



WHAT YOU NEED TO KNOW Masterclasses

APRIL 2022

How To Run Your Speaking Business Brilliantly Through The Right Processes, Systems and Technology

with Crystal Washington (chatting with Owen Fitzpatrick)

Mindset switch:

There is a lot of focus on how tough the COVID years have been. This is a reality we can choose. We can also look to see the opportunity COVID has brought and realize plenty of people have succeeded as a result of it and their businesses have grown.

As a result of COVID, important switches to make include making sure you are optimized for hybrid presentations and virtual presentations. This does not mean all the bells and whistles. Get the basics and make sure you are as engaging as possible.

Why systems matter?

Systems are critical for life. Your auto-paid bills are an example of a system that saves you time. You can then focus on REVENUE GENERATING ACTIVITIES. You need to be a shepherd of resources and remember that anything you don't automate is stealing time from your family, friends and other activities you could be doing. Furthermore, getting someone to do one of these processes is the right thing to do as you are cheating people out of the chance to make a living with you.

Revenue Generating Activities

These include:

Relationship Based Activities where you focus on building relationships that lead to business

Content Creation Activities

Content Development Activities

What kind of systems should you have?

Event Management System: Crystal uses e-speakers activities tag and runs the events fully through it. She and Regina (her VA) set up a system of actions that need to be taken each time Crystal is hired for a keynote. You can even upload a word created contract template in it and use Adobe Sign so it is easy to adjust and send the contract on to the various people that want to hire you.

Managing Calendar System: Again this can be done in e-speakers or, indeed, in Google Calendar/Apple Calendar etc

CRM System: One option mentioned for this was SpeakerFlow but others can be used also

Crystal uses Evernote to organize many of her documents including To-Do lists which are divided into Home and Work and Future Work.

A day in the life

Crystal tends to avoid adding anything to her agenda on a speaking day. She makes sure she is able to stay calm and keep that energy. When speaking virtually there is a big gap before and after her presentation and she brings more energy to virtual because it is more needed. On a non-speaking day Crystal works through her list of tasks and has started taking Fridays as a non meeting day.

How do you set up systems?

First, ask 'What do I keep doing over and over again?' This will help you identify some of the systems you need.

Second, a great strategic system is to ask 'What activities can I do that would make my clients love me more?' This would help you optimize your systems to add more value and give them the 'white glove' and 'customized' treatment.

What do you need to do to work well with a Virtual Assistant?

1. Don't hire family or friends that need work
2. Do hire people who really need to earn money
3. Know the difference between an order taker vs a solutions provider

What APPS should you use?

Start from where you are. Stick with the fundamentals.

Only use the APP's that work for you. Some Crystal uses include:

espeakers, SpeakerFlow, Evernote, Adobe Sign, Square (payments).

On Social Media:

Crystal mainly focuses on being random and authentic in her posting. She optimizes YouTube videos for search.

2 Bonus ideas

Crystal has begun to modularize her presentations so she has pieces of each presentation she can take apart and insert into a new presentation and customize it for the client.

Crystal has hired an internal sales person that's job it is to manage the relationship with the client and build a deeper connection to find more ways to add value with them.

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