

Toni Caruso - The Business of Speaking - Episode 240

Show Notes

In this episode:

- Toni's journey from promoting her own birthday parties as a little girl to event-planning entrepreneur to creating an academy for speakers
- Why speaking is crucial to growing your business
- How to get to your most important message so you can start sharing it onstage
- Choosing the best stage for you and your business
- The key skillsets you need to have to get your audience to say, "Yes!", to your offerings
- The biggest mistake speakers make when they speak about their offer
- How you can determine your fee as a speaker
- What speakers can do to create mutually beneficial long-term relationships with event planners
- Tips to get started in your speaking career
- Advice for moving from live stages to virtual stages

Notable quotes:

"You can spend your life looking for those ideal clients, doing the one-on-one thing, but isn't it a lot easier to get up on stage and do one to many? Why not put yourself out there?" – Toni Caruso

"There is an ideal client that you have as a niche and you need to figure out who that is. Usually your ideal client is you." – Toni Caruso

"You have to be ready to take the stage when the offer is there." – Toni Caruso

"If you want to be a speaker, be prepared - get your headshots done, write your bio, get your one-sheet and website together in one place. Then when an opportunity arises, you're ready." – Toni Caruso

3 Pearls of Wisdom:

1. You need to be prepared, but you do not have to be perfect. Just start.
2. If you don't have a video of yourself speaking, open up your Zoom and get it recorded. Show us who you are.
3. Facebook Lives and Instagram Reels are a great way to have your own stage – start doing those to get out there.

Resources:

Toni Caruso, The Business of Speaking

Website: <https://www.academy4speakers.com/>

Podcast, *Inside the Speaker's Studio*: <https://www.academy4speakers.com/podcast/>

Facebook: <https://www.facebook.com/toni.luppino.caruso>

Instagram: <https://www.instagram.com/tonicarusoevents/>

LinkedIn: <https://www.linkedin.com/in/tonicaruso/>

Link to the show: <https://www.kamiguilddner.com/ewr-toni-caruso-240>

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