

State of Associations 2023

Aidan Crawford: [00:00:00] Hey, ed, how are you

Ed Rigsbee: Hey, I am doing great. Happier than a, you know what, and you know what?

Aidan Crawford: We're just gonna give people another minute or two to get into the call cause I know okay. As much as we like to start things on time, life happens, people get in when they get in, and I

Ed Rigsbee: So you mean we need to ts for a minute or two while we're waiting for people to get

Aidan Crawford: grass again?

Just, until the numbers start poking up. Okay. I can go over some of the some of the, house rules before, before we get going. Okay. On your right, my left you're gonna see a little box that has a chat box and that chat box if you have any questions for either Ed or myself during this this present.

Feel free to type it into the chat bot, it will come to my email address. And if it's not something I can answer, I'll forward it to Ed. Because we're doing this in real time, I won't be able to answer it in real time. But I will answer your question really quickly. And if you're [00:01:00] watching this as a recording that, that, question box will still work.

So I will still get reviewer watching us at 3:00 AM on a Sunday night. And you have a question, you can send it to me. I will get it in my inbox and we will answer it and I'll forward it to Ed. You'll also notice that on. My your le No, my, my left. Your right. My left. There's a little button bringing you to the Association of Society Speakers Community page.

You can click on that at any point. That's not gonna take you away from the presentation. We don't have any specials or wait till the end and you're gonna get a deal. If we're here to talk about associations, how they're gonna help your business in 2023, we're gonna give you some information that's gonna help you propel your business forward.

If at any point you wanna learn more about the A S C, click on that button. It will take you right through the site. You can explore it yourself. You can even

book some time. I'll give you a, personal tour. That's, and that's, the big sell job. I'm not gonna [00:02:00] sell you anymore. Today, we're just gonna, we're just gonna talk about the state of associations.

You're,

Ed Rigsbee: such a giver, Aiden, that you're gonna give him a personal tour.

Aidan Crawford: Anyway, let just say ed most people in the in that are watching this probably know who you are.

A lot of them may not know who I am. So I'm gonna start with myself. I'm gonna give myself a brief introduction, then I'm gonna introduce you, ed, and you can tell 'em about some of your bonafides and why people really need to listen to you today, specifically on this topic and how it's gonna help 'em.

My name's Aidan Crawford. I run Short Circuit Media. I'm a co-founder with Ed of the Association and Society Speakers Community. My background is in marketing up until. The beginning of the pandemic, I was just doing marketing for speakers and then obviously when the speaker business dried up, I had to pivot like everybody else.

And I adopted my business and Ed and I were going back and forth and we decided to combine our genius, his association [00:03:00] experience, my marketing experience, like the chocolate peanut butter from Maurice's Peanut butter cup commercial. He got his chocolate and my peanut butter, and I got my peanut butter and his c.

Tastes great together and helps everybody up . So I've been doing this for, I've been a writer for almost 30 years, and I've been working in marketing for at least 25. So that is my background now. Ed Rigsbee, everybody knows csp. C a e is is, famous as the association guy at N S A events, and all speakers probably that are on this call know who he is.

Ed works closely with associations and also with speakers who wanna work with associations. Maybe Ed you can tell me how you got into that and what, your experience is working with associations and especially your ongoing relationship with associations or your weekly calls that you do with them and maybe your involvement in the c a e groups.

Ed Rigsbee: Sure. And I, many people have told me that I appear to have my [00:04:00] feet firmly planted on both sides of the fence. As a certified

association executive I'm a member of American Society of Association Executives. I get to be part of their online communities. And so I'm always involved with what's going on today what, their concerns are.

Then add to that again, it came in the pandemic. I started to help association execs. I started a an every Tuesday group for chief staff executives. The top paid person, whether they're the C e O or executive director or whatever their title is. And that group they pay to be in it. And it's continued and we're still going strong every every Tuesday.

So I'm, working very closely with association CEOs every week to talk about the issues that, are important to them. At the same time I started speaking to NSA [00:05:00] chapters in the. Mid 1990s on how to sell to associations. Just basically my method of going in the back door through the editors using articles as relationship bank deposits to find out actually who the decision maker was and quit jerking around with the non-decision maker gatekeepers and get right to the decision maker.

So I've been teaching that since, like I said, since the 90. There's a ton of people at NSA that come back to me and said, Hey I, went to your session at NSA summer convention such and such, and I did exactly what you said, and it really helped my business, and it grew my business. I've breaking my arm, patting myself on the back, I've gotten lots of comments from, speakers that, have actually did what I said.

