

FRANK FURNESS SPEAKERS BOOTCAMP

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LATIMER CONFERENCE CENTRE 24/25TH OCTOBER

Frank Furness embarked on a full time speaking career in 1997. Since that time he has spoken in 50 Countries around the World and continues to secure International speaking assignments. Frank has become a master of networking and identifying opportunities. He runs his speaking career as a professional business. When Frank started his speaking career, he spent a lot of wasted time floundering around and trying to find out how to market himself. Over the years he has developed professional relationships with some of the best marketers and speakers in the World and learnt from them. Two hours of personal coaching time with Dottie Walters a year ago cost Frank \$300 and the advice he received resulted in his first tape course order for £35,000. Over the last four and a half years he has established clients that are amongst the largest Blue Chip Companies in the world. Sponsorship and arranging his own speaking tours has contributed to his success and International exposure. Frank has now run twenty-five successful bootcamps on four continents and the delegates are raving. With the ideas learned on the bootcamp, one delegate secured 11 speaking assignments in the week following. Frank is also working with UK Sport and running the bootcamp for the British Olympic Team and the Professional Cricket Association of England. The idea of a BOOTCAMP originates in America where Frank has attended them and experienced the positive results. A BOOTCAMP is a weekend of intensive learning and action planning. The first day of BOOTCAMP will concentrate on the speaking and platform skills, while the second day concentrates on marketing, products and running a business. This year he returns to Hollywood where he shares the stage with some of the world's top marketers at the 'Magnificent Marketing Symposium'.

Frank Furness is not only a marvellous, successful professional speaker, he knows all the insiders information about speaking globally. If you are dreaming and planning to become an international speaker, you will treasure and benefit from every word. I wish I had Franks great ideas before I made my first international presentations. It always pays to get expert advice from a successful expert who has been down the trail before you.

Dottie Walters CSP, International Speaker, Author, Consultant

Publisher/Editor: SHARING IDEAS MAGAZINE, 23rd year

President, Walters International Speakers Bureau

Publisher International Directory of Speakers Bureau's

Find out how Frank

- Has spoken in 47 Countries over the past 4 years
- Made 66 International talks with 25 Transatlantic flights in one year
- Made £35k from his first tape series
- Generated income of \$100k in one month

DAY ONE

PLATFORM & SPEAKING SKILLS

You don't get a second chance to make a first impression. Never has this been so true as with a Professional speaker. You need to make a great first impression all the time; when meeting bureaus for the first time, when selling yourself to prospective clients, when meeting potential clients and on the platform. Mark Victor Hansen said that professional speaking is 95% marketing, but if your platform skills are lacking all the marketing in the world will not help you. Today's successful speaker is part entertainer, educator, marketer and salesperson. If any of these areas are lacking, business will suffer.

DAY ONE AGENDA

- Your speech structure
- Relaxation techniques
- The impact of a powerful opening
- The 7 Es of a successful talk
 - energy
 - excitement
 - entertainment
 - emotion
 - enthusiasm
 - education
 - endings
- Signatures
- The use and misuse of PowerPoint
- Multimedia
 - Music
 - Video
- The power of stories
- Creating impact
- Humour
- Discovering the magic of the moment
- The correct use of microphones
- Working with event teams

I cannot find enough superlatives for your bootcamp. It did more for me than attending the National Speakers Association convention in Dallas last summer. I feel I have been taken to the next level and beyond.

Shay McConnon

The Bootcamp was awesome! Your presentation skills, knowledge and openness combined to deliver a great two days. I'm already underway with my 67 point 'action list' I developed whilst listening to you and the others.

Paul Fletcher - Professional Speaker

I came to Frank's bootcamp as a successful speaker, TV & radio presenter and media journalist. I left with seven pages of notes & an understanding that I still had a great deal to learn. Wow!

Michael Jackson—TV & radio presenter

DAY TWO

MARKETING AND BUSINESS SKILLS

I know many speakers who are great on the platform, inspire their audiences and leave a lasting impression, yet they are always complaining of the lack of regular speaking assignments. Other speakers are new to the circuit and want to know how to market themselves. This day is for you, the ideas have worked for me and generated excellent income and lifestyle. When I started out as a professional speaker, there was no-one to go to for direction, so many ideas were discovered by trial and error (very costly and plenty of mistakes). Over the years many 'greats' have shared their secrets with me and you will benefit from these on day two. Entering the International market was a whole new ball game with different marketing methods, but having discovered these, my diary is now filled with International speaking assignments. Product design and sales was another area where I had no knowledge. An investment in two hours of Dottie Walters time resulted in my first audio course generating income of £35,000 in one sale over a handshake. Negotiation skills in selling my talks to decision makers was another area where I had to improve my skills as well as developing a professional press kit and promotional material. If you pick up just one idea that can generate you more income, then the investment has been worthwhile.

DAY TWO AGENDA

The business plan

Setting up and running an efficient office

Planning and tracking your business

Creating a niche market

Sponsorships

Publicity and promotion

Your unique press kit

Contracts

Building a profile

Essential equipment

Marketing with articles

Generating repeat and referral business

The importance of an excellent web site

Developing and marketing products

Tips booklets

Publishing

Working with speaker bureaus

Breaking into the International market

Dealing with different cultures

Unforgettable titles ('Walking with Tigers' has secured me more business than I thought possible)

Emarketing & affiliate selling

Creating and marketing with video and multimedia

Social media to build profile

The course was awesome. You demystified the mysticism surrounding professional speaking and yourself while enhancing your character, strength of personality and generosity of spirit. I have rarely seen anything like it in business. It was humbling and awe inspiring.

Your techniques were from an incredible level of experience. You are a master speaker but also a master at getting work. A hundred books could not have done what you did in two days - show me how to make money from speaking. You also showed me how to have fun at the same time

David Thomas - Professional Speaker

International Grandmaster of Memory

World Memory Champion Medallist

An intense experience which made me realise how much I still have to do to allow me to market myself well.

Marc Woods, Paralympics Gold medal swimmer

This 'bootcamp' has helped move me up the ladder & find direction to go to success & fulfil my goals. I'm very grateful

Rona Cant, BT Global Challenge yachtswoman and author

Fantastic!

Cathy O' Dowd, First woman to climb Everest from both sides

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BOOK NOW

Registration Fees:

General registration £850 & VAT

PSA, Toastmasters, Ecademy members, SA Business Club £750 & VAT

Registration includes: Both days of bootcamp, workbook/action planner, Tea/coffee, lunch

Not Included: Any accommodation costs, personal drinks and incidentals

Registration

Name: _____

Address: _____

Postcode: _____

Phone—work: _____

Phone—home: _____

Mobile: _____

Fax: _____

Email: _____

Venue location Latimer, Amersham, Jun 18 of M25

Date - 24/25 October 2009

Form of Payment

Cheque _____ enclosed. Payments to be made to

Frank Furness

Or

Credit or debit card: (circle one) VISA MasterCard (post or fax back)

Card number _____

Expiration date _____ 3 Digit security code _____

Print name as it appears on the card _____

Cardholders Signature _____