Speak and Grow Rich
Dottie and Lilly Walters
★★★★☆ (4-1/2 stars)

Buy this book if:

- You want to build a speaking business or ministry that generates income
- You want to develop some revenue streams other than coaching

If you can get beyond the title, this book is an excellent introduction to the business of speaking for a living. It covers everything from developing speaking topics to marketing seminars to developing products to sell and a revenue stream from your book table.

There is a lot of excellent info in here about the speaking industry. I found the sections on promotion, generating speaking opportunities and creating products most helpful. Many speakers (myself included) make as much or more from booktable sales as they do from speakers fees. This book will give you an idea how to do that. It takes some investment (you have to create products to sell before you can sell products), but if you are serious about this kind of direction it is a must.

There are dozens of little tips in here that I’ve adopted: from having a set of speaking guidelines to offering to provide a book to every attendee at your workshops (it’s a great takeaway for participants and you get more for doing the event) to not giving away your recording rights. In fact, that one little tip has saved me the cost of the book many times over this year. There is also an examination of the economics of self-publishing versus traditional publishing and a plethora (hey! I got to use that word!) of tips on making your book table work. For instance, after you speak, have someone else close the event so you can chat people up and sign books at the book table instead of getting trapped up front. And have an assistant there to take people’s orders so you can talk.

Summary

This is an excellent book for anyone who wants to make money doing seminars, workshops, or conference breakouts. If you’re starting a coaching practice, read this book and take a hard look at this as a potential revenue stream. The profit motive in this book is a little blatant for ministry situations, so filter that out, but other than that, this is a book I highly recommend.