

# Mentoring For Speakers, Trainers and Independent Professionals

*Sophie Bennett*  
BUSINESS COACH

Building Your Brand | Lead Generation | Closing Sales |





# About Sophie

Sophie is the experts' expert. She runs her own successful speaking and consulting practice and mentors selected speakers, trainers and authors. She helps her mentees to find new clients, set pricing, plan sales conversations, write killer proposals, negotiate successfully, close deals and generally be your business confidante and biggest supporter.

She started helping people overcome their fears, obstacles and challenges as a ski instructor Austria in her teens. She turned professional dressage rider winning a prestigious Joicey scholarship for leading coaches. After injury forced sporting retirement, she retrained as an information designer. She led a global team at Dell where she implemented a proposal automation system for getting vital information to the sales force across 22 countries in 9 languages.

She has written 3 best selling books and coached many other people do the same. She is a guest lecturer at the Cranfield School of Management and is on the expert panel of the Sir Stanley Matthews Foundation. She created the 5 Flames of Motivation and is an in-demand speaker and advisor. She is a Master Business Practitioner of NLP and a licensed Neuroscience Professional.

Sophie believes that the most valuable role of a mentor is to be outstanding at helping people overcome to self-doubt, gain confidence and put simple systems in place that win business. Once you have the clients you want - it's up to you to deliver brilliantly.

# Examples of Practical Help Given to Mentees

- Set key goals for the year, and outline activities needed to achieve them. Getting clear about how to double the business without doubling the workload
- Help to outline (and proof-read!) an important proposal - provided a winning proposal of my own as a template (she won the business.....)
- Plan an approach to a new prospect to convert a free talk into paid talk for the same client - moved client from free to £2000 with 2 emails and one phone call
- Making the most out of LinkedIn - including optimising profile, help to plan appropriate articles and video posts - attracted a conference organiser to book a paid talk within one month of focused activity on LinkedIn
- Helped one mentee to turn a £150 talk into a retainer with a university which led to being a paid consultant for several months to create content for a new degree course **and** created paid bookings with 5 more universities
- Worked with mentee to turn a face to face workshop into an online course and get it launched on 2 paid course platforms
- Helped a mentee to structure and script a for bespoke video messages - resulted in 40% of message recipients booking paid sessions after a cold approach on LinkedIn.
- Helped a mentee to find and use new software to deliver virtual talks. The client loved it - and rebooked further sessions within 24 hours
- Set up a prospect database to keep track of contacts and opportunities to make sure no potential business 'fell through the cracks'. Many supposedly cold contacts weren't cold! 3 bookings within a month of properly organising contacts and keeping track of conversations and leads
- Halved the time it took one mentee to prepare new material by using a couple of simple online tools
- Worked with a speaker to create a new media pack that included speaker sheet, menu of talks and content video so prospective clients could clearly see the added value of booking. The professionalism of what she could send to clients massively increased her confidence to approach people and pick up the phone to potential clients
- Worked with a mentee to write their first business book, set up their mastermind group, record their podcast and connect with CEO's in their target market
- Helped a mentee to transition from working on to one to creating a program for corporate clients that resulted in an immediate £32,000 booking
- Helped a mentee to take a VERY complicated idea, turn the speech into a book (became his ghost writer), find a publisher and launch his international speaking career. So far, the speaker has spoken in 15 countries and the book has been downloaded over 250,000 times

# Working with Sophie

Over the years Sophie has found that everyone has a different mentoring need and so a simple structure is needed:

1. All sessions are booked by the mentee, as and when required (typically every 2-4 weeks)
2. Sessions are 90 minutes - 2 hours. They can be intense so some people choose to have 3 x 1 hour sessions a month instead
3. Sessions are on zoom and recorded for you. Help with practical actions (from writing a proposal to planning content or marketing activity) is often so detailed that taking notes is not enough. Being able to review the calls and apply the nuances of what was discussed is invaluable.
4. Following a review of the previous agreed actions, each session is led by the mentee covering key decisions to be made, focus for the business as well as more specific challenges and issues.
5. Sophie offers clear direction - and Sophie and the mentee commit to pursuing agreed outcomes
6. The mentee provides a "What I heard" email after each session that is used as a way to embed the takeaways and a be a review tool for the following session



# Experience

There are plenty of people out there who are brilliant at what they do but haven't turned their knowledge into commercial success despite years of trying. That's *especially* true for people with great **ideas**. Not everyone is able to turn their Intellectual Property (IP) into a commercially viable business. That where Sophie comes in. Sophie hasn't had a 'proper job' for over a decade and has thrived financially by creating multiple sources of income from her ideas. Her business acumen pays for her (almost embarrassingly expensive) hobbies: *2 horses, dressage coaching, national competitions, horsebox, dogs, skiing holidays and more*, as well as living well without worrying about the bills. All that working part time, keeping her own timetable and having an active life that's not just all about work.

**The secret is MODULAR CONTENT meaning create once, get paid multiple times**

She has written books, created online courses, build prospect databases, built websites, developed lead generating psychometric tests, created and delivered over 40 different paid speeches and workshops (including virtual workshops), has monthly retainers for business coaching, podcast production and consulting as well creating and delivering marketing plans for herself and many other experts.

She spent 3 years as a licensed trainer of other public speakers, coaching over 1000 people to tell their story and structure their messages into a commercially valuable format. Her "Confident Speaking" sessions at The Cranfield School of Management achieved the highest feedback rating of any module of the 2020 leadership intake on a residential training course for high impact leaders.

Her experience as a professional coach in sport adds immense value. In business we tend to talk of practicalities - processes, projects, tasks and skills; in sport these things are simply the basics. The difference between a competitor and a champion is the ability to overcome deeper seated fears about performance and overcome them each and every day.

We all need help to get out of our own way, so we know what to focus on next. We need to be accountable for keeping the promises **we make to ourselves** to succeed. That's where Sophie helps. She's struggled too - there have been lots of confidence sapping events that have run alongside the successes. It's never easy finding the route through on your own, or admitting you aren't sure what to do next, find ideas to win the next client, making that nerve-wracking call to close the deal, deliver exactly the right thing and get repeat business. You don't need to live in an echo chamber of your own thoughts and negative self talk. Get help! Sophie helps you with the practical stuff when you need it, keeps you focussed on your vision and holds your feet to the fire so you don't back out when you are on the edge of a business breakthrough. You've got this - and with Sophie as your mentor, you'll get there faster.

# Sophie's Corporate Clients

Recent 5 Flames Clients Include

NORTH ATLANTIC TREATY ORGANIZATION

