

Inner motivation

is all you need to succeed



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As a speaker, I have been faced with many difficulties such as being recognized as a professional, as well as setting up appointments with event organizers and speaker agencies. To elaborate, the speaker agencies want to "sell" me in action, yet do not make the time to attend a presentation.

However, they are happy to register you and take your

registration fee, and unfortunately that's the last we hear of them. Sadly, however, we have to try to sell without the pre-requirement of having you in action but they will give the smaller budget talks, even if the references and feedback from the already registered seminar clients have been phenomenal. How do we sell, or how does one grow?

As the saying goes, in the speaker agency circles... "You are famous... we advertise because" however, how does one become famous without the support of the speaker agency? It seems they have their favorites, the ones who can charge larger amounts of money are the ones the agency use.

A possible solution to this problem is that the businesses who join these agencies

should really be promoted and sold to clients, in order to not only showcase the new speaker but also form a larger base for themselves and form a more value-added service.

To alleviate this problem for myself, I have decided to do my own marketing, which in itself poses its own problems. Yes, I'm the one who has been phoning you all. Firstly, I need some sort of recognition through a well known organization - so I joined IMA. This has helped immensely in the way that I now have approach event coordinators and potential clients with the confidence and backing of IMA.

The talks and workshops I have presented have been obtained through my own account, and it has been my aim to maintain these relationships with these clients. The "catch 22" situation, however, will be that the larger organizations will realize that they do not have to in fact utilize the speaker agencies, and this allows us to go in at cheaper rates for the quality talks and presentations.

I have this passion for motivating and inspiring and have realized that focusing on the corporate is financially unwise. However, it is most rewarding to see the children's faces as they try to absorb the fact that a simple colored business flag is the Greenbook. By doing the motivational talks to schools, the exposure I require to further my business has been immediate.

But more importantly the reward of looking a young person's life is doubly rewarding.

My talks have been directed

at people from all walks of life. These talks also include workshops and teambuilding activities. I believe that life is a succession of lessons, all that needs to happen is that these lessons should be understood and lived. People create their own experience in life, through their decisions, reactions, actions and beliefs. My willingness to live life has driven me to achieve happiness, who does not passion. Do not be afraid to live the life you want, getting rid of that age and working together allows us to achieve what is important to us. In today's fast-paced working environment, the ones who get left behind are the ones we are ultimately working for.

Your life, the money is spent... what are you doing with yours?

VIEWPOINT