Not that every does quite frankly, most people don't. And it's funny, over the years people say, ed why, do you go to the chapters and teach this? Why do you give your secrets? I said because only 10% of the people are gonna actually do it. The [00:06:00] other 90% of the people are gonna listen, go.

Oh, that's really cool idea. And they're never gonna do it. Of the people watching today, I'll put out a challenge. My guess is maybe 10% of the people actually do some of the things we talk about, and 90% of the people won't. And that's just the way it's yeah. I, earned my c s P in, in the year 2000.

I joined N SSA in 1988. I earned my c a e Certified Association Executive in 2012, joined a S A E in 2000. And the certified Association executive credential is not easy to get. You, have to jump through a whole bunch of hoops first before you get to take the test. And the test is, it's not a factoid test.

An opinion test. And so you've gotta understand all the facts to make the right opinion. A lot of association execs don't pass the test the first time. Thank God I

did. I took [00:07:00] every prep course there was because I wasn't gonna sit and take that four hour test twice. And. So where we are today you and I have been working together for quite a number of years.

You came to me years ago and said ed, I love you, but the cigar peg website stinks. You gotta quit using front page and, get to a real tool like WordPress and God, what was that, 10 years ago? And, I gotta say over the years we've been working closer and closer and closer, and now we've we're connected to the hip with this A S C.

So it, it's not Aiden and I were in desperation, just started working together last week. It's, been a long growing relationship one of trust and understanding. And Aiden understands that anything technical I'm not gonna deal with and. Every email that comes in about it, it's [00:08:00] I respond back.

I don't do tech, take it dayden. With that I, think that. That I probably have one of the most unique perspectives in NSA because I've been selling to and speaking at associations for over 30 years. And for, gosh, good 25 years I've been helping speakers to sell at and speak speaking associations.

And over the last 10 or so years, I've really dug in deeper to helping association executives to be a good association exec. So I've just got a very different perspective than well, and

Aidan Crawford: And it's interesting cuz you, really do, you have built a reservoir of goodwill on, both sides.

Like I know you're like a lot of speakers will say Evan's a guy, he know he's helped me a lot. As you say only 10% of the people will ever [00:09:00] do what they, what you tell 'em to do. It's the same with marketing and say, I'll tell you exactly what to do if you have the time and the patience to do it.

Then you probably don't have the money to hire me if you , but if you wanna get it done, and I'm here to give you a hand. But also as far as the association executives go, when you were talking about the ca e even for the renewals on your site, the rigsbee.com site, you have free courses to help them get there research for their, c a e.

Yeah. And, I think that builds up a lot of credibility and earned respect in that community as well. Yeah.

Ed Rigsbee: It's interesting. I A S A E started something about four or five years ago. I lose tracked these things where you have to have an ethics course of a one hour ethics course to renew your ca ae and you renew the CAE every three years.

And, it frustrated me cuz it was hard to find an ethics course. So I contacted [00:10:00] Frank Bucca C S p c p a E and, said Frank. Would you like to do an ethics course together? And he goes, yeah. And so we put that up on the website and it was a really good reception. And then we just, I kept adding more and now there's five, and I've been talking to two more people about putting two more ethics courses.

And I think it was, you told me this, Aiden that, in the, what's it, two, three years? I've had maybe three years, two years, whatever. It's, I've had the ethics courses up there. Over 500 association executives have gone to my website, signed up for the complimentary ethics course, and taken the course passed the test, got the certification, and that helped them to, renew their cea.

And, now we're, I'm on a tear or two to add others. I just, we just put up a, course with Bill Humbard on on staffing finding good staff. And there's been in [00:11:00] conversations with a number of other people. for other topics that revolve around the certified association executive test and the test has got eight domains.

So yeah I'm, on a tear to, to. Help speakers to get in front of association execs by giving complimentary workshops on topics that will help them and, are related to the education they need to renew their c a e And I,

Aidan Crawford: and I was gonna say that, that's one of the really powerful things that you've been not only got all this goodwill and you've got this reservoir, over 500 association executives who know who you are and they've taken these courses, but the speakers who participate in those, in creating those courses are also getting in front of hundreds of association executives who potentially hire.

And I believe I, know there's at least one person that, that, that did get hired from somebody that saw them on their, are contacting for some sort of work out because they'd watched one of [00:12:00] those one of those presentations. And so it's the value. Is for both sides. It's just, it is just amazing. And I know that right now you're looking more for speakers from the A S C to help you create more courses.

We can talk about that a little bit later. Again, I'm not here to sell anybody anything. That's just the way it's, they're the people we work with and the people we know like trust and

Ed Rigsbee: then Yeah. And that all started by I think it was your idea for me to put up courses adaptive from my book the ROI of me.

