

How To Build A 7 Figure Speaking Empire – With Dave VanHoose

This workbook is based on an interview with renowned speaker and entrepreneur, Dave VanHoose, revealing his insight into countering public speaking anxiety, the concept of 'education-based marketing', and the importance of sales scaling.

The importance of mastering these skills is crucial to personal growth, improved customer relations, and business success.

The benefits of these practical exercises include conquering fears, enhancing speaking skills, understanding effective marketing strategies and implementing business growth methods.

Quote to remember from the Interview

"When you feel anxiety or fear, that means you need to go at it. That's where the learning is at. And that's where you grow as a human being." -

“Dave VanHoose”

What You'll Learn From the Activity

These activities will help review key takeaways from the article, apply the learned concepts to personal experiences, and explore strategic decision-making in hypothetical scenarios, thereby reinforcing the valuable insights shared.

Activity

Describe a moment where fear or anxiety held you back from an opportunity. How did it feel?

Dave talks about fear as a sign of growth. How can you relate this to your past experience

List three strategies you can adopt to overcome your public speaking anxiety.

Describe 'Education based marketing' in your own words

True or False: 'Education based marketing' focuses on creating value before making sales.

Write down two ways you could adopt 'education-based marketing' in your own business.

Based on the article, why is it crucial for a business to scale its sales?

How can effective presentations contribute to scaling sales? Provide 2-3 strategies.

Complete this sentence: 'A successful presentation is _____'
(Sentence Completion)

Why are workshops and webinars potential tools for 'education-based marketing'?

Reflect on your current or past business practices. Have you adopted any 'one-to-many' strategies? If yes, how effectively? If not, how could you implement them?

What are some potential barriers to scaling your sales?
Imagine your business has failed due to an inability to scale sales. What practical steps will you take to recover?

True or False: Overcoming public speaking fear has no real advantage in improving business sales.

Enumerate three key takeaways from the interview regarding business growth and entrepreneurship.

Using Dave's quotes as reference, explain the relationship between fear, growth, and learning.

Describe a 'behind the scenes' scenario in public speaking that could potentially instigate anxiety.

How does the process of going 'behind the scenes' assist in your development as a speaker?

Dave VanHoose mentions the failure of most businesses within five years.

Reflect on whether this statistic surprises you or aligns with your observations

True or False: Building customer relationships plays an insignificant role in effective sales scaling.

If you were to spearhead an 'education-based marketing' workshop, what three key points would you focus on?

Describe how you would handle a high-pressure sales situation
According to Dave, what do people love about 'education-based marketing'?

Develop a basic 5-point plan for implementing 'education-based marketing' strategies in your business.

Complete this sentence: 'Sales scaling is vital to business longevity because _____'

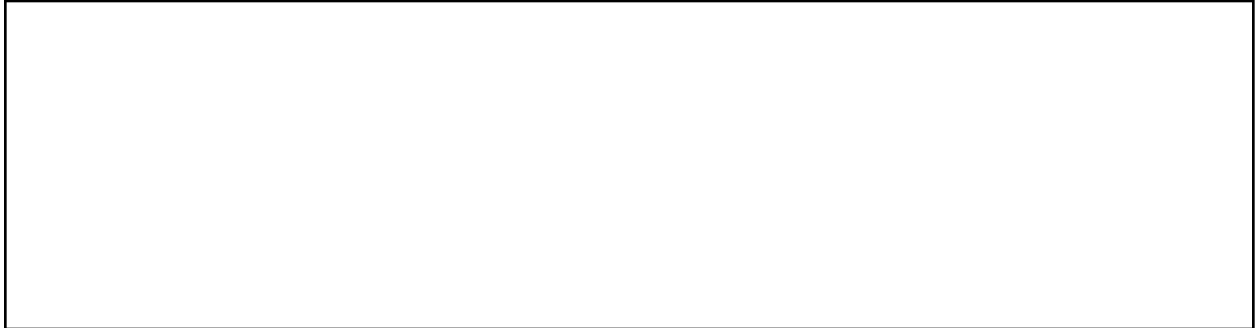
What does Dave's statement - "When you build value, the people appreciate the value. Then they make the decision to buy." - mean in terms of sales strategy?

Reflect on your personal or business practices. In what areas do you need to grow?

How can 'education-based marketing' aid in overcoming the inability to scale sales?

List three strategies Dave VanHoose suggests for conquering public speaking fear.

Summarize in one sentence how Dave VanHoose's insights can aid you in mastering the art of stage selling, conquering your fears, scaling your business and unlocking the power of education-based marketing.

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