



STANDOUT  
EXPERIENCE

# 77 Things to Quit NOW

## If You Want to Increase Sales, Fees & Bookings

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## Section One: The Art of Marketing Your Speaking Business and Selling Yourself

1. Quit getting in your own way!
  - A. Why do I talk about quitting instead of starting?
  - B. Psychology of people.
2. Quit listening to people who haven't excelled doing what you want to do.
  - A. I am always right—for me!
  - B. A lot of great advice is free.
4. Quit listening to people who don't have your best interests' in mind.
5. Quit underestimating word of mouth marketing.

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*Choice—Do you want my story or hard helpful strategies for success?*

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6. Quit thinking your story is enough!
  - A. May be getting hugs and tears. Can't pay the bills on those. Bookings are your best feedback.
7. Quit letting your “story” get in the way of your message.

8. Quit being unaware of what the average client truly wants from a speaker.

- A. Entertainment
- B. Content
- C. Motivation

- 1. Increase revenue
- 2. Increase sales
- 3. Increase ability to deal with change
- 4. Increase leadership effectiveness
- 5. Increase communication skills
- 6. Increase collaboration--teams
- 7. Increase understanding of technology
- 8. Increase market share
- 9. Increase productivity
- 10. Increase quality of life

9. Quit choosing to look outside when you get stuck.

- A. We are salespeople. We like to blame other things:
  - Fees
  - Marketing
  - Product
  - Economy
  - Industry
  - YOU
  - Presentation
  - Ability to sell

10. Quit believing keynoting is a thing of the past.

- A. Keynoting
- B. Training
- C. Coaching
- D. Consulting
- E. Facilitating
- F. Emceeing

11. Quit thinking keynoting is just about speaking.

- A. Extra gift or talent.

12. Quit acting and talking like a trainer if you want to be a keynoter.

13. Quit hanging on to a perception that some transformation cannot take place as a result of a keynote.

14. FEE: Quit undervaluing or overvaluing what you are worth.

- A. Let's talk fees: Write down your keynote fee. Half day. Full day.
- B. How many of you would like to raise your fees and make more money?

15. FEE: Quit forgetting to sell a breakout after your keynote.

16. FEE: Quit giving in so early.

17. FEE: Quit falling for the “all the exposure” routine.

18. FEE: Quit failing to help clients find creative ways to get your fee.

19. FEE: Quit giving away the store to get the job.
20. FEE: Quit going after the closing slot.
21. FEE: Quit forgetting to put money away for taxes.
22. Quit letting other people sell you.
  - A. There is a direct correlation between your ability to sell yourself on stage and your ability to sell yourself on the phone.
  - B. If you have someone sell you, please have them discuss the potential client with you BEFORE they call so you can add personal input.
23. Quit selling from a place of desperation rather than success.
  - A: What year?
24. Quit forgetting to sell to THEIR personality style, not yours.
25. Quit overselling yourself.
26. Quit putting other speakers down to get the job.
27. Quit forgetting that your homepage is like oceanfront property. (Every word counts!)
28. Quit designing your own website to save money.
29. Quit underestimating the power of an amazing website.
  - A. Word of mouth is great -- but people still check the website and YouTube before they call.
  - B. You
  - C. Speech
  - D. Word of Mouth Marketing



- E. Website—homepages
  - F. The call
  - G. Sales
  - H. Close the deal
30. Quit forgetting to tell us who you are and what you do!
- A. Audition
  - B. First date
  - C. Interview
31. Quit forgetting to tell us WHY we should hire you.
32. Quit hiding yourself under the term “we”.
- A. Tell us what you will do for us and what you want us to do.
33. Quit allowing others with a different voice write your copy.
34. Quit scaring potential clients away.
- A. People have choices where to go. And who to hear.
35. Quit picking subjects that few people want to hear about.
- A. People have choices.
36. Quit thinking because a couple of clients love one topic you should turn it into a brand!
37. Quit thinking you have to have a brand.
- A. YOU are the brand.
38. Quit thinking your passion is everyone else’s passion.

39. Quit being afraid to tackle tough issues.
40. Quit using a brand that confuses people.
41. Quit thinking you have to have a niche (how to transition from one industry to the next).
42. Quit using your own industry words if you want to work with other industries.
43. Quit hiding who you really are. Show them who you want to be.
44. Quit forgetting that YOU are the product.
45. Quit comparing yourself to people not everyone may like.
46. Quit going after bureau business.
47. Quit trying to figure out how NOT to give spin off.
48. Quit using too many words to sell yourself.
49. Quit using too few words to sell yourself.

## Section Two: The Art of Speaking

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### *BEFORE THE SPEECH:*

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1. Quit discounting the importance of the AV team.
  - A. They often book me.
  - B. Get to know them.
  - C. Don't ever criticize them from stage.
  - D. I blamed myself for not having an extra mic when the one I was using went out after five minutes.
2. Never quit being the easiest ever to work with.
3. Quit coming in at the last minute.
4. Quit charging to attend reception the night before.
5. Quit coming down at the last minute.
  - A. Often nice to hear what is said right before you.
  - B. CEO talking about goals.
6. Quit thinking we are the star or celebrity



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## *THE SPEECH*

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1. Quit forgetting what most clients want.
  - A. Ten things they want to increase:
    - Revenue
    - Sales
    - Leadership effectiveness
    - Ability to handle change
    - Communication (Includes team building)
    - Market Share
    - Productivity
    - Customer Satisfaction
    - Understanding of Technology
    - Quality of Life
2. Quit underestimating the importance of storytelling.
3. Quit thinking amazing content will make up for boring.
4. Quit avoiding tough issues.
5. Quit feeling like you always have to be the expert.
6. Quit quoting other people.
7. Quit avoiding trying new things.
  - A. Role play

8. Quit forgetting to give them something they will be talking about the rest of the conference.
9. Quit avoiding serious customization.
10. Quit wasting your first two minutes.
11. Quit wasting your last two minutes.
12. Quit selling product on stage longer than one minute.
13. Quit using material that is no longer relevant — No matter how good.
14. Quit using cartoons on power point to be funny.

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## *THE DELIVERY*

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1. Quit using so much PowerPoint that you fail to be spontaneous.
2. Quit using a phony speaker voice.
3. Quit being over coached.
4. Quit underestimating the power of give-aways in terms of product.

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## *AFTER THE SPEECH*

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1. Quit thinking one great presentation is enough. Think about part two.
  - A. One, and part of two.
  - A. Two, a second different presentation.
  - B. Get it in writing if they say you can repeat.
  - C. My story.
2. Quit forgetting to write down everything you said or did after the presentation.
3. Quit leaving right after your speech.
  - A. Speakers who are talking about their flight and pickup before they go on.
4. Quit forgetting to write a thank you note where you refer other speakers.

