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# Public speaking for fitness professionals

Public speaking is not only a great way to prospect for new clients; it also builds your credibility as an expert. Whether or not you speak in public already, these three tips will help you land more talks.

## 1. Be proactive in booking yourself speaking 'gigs'

I'm often asked by fitness professionals how they should go about getting booked for talks. When I tell them to pick up the phone and call people they nearly pass out at the very thought of having to make a 'cold call'. I gently explain that most of these groups meet weekly and that they need a speaker at each meeting - they are eager for someone who is willing to come in and speak for free. Believe me; your offer to speak for them will be met with a rapturous response!

These groups are very easy to find as well. If you belong to a networking group of some description, I can almost guarantee you that they would love to have you speak. Ask your clients and other contacts which groups they belong to and whether or not they have speakers. All sorts of religious organisations have meetings with speakers. Search the internet and you'll find a wealth of speaking opportunities.

When you call the group you'll have no trouble getting hold of the contact details for the person who books speakers. When you talk to them on the phone simply say 'Hi, I understand you're looking for speakers for your meetings. Is that correct?' They'll then ask you what you talk about. Every single time I've ever told someone my talk is on fitness they have all responded with the same answer; 'We could all use that!'

## 2. Have a biography and description of your talk handy

When you make the initial contact there's a very good chance they'll want to see your biography and the description of what you plan to talk about. It doesn't need to be a big production; the biography just needs to give a brief background on your experience and credentials, and your talk description can simply contain the title of your talk and bullet points on what you will cover.

## 3. Have an attention grabbing introduction

You really want to bond with your audience right away so come up with something that shows you are an expert, but also human. Here's one I've used in the past to get the audience laughing before we even started;

'While at university, Jim Labadie managed to be an 'A' grade student by incorporating a steady diet of study, volunteer work, Jack Daniel's and Taco Bell. This strict lifestyle allowed him to graduate not only with a degree in Fitness Management, but also forty pounds heavier than you see him today. A reformed party-animal and fast-food junkie, Jim is a passionate fitness entrepreneur. He has appeared in Men's Fitness, and if you watch local news on Fox, NBC or CBS you've probably seen him there, too.'

Ensure the person introducing you knows to read word for word the introduction you have created. If you don't hand this to them directly before you speak they may just read straight from your biography. Boring! It's happened to me, so be sure you are introduced in the right way to set the tone for a great talk. ♦



Jim Labadie

Jim is a fitness entrepreneur, sales expert and speaker. You can download a FREE copy of his e-book *63 Must-Have Sales Tips for Personal Trainers* at [www.ptsalestips.com](http://www.ptsalestips.com)