

# Ty Howard's In-Depth Preparation

## Personal Preparation

- Ty is not just a motivational speaker – his topics cover motivation and healthy habits development, change management and team building, customer retention and loyalty, management and leadership development, peak performance and employee morale, and enhancing business and work relationships. His presentations are always evolving to fit the ever-growing needs of your evolving marketplace.
- Ty subscribes to All Biz Magazine, Several e-zines, and buys current business books, which he scans for key ideas to tie into his speeches and PowerPoint slides.
- Ty also tries to constantly upgrade his A/V support technology: PowerPoint to Director; static slides to audio/video clips and vignettes.
- Ty constantly works at upgrading his products and materials, as well as his craft as a speaker.
- Ty took a series of improvisational acting classes at a local community center.
- Ty has the credentials to back up his message:
  - ✓ Successful entrepreneur and business leader for nine growing businesses
  - ✓ Former college Adjunct Professor of Public Speaking & Presentation Skills
  - ✓ Best-selling author
  - ✓ Community Philanthropist and Humanitarian
  - ✓ Founder & CEO of Ready2GoSpeeches.com
  - ✓ Founder, CEO & President of Knots Free Publishing and Knots Free Media
  - ✓ Founder, Publisher & Editor-in-Chief of the online magazine, *MOTIVATION*
  - ✓ Chairman & CEO of The Baltimore Worldwide Speakers Bureau
  - ✓ Founder, CEO and Producer of the Motivational BOOM™ Seminars Event Series
  - ✓ Founder of the You Were Born to Be G.R.R.R.R.E.A.T.!!!!™ Academy for Teens
- Ty keeps his speaking schedule at approximately 96 speeches per year to give himself the time, energy, and motivation to stay on the cutting edge with his content and to research his clients properly.

## **Pre-Speech Preparation**

- Ty's Pre-Program Questionnaire (PPQ) is the focal point around which he is able to customize his presentation to the client's specific needs. Here's how Ty uses it:
  - ✓ He visits the client web site and prints out relevant information.
  - ✓ Then Ty makes his first client call to discuss the PPQ, the client's expectations, and to design the first rough draft of slides.
  - ✓ Ty gets the meeting program agenda to see if key executives are speaking before him. If so, Ty asks for copies of the executives' speeches so he can build in key points/phrases into his program.
  - ✓ He then e-mails tentative program slides based on the first PPQ call and his research above.
  - ✓ Ty then makes his second client call to go over his slides and presentation.
  - ✓ Ty e-mails his handout to the client to distribute during his program to be used as a reference and continual learning tool after his presentation.
  - ✓ Ty conducts an on-site meeting (at the actual meeting or event location) with the client the evening before or morning of prior to his presentation for any current information on what's happening at the meeting.
  - ✓ For half-day or greater programs, Ty does field research by visiting the client's business location.
- Ty is always accessible; returns calls quickly; and is patient, even with demanding clients.

## **At The Speech**

- Ty is well-prepared.
- He checks out the venue and meeting room in advance.
- He sticks to the time-schedule.

- He respects the audience – doesn't talk down to them, etc.
- Ty is down-to-earth and approachable with clients (not a prima donna).
- His Highly interactive, entertaining speaking style with strong content is simple and immediately useable by audience members.
- Ty DOES NOT sell products from the platform without client permission and then for only about one minute.

### **Post-Speech Follow-Up**

- Ty believes that building successful long-term relationships with a client depends as much on what he does after a speech as on the speech itself. Here are some of his key follow-up strategies:
  - ✓ A thank you letter is sent to the meeting planner.
  - ✓ Our professional staff at InspiraGen Institute, LLC will take any feedback, and ensure your experience with Ty was up to your expectations.

### **Intangibles**

- Ty strives to create Green and Growing Moments for his clients.

Here are some of the ways TY achieves that:

- ✓ He has a highly-quality, successful video demo.
- ✓ Immediate responsiveness to requests for availability and holds.
- ✓ Ty is a prolific author – many product options are available to serve as reinforcement and added value.
- ✓ Ty has extensive client list that shows experience speaking in nearly every industry, if a prospective client needs references
- ✓ Ty is reliable – he has not missed one speaking engagement in 16 years, and has more than 2,000 presentations delivered.