you have to step out of the frame and ask what would I do, if I were you? Always sell the transformation or end result.”

Dr. Willie Jolley, [www.williejolley.com](http://www.williejolley.com)  
Host of the #1 Radio Show in America,  
Hall of Fame Speaker, and Best Selling  
Author

**14.** “Farm out / delegate anything that sucks the life-force out of you, as soon as you can. Put all your time and effort into cutting edge content and dynamic presentation skills. Be excellent every single time.”

Kathleen Passanisi, PT, CSP, CPAE  
<http://www.kathleenpassanisi.com/>

**15.** “Develop your difference. Don’t be a duplicate. Your topic is likely shared by many; your message should be unique to you.” Mark Sanborn, CSP, CPAE  
[www.marksanborn.com](http://www.marksanborn.com) An idea studio for leadership development.

**16.** “Find your differentiation - what makes you distinctive and different from the rest of the crowd? It has to be your message, your delivery, your impact or better yet...all three.” Mark Scharenbroich CSP, CPAE  
[www.NiceBike.com](http://www.NiceBike.com)

**17.** “If you diffuse, you lose. Remain relentlessly focused on accomplishing your highest priority objective each day and you’ll be sure to achieve it.” Waldo Waldman, MBA, CSP, CPAE.  
[www.yourwingman.com](http://www.yourwingman.com) Your Wingman,  
Member Speaker Hall of Fame, Author of  
the National Bestseller Never Fly Solo

**18.** “A highly skilled professional speaker came to my Speakers School and when asked why, he said, “because I obviously don’t know, what I don’t know.” And that to me is the million dollar blind spot. It’s about staying open to always learning and believing you can always learn something no matter how many awards you’ve won, how many initials after your name, how many years you’ve been doing it, how booked you are, etc.” Be Outrageous!  
Mikki Williams, CSP, CPAE  
[www.mikkiwilliams.com](http://www.mikkiwilliams.com) 312-664-8447

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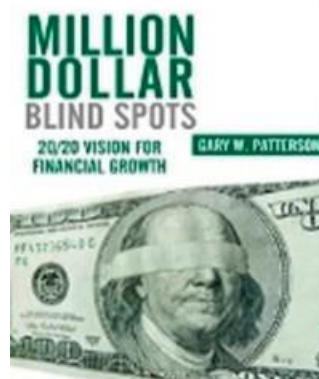
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## Benefit Applying Opportunity Cost

**19.** “Clarity around your “promise” is helpful when putting together your website. Your “promise statement” should help the visitor understand within 15 seconds how you can help them. Then, your website has a greater chance of working to book you business.” Jane Atkinson, Author of The Wealthy Speaker 2.0, [www.speakerlauncher.com](http://www.speakerlauncher.com)

**20.** “Have you heard of The Strangest Secret? It was a recording done by Earl Nightingale in 1956. Do you know why Nightingale produced that record? He wanted to motivate his staff at a sales meeting! Who would go through all of that trouble to produce a piece that might be used only once, maybe at a Monday morning meeting when half of his staff was still asleep? But because Nightingale went above and beyond what was expected, that record went on to sell one million copies. My point is: you can get so caught up in your website, social media, one-sheets, coaches, boot camps, and writing your book. But your speech is the best marketing tool there is!”  
Ted Janusz [www.JanusPresentations.com](http://www.JanusPresentations.com)  
(614) 440-7487

**21.** “No matter what you do now, the speaking carousel will slow and stop and the rest of your life will be determined by what you saved not earned.”  
Charles Petty, PhD CSP, CPAE, [www.drcharlespetty.com](http://www.drcharlespetty.com)

**22.** “Have several income centers within your Professional Speaking Business, broadening the base financially, and increasing your ‘market presence’.”  
Naomi Rhode, CSP, CPAE Speaker Hall of Fame, Co-Founder SmartPractice

**23.** “It’s what you learn, after you know it all, that counts” John Wooden “ Each of us needs all of us” -- “If you play alone, you’ll be alone” (we all need mentors)”  
Jim, JIM TUNNEY ASSOCIATES

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### ATTAINING VISION WHILE MANAGING RISK



## Change Communication

**24.** “THINK about what you THINK ABOUT... and if you catch yourself thinking about unhappiness, ill health, and adversity, “change the channel,” and think about what you want to happen!”  
Ed Foreman, [www.edforeman.com](http://www.edforeman.com),  
214-351-0055

**25.** “Our business is one of marketing (social media, your beautiful website, advertising, interviews, books, e-mails, etc.) AND selling (in-person networking and telephone calls). If you aren’t doing the selling, you are merely waiting for clients to call you.” Whether you do it yourself or hire someone part-time to do it, you will have a tough time without making outgoing phone calls.” Mike Frank, CSP, CPAE, Past-NSA President, Cavett Award Winner, Owner of one of America’s oldest speakers bureau, SPEAKERS UNLIMITED

**26.** “Make sure your marketing is not better than your speech. Your greatest growth will come from a high number of “Ups.”

This will showcase your strengths and unveil your opportunities for improvement.”  
Ken Futch, CSP, CPAE [www.KenFutch.com](http://www.KenFutch.com)  
770 939-6200 Take Your Best Shot

**27.** “Always be hungry, always be pitching, once you lose that hunger, it’s over.”  
Dr. Peter Legge, OBC, LL.D.(HON), D.Tech.  
604-299-7311

**28.** “Ask your clients to tell you what they think is your “brand”. Listen carefully. You might be very surprised.” Eileen McDargh, CEO (Chief Energy Officer), The Resiliency Group. [www.theresiliencygroup.com](http://www.theresiliencygroup.com)  
949-496-8640. Author of 6 books.  
Newest one: Your Resiliency GPS:nA Guide for Growing THROUGH Life & Work.

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Select one of these contributions which could meaningfully improve your business and execute that suggestion. Revisit periodically after completing your key takeaway point.

- Clients say** Gary specializes in helping leaders avoid costly problems and increase profits by
- uncovering million dollar blind spots to make better business decisions,
  - carrying out rigorous due diligence and enterprise risk management reviews, and
  - partnering with them on critical fiscal and financial projects.