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Skyrocket Your Speaking & Writing Career

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Introduction.

I created this booklet to make it easy for you to apply to all the Adult Learning Centers throughout the country with one simple template. I learned the hard way. When I was a publicist setting up tours for authors (I'm now a media coach and marketing strategist) I found myself with a pile of instructor applications all with different complicated requirements. I spent dozens of hours writing letters, designing course copy and filling out applications to meet each center's specifications. I spent even more hours scouring each catalog making notes of the different styles and needs of the centers in each city.

This took me months of hard work, study, and thought. I'm saving you those precious months of time so you don't have to deal with each individual centers' requirements or the nitty gritty business of updating a database of contacts to keep it current.

What you have in your hands is the result from the distillation of all the centers with their many preferences. It's packed with profitable information. So much that I suggest you read this more than once as it's nearly impossible to absorb it all at once. I also encourage you to take notes.

This booklet will make everything smooth and easy for you so you don't have to worry about administrative details or wonder if you've got a chance in the world of getting your class accepted. You can rest assured knowing that you have in your hands a whole process made simple. I'm about to share with you the key steps you'll need to follow to guarantee the success of getting booked at Adult learning centers.

Adult Learning Center Background.

The truth is that right now Adult Learning Centers are becoming increasingly competitive. Of course famous people get the biggest billing. And you are competing with both authors on book tours and the top people in your industry throughout the country. The more you can show you have a name for yourself- or the makings of a name, the more promising your career as an instructor will be. I'll show you how you can do that with the expertise you already have.

In each section you will find special information gained from my personal experience in applying to Adult Learning Centers for my clients. These extras are valuable tips intended to speed your success in becoming an instructor nationwide. Do everything I've recommended here and you'll have an excellent chance of becoming selected as one of the next teachers for an Adult Learning Center- above hundreds of qualified competitors!

I've taught monthly or bimonthly classes for the San Francisco Learning Annex since 1998. You can learn a lot by noticing how others before you have succeeded. Take a look at how I've positioned those classes at:

<http://www.prsecrets.com/speakingkeynotesworkshops.html> so you can see the kind of copy that makes a class work.

I love it. I meet fascinating people who attend my classes from strippers and dog party givers to Internet millionaires and best-selling authors. Some are known. Many are famous. Others are people who aspire to become well-known or famous.

My Background.

My individual clients include Fortune 500 CEOs, top executives, Internet millionaires, best-selling authors and successful entrepreneurs and other high-powered professionals. I've also worked with award-winning documentary film producers, speakers, personal coaches and people in unusual occupations such as Jesuit priests, leaders in banning racism, and Ayurvedic chefs.

I've media coached people who have appeared on CBS' 60 Minutes, Oprah, Good Morning America, The Today Show, Extra!, New Attitudes, E! The Entertainment Channel, Donny & Marie, Bloomberg Radio Network, Net Cafe, The Lifetime Channel, Howard Stern, CNN, CSPAN, PBS and many other national and syndicated shows.

I've promoted my clients through national publications and radio and television shows throughout the United States. My clients have been reviewed and interviewed in TIME, WIRED, USA Today, People magazine, O Magazine, The Wall Street Journal, Inc., The New York Times, Forbes, and many women's magazines including Vogue, Bazaar, Self, Mademoiselle, and Seventeen. They have been featured on Larry King Live, Maury Povich, National Public Radio's All Things Considered, Good Morning America, CBS This Morning, and CNN. To learn more about me go to: <http://www.booklocker.com/books/1532.html> .

Like me and my clients, you too can become well-known within your community and nationally. Teaching is a way to share your knowledge and expertise, and connect with people you'd never meet otherwise. You have the chance to elevate your professional status and prestige. It's also a wonderful way to practice your material while sharing what you know.

In 2002, for example, I taught a class to practice the information in my book "Sell Yourself Without Selling your Soul" (Harper Collins; the paperback edition came out in 2003), before my media tour (which is ongoing). To read an excerpt, go to: <http://www.booklocker.com/books/1532.html>

Speaking my points out loud not only improves my presentation skills it gives me a chance to listen to my audience's evaluations of my material. I get a sense of what's hot and what's not. And I begin to identify just exactly who my core audience is and what they want from me. You will be able to do the same.

Also, having a book gives instant credibility. Even if you have a self-published

book you can promote it just as effectively as a big-name author by using these techniques. If you're looking for other ways to promote your book I have a number of audiotapes to assist you in making your book a bestseller. Many of the tapes include other experts in the industry like top publicists, editors at major publishing houses and best-selling authors. Go to <http://www.booklocker.com/books/1532.html>

What teaching at an Adult Learning Center can do for you.

Many of my clients incorporate a lifelong learning center workshop tour in their book tours as a way to broaden their marketing and publicity campaign. Others want to begin a speaking career. Adult Learning Centers are a gentle way to begin-one step up from speaking for free. Many professional speakers who get paid from \$5000-\$20,000 per keynote address (1 hour) still opt to teach at Adult Learning Centers. Why? Because they can make tremendous sums of money selling their products and develop a loyal following at the same time. Whatever your reasons for teaching you'll find opportunities that you've never expected will come your way.

Adding workshops into your nationwide media tour to promote a book, product, service, or your knowledge can increase your visibility and boost sales dramatically. Although the majority of the three-hour classes have modest enrollment, the catalogs created by the Adult Learning Centers are widely circulated within the community thus generating substantial name recognition. Some of them send out over a million copies of their catalog six or more times a year. That's great exposure for you! You'll tap into an audience that might not otherwise know that you exist. You've heard of the law of seven? Often people need to hear, read or see you or your product seven times before they'll buy. These catalogs are a great adjunct to your regular publicity campaign. Choosing to make touring to these centers a part of your publicity campaign will help you establish yourself as a leader in your field, and sell your service or products. In addition, the advantages are numerous for sharing your expertise with fellow professionals nationwide.

I wish you full attendance and much success!

I purchased your e-book on teaching classes at Learning Annexes. My book, "How to Read Any Man's Mind," came out at the end of last year, I followed the instructions and advice from your material and within a week received a phone call from the Learning Annex in San Francisco. I will be teaching a class based upon my book (which is about avoiding the pitfalls in relationships to not only enhance your life, but possibly save it) on March 24. Now that's action! Keep up the good work!
~Servet Hasan writer, lecturer, women's activist, <http://www.servethasan.com>

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