To, drive member recruitment work. So yeah I, think that's a good thing. And, it's we just keep building. One of the things that I've, been really pleased to see that our work together and, what we're trying to do with the A S C is we just keep building we create more value for the association execs, and at the same time we're creating more value for, various [00:13:00] speakers.

Hey, let's talk about yeah,

Aidan Crawford: let's talk about how speakers we've established why we're both awesome. Let's, helping some people. So I'd like to, I'd like to find out, first of all a lot of the people that are watching this now they, generally work in the corporate environment. They work for private companies.

And maybe you could tell me what the difference is between working for the, private corporate world and the association world. First, what is the difference there? What are the benefits to speaking to associations? Cause I don't think a lot of people I know I wasn't clear on it until you explained it to me one day.

It's oh yeah, that makes a lot of sense. So maybe you can explain what the benefits of speaking to an association is versus the corporate world

Ed Rigsbee: at this point. Let's talk about speaking for the corporation. If, you go to a corporate meeting and you're a, like a keynote speaker for their meeting that tends to be a one off.

And, corporations don't have to have meetings. And when economies go, [00:14:00] south, they stop holding meetings. Now, sometimes a speaker with a corporation can, do a keynote and, then leverage that into training and doing additional work. Sometimes. Now with associations, here's the cool thing, associations.

If the economy is good or bad, they still have to have their meetings or they lose their members. So they're, going to have meetings. The association meeting planners are are they're experienced as opposed to corporate planners that Susie or Jim just left college on their communications and marketing degree.

And now they're the meeting planner and they call up and say what's your fee for an hour? And you say, it's \$7,500. And they go, oh my God, you get \$7,500 for an hour. Association people just know that might be the going price. So there's, not that sticker shock with association people.

The other thing with associations it really think about it [00:15:00] it, really is, you are being paid to speak in front of people that can hire you. So you're, being paid to showcase and, and. . if you do a good job if you do a crappy job, you're not gonna get hired. But if you do a good job at an association meeting, there's probably gonna be 10 to 20 people that come up to you and say, boy, I really need this for my company.

And then that takes you into a conversation of whether you're gonna go speak at their company at, one of their sales meetings, annual meetings, whether you're gonna do training for executives, training for rank and file and employees and, it's just the association world is, almost like a much bigger, easier, better funnel to jump into to get that corporate work.

And the, cool thing with associa. If, you pick any industry if you speak in an association in a particular industry, [00:16:00] there's probably state associations related to that association. There's probably affiliate associations related to that, and guaranteed there are other associations that are somewhat within that industry.

If somebody speaks at X association meeting, if they're smart, they can laser in, go down that, that, rabbit hole of that industry. And there's probably between 50 and 200 associations in that industry. And there's probably, most of those associations are gonna have anywhere from 10 to 50 chapters to where that right there will keep you in your marketing for what, six, eight months and, as you stay in one industry, people get to know you better.

You, get published and all of a sudden you become a bit of a rockstar in that industry association executives are talking. I'll tell you a, one of the things that, that in, and we can talk later [00:17:00] about the conversations I've been recording for the last year and a half.

But in these interviews, one of the things that association executives continue to tell me when I ask how do you find speakers? And they always say, we talk to other association executives who do they have at their meetings? And so, by going deep into an industry the, association executives are talking to one another.

Aidan Crawford: Now, I know a lot of speakers are saying, oh there's only one keynote on, the stage, and how does that how, can I benefit from that? Oh, there's so much more than that. And, one of the things I always tell people is the real money. is in the breakouts because when you talk to a room of 500 people for the keynote and then you leave the keynote and hop on a plane and go to your next thing or go home or whatever, you're really getting everybody hyped up for the breakout sessions.

And it's the breakout sessions where people have the opportunity often to come up to you afterwards and say, my company needs us, or Can you come and speak to our chapter or, and so [00:18:00] don't be afraid of being a breakout speaker. I think a lot of people get stuck in that, oh, I'm a keynote. I'm a keynote. But the breakouts, there's a lot of opportunity.

If you go, if so, even if you're not doing the keynote, make the pitches for breakout sessions cuz you're gonna get those opportunities.

Ed Rigsbee: You go even further than that okay. You maybe aren't gonna get the keynote. But which concurrent session? And will you get one concurrent session or will you get three concurrent sessions?

I've, had it a number of times where I've, done more than one also. What about the pre-conference workshops that they may have? What about the post-conference workshops that they may have? What about the post-convention webinars that they're gonna do? So for, speakers, you're absolutely right, Aiden, that sometimes speaker.

