

**Secrets to Crafting a Talk that Sells Books**  
June 26, 2021  
Greater Philadelphia Christian Writers Conference

**I. WHY YOU WANT TO CRAFT A TALK THAT SELLS BOOKS**

- A. It sells more books
- B. You'll make more money faster
- C. You're positioning yourself as an authority on the subject
- D. Your speaking and writing likely come from the same place

**II. CRAFTING A TALK OR CREATING A BOOK—WHICH COMES FIRST?**

**III. SECRETS TO CRAFTING A PERFECT TALK**

- A. Identify your audience
- B. Craft your talk around the felt need of your audience
- C. Format your talk according to your genre
- D. Begin with the assumption that your listeners have ADHD
- E. Tell stories
- F. Have a point
- G. Keep it short
- H. Refer to your book but don't talk about it directly.
- I. Write conversationally
- J. Prepare, prepare, prepare, then practice, practice, practice

**IV. FINDING YOUR SPEAKING GIGS**

- A. Create a business card or a postcard
- B. Add a "speaking" page to your author site
- C. Make it as easy as possible for people to invite you to speak to their group



- D. Look for potential groups
- E. Shamelessly promote your book and your talk
- F. Build momentum for your book
- G. Refuse to give up

**V. THE DAY OF THE EVENT**

- A. Be prepared
- B. Show up early
- C. Greet as many people as possible
- D. Remember that the audience is *for* you, not *against* you
- E. Don't rush your talk!!!
- F. Don't get distracted
- G. Collect testimonials.
- H. Be one of the last to leave
- I. Be gracious to your host
- J. Ask for referrals
- K. Evaluate

**VI. AFTER THE EVENT**

- A. Send a thank you note to your host
- B. Send emails to everyone who signed up for your email list
- C. Build on your success

