



SPEAKER'S TOOLKIT

Speakers share their best strategies

Best Practices for Managing Your Money

MONEY BASICS

Dianna Booher, CSP, CPAE

36-year member of NSA



What money habits should speakers develop?

Always: Pay yourself a salary, and don't spend all you make.

Long-term: Put 30 percent towards a 401k, IRA, emergency fund, charity and tithes.

Investing in your business is important.

How do you make the best choices? Don't focus on the gift wrapping; focus on the gift. Many speakers spend lots of money getting a demo video and upgrading their website, but they forget the importance of developing and honing their skill sets. Spend your money first on developing yourself and perfecting your expertise. Then, invest in what's needed to market your expertise. Stop putting money into bad books and bad video. Get really good, and then package it.

How do you protect your assets?

Your most important asset is your time. Do not sell your time for money; make it scalable. As you

make decisions about how your time is used, understand how a specific project or task rolls into your income for the short term and long term. Is it helping you develop and market your expertise, or break into another industry or marketplace? If not, you may need to say "no!" Do not sell your time—use it strategically to grow your business.

You also should protect your materials, copyrights and trademarks by engaging a lawyer. Accounting is very important—get it right the first time.

Speakers are encouraged to delegate, hire a team, focus on income-generating activities and stop being a one-person show, which can deeply impact income.

What are your thoughts? As the saying goes, "If you don't have an assistant, you are the assistant." You must know the value of your time. Whether it is for program creation, product development or consulting with a client, figure out your rate and honor it. I've had an assistant since my third month in business. I started with a part-time hire for 12 hours per week, and I've had up to 14 employees. If I did not make that decision, I would have not experienced the growth in my company.

MONEY MINDSET IS EVERYTHING

Cindy Kubica

33-year member of NSA



Why is mindset about money so important?

Mindset affects the way you view and handle money. Are you pushing it away or drawing it to you?

What's our problem with managing money? People have a fear of not being in control, not earning enough, earning too much, and the list goes on. These fears began with childhood and become ingrained. It's time to shift that thinking and look at money differently. Don't overthink your money decisions—it leads to fear.

How do we look at money differently?

Look at it as energy, a tool, a resource. Drop the fear or it could push money away from you. If you look at it from a scarcity mindset, shift that mindset and look at it as an empowering resource enabling you to get to that next level.

Why do you think so many speakers hate selling from the stage or seeing others do it? It's a mindset that says selling is wrong. Until it shifts, the thoughts around selling will not change. If you are providing value and yourself as a resource, you are helping and not just selling.



Marquesa Pettusay, CSP, is the Biz Reinvention Expert, and has had great success with Periscope and Blab. She closed a spokesperson role for a major association, landed two 5-figure clients and was featured in Small Business Trends Magazine. Follow her @speakertalk, and learn more at www.GottaSpeakNow.com.