Got their heads screwed on wrong that, they want that keynote, which perhaps is an ego thing. But, if you're smart, there's a whole ton of business that associations and, [00:19:00] again not to pound on these conversations that I've interviewed but in, in a number of these interviews when I've asked about what else besides just your convention a lot of associations have two or three or four various kinds of meetings a year.

Like Jennifer Kebo, that, that got the American Banker's Association, the Women's Conference. I, went to their website with there and said, Jennifer she was she saw one of the interviews and I said, look at, they've got five other meetings. And then I took her to their website and said, look at chapters.

They got 50 chapters. Look at all this business that you can go after, because now that you've spoke for the women's conference, don't stop there. , don't leave money on the table. Keep, at it. Keep at it, And I think a lot of speakers, they

wanna run to the next keynote. The next keynote, And if you do that's okay. But then you're unemployed every time you just finish a keynote. [00:20:00] So going after a lot of these associations, going deeper and doing more work, yeah, maybe you're not gonna get the \$10,000 keynote, but you're going to get the \$5,500 breakout and then you're gonna get this and you're gonna get that.

And, over the period of the next five years, you probably make a lot more money off that association than the keynote are did. . And I

Aidan Crawford: encourage people, if they're doing a keynote, your day's already shot offer to do, the breakout session as well. Cuz then you've got everybody hyped up and they're gonna they're excited to see you at a breakout session going a little deeper in the topic that you did in your keynote.

And then at the same time, offer a webinar pre to get people excited to see your keynote. Yeah. And just keep building it and building it. Sure. There's just so many opportunities. Hey, that speakers don't do, and that's just that's, just basic marketing and that's why you and I work so

Ed Rigsbee: well together.

Cause why don't, Aiden why don't you for, the workshop, why don't you why don't you pull up the as ss c website [00:21:00] real quick to the page where we have the, interviews, the conversations. All right. We and let's, talk to everybody a little bit about, this because it's I've, heard from so many people that.

This is where the gold like, the other day, Lisa Ryan called me, or she emailed me one or the other, I forgot. And she goes, she said, it's funny. She goes, oh my God, I'm an idiot. I, haven't been watching these interviews. Now I'm watching these interviews. You're interviewing a bunch of the people I've been trying to get ahold of.

And so it's so it's like I Why don't you scroll down just a teeny bit

Aidan Crawford: more. Sure, sir. I, but I got, we, we should probably talk about Richard before we move off this page, but

Ed Rigsbee: Go ahead, go back up and talk about Richard real

Aidan Crawford: quick. All right. You were talking about the, maybe explain what this page

Ed Rigsbee: [00:22:00] is.

Okay. So, because of the fact that, I'm pretty known in the association world. I, and that goodwill that you talked about not, everybody, but a number of association execs will take the time to let me interview 'em, to talk about their meetings and how they hire speakers, so forth and so on.

And one of the things that I try to do in these interviews, and they're all about half hour I, ask them the kinds of questions that, that as a speaker, if I'm trying to sell to 'em, I'd like to know the answers to. So the people that watch these interviews, they're hearing what kind of meetings they have, what kind of speakers they use, how they go about getting speakers.

They a, most of 'em even tell me what they're paying speakers. And and, even like I ask them how do you want speakers to get ahold of you? Email me, call me, talk to they're, giving, this is gold [00:23:00] to where they're giving you all of the answers that I have taught people for years.

Okay? It takes a little bit of work. To find the decision maker by go, by going in the back door through the editor and all that, but on, on all these interviews. Hey I'm, spoon feeding you. Come

Ed and Aidan Webinar-1: on

Aidan Crawford: guys. I love I, love when they say here, give them my direct email address, or here's my phone number.

Like some of them, like they really do go into these and, then we put them right on the page. Like we've got their Yeah, got exactly who to contact. The again, you have to watch the video and that's when they give you the instructions. This is the best way to contact us. This is the best person to, speak to let them know my name.

And then a lot of people will say I know Richard, up here who got he's, he like, I know you, you said Jennifer got a gig out of this. Richard got a gig out of this 7,500 bucks. Where you watch it, you do exactly what they say. [00:24:00] And that puts you to the top of any list that they're putting together?

Ed Rigsbee: Oh, yeah. Yeah. Actually one of the, gal that Richard booked the date with was Megan Stokes, which she's a gal that's in my association executive group. And she told me, she goes, Hey, I hired one of your guys. She

told me that she hired him before he told me that she hired him. And and but scroll down just a smidge.

