



weLEAD Book Review

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Speak For A Living

The Insider's Guide to Building a Speaking Career

ASTD Press - 2008 (242 pages paperback)

Author Anne Bruce

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Speak For A Living is written by a real professional in the presentation business. Aside from being a highly respected international speaker, Ann Bruce is an author, consultant and trainer. If you have ever been interested in becoming a *paid* speaker, this book candidly reveals the “good, bad and the ugly” of choosing it as a career.

Speak For A Living is comprised of four main parts. In the first part, Ann discusses the tough business of professional speaking and helps the reader to separate the *wannabes* from those who can stick to their plan and grow as a speaker in good times and bad. The second part of the book focuses on the absolute importance of *marketing* yourself. She clearly discusses the relevancy of a polished website, publicity, public relations and other vital marketing tools. The third part of the book examines the opportunities that exist as an *international* speaker. This requires sensitivity to different cultures and a willingness to travel extensively. In this section Ann also instructs the reader on why publishing a book may be an excellent adjunct to your speaking career. This is in addition to joining a particular speakers bureau that compliments your skills and abilities. The fourth part of the book is centered on defining your own *expectations* and definition of success. She emphasizes why you must literally *fight* for fame, or become lost in anonymity with thousands of others. Other areas of discussion in this section include producing your own seminars, gaining sponsorship and attaining professional accreditation for your seminars.

Speak For A Living is an eye-opening book that will be *reality therapy* for the starry-eyed reader who only sees the idealized myth of being a professional speaker... praise, celebrity, and great wealth. Indeed, these attributes can be achieved but not without a lot of hard work, experience, savvy and even a little luck. But, this book does not dwell only on the challenges or disappointments, it also discusses the opportunities and personal fulfillment that come from being in this profession. The author also provides excellent resources and networking tools throughout the publication. If you have ever considered speaking for a living, or would just like to know what it is like, Ann “tells it like it is” in an informative book that is richly seasoned with her own personal experiences.

weLEAD Rating – highly recommended

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