Sure. And I would tell anybody it is it's, really worth watching when Richard explained like, this first one here or this last one we did, Fred Grubby when I talked to him, he goes ed, I've been following you for years. I said, really? And so, because of that, when I asked Fred a lot of the, kind of in depth questions, he answers it.

And this next one, with all these societies of association executives, The woman in the picture on the bottom left, Donna Oser, when we were [00:25:00] doing, we did a a, call before the call and Donna says, I don't know if you realize this but, I've been to your workshops. I go, oh, when at, Michigan Society of Association Executives?

Were you at my all day workshop when I did the member recruitment workshop? She goes, yeah, I was there. And because I've been selling to associations for over 30 years, I'm, I get back from a lot of people I've been to your workshop, I've been to this, I've been to that. And, so it, it makes it a lot easier for me because they know me.

And when I ask 'em to do these interviews, like on the top on there's four of 'em there on, on the top top no, Go down. The top right. Nope, Go stop it. Oh, stop. Yep. For this conversation, 40 the top right picture Wendy Kavanaugh she's a pre a CEO of Georgia Society Association Executives.

I've, for years I've even been [00:26:00] partying with her at the as s a E convention. So when I called her up and said, Hey, could you get a panel together for me? She goes, yeah, I'll do it for you. So it's, been a lot of years of relationship bank deposits that I've made that now speakers that belong to the A S C, they benefit from my 30 years of making relationship bank deposits.

And when I go to these people and ask 'em, they tell me the truth. And, that's like with people like Richard and like with Lisa Ryan the other day when she contacted. Oh my God, this information is great. So just slowly scroll and let people see the kinds of organizations here. Also quick

Aidan Crawford: here I, will say this, that it's, we have 40 conversations, but I think I did a quick tally in, there's over 60 executives met letter like, cuz some of 'em are group conversations, some of 'em one-on-one.

I think there's over 60 executives, and as you can see, we have all contact information here. Yes Now I, again, I tell [00:27:00] people, watch the bloody video because people will get this contact information. They'll just reach out to them without watching the video which is pointless. Watch the video, get a sense of who these people are, know who they are, their personalities are, like, and then approach

Ed Rigsbee: them well, and Aiden, I'd take that one step further.

I, let me give you a couple additional things. Number one I've told everybody in A S C I said, after you watch the video, go to their website, study their website, look and see what kind of meetings they have beyond just their annual meeting. See if there's chapters to where. When you do contact these people, you really understand who they are, what their needs are, and how what you have overlays and, solves problems that they have.

Because it's never a money prob problem. It's always a, can you solve my problem? Problem? The other thing I've, told the A s A people put something in, if you're gonna send an email as an [00:28:00] example, as opposed to a phone call, put something in, like following up from watching your interview with Ed Rigsbee.

Now, I tell people, do not say, ed Rigsbee told me to contact you, because that's not true. It's a lie. But, something like following up after watching your interview with Ed Rigsbee to where they're seeing my name, the people know, and then it's okay, now we've moved from a cold call to a warm call.

We've moved from trying to get past the gatekeeper, to getting to the decision maker. And, I think for, from a perspective, for speakers for business development yeah I, know I'm gonna break Myer and pat myself on the back, but I, think that these are phenomenal. I didn't really realize how important they were until early on Joe Crisc, he told me, he says I, the only reason I belong to A S C is for these interviews.

And I said Joe, [00:29:00] why? He goes, oh my God. He goes, when I watch these interviews, I know the association executive before I call him. and it, took Joe telling me that to go, oh, okay, I'm pride enough to figure this out now that it's like that that, these are really, valuable. And if you're a speaker that wants to do business development, these will help you.

Whether you, the speaker watch the video or whether you have a marketing person that watches the video, goes to the website. Doesn't have to be the

speaker. It can be their mar because we allow any speaker that joins, we allow their marketing people to, watch these videos. We're not trying to the owners are.

No.

Aidan Crawford: Now I will say just because we've put this out before and I don't mind sharing it again, to. My, my, left, your right. You're gonna, I'm gonna, I'm just gonna pop up a link right now that's gonna be popping [00:30:00] up and it's gonna have the American Bankers Association video.

I know we've sent that out before. For people, if they want to just see how these videos work and, actually watch one and all the contact information's there. Watch it. And Jennifer, got a gig outta of this. I know a couple of other people have got gigs from the aba. The aba I think you said has over 60 meetings a year or something like that with some crazy amount of meetings.

Watch the video. There, there's the thing I should've made. Everybody stick around to the end. Stick around to the end one. There it is. The link is up there. It'll be up there for the next minute or

Ed Rigsbee: two. Aiden, why don't you give Aiden, why don't you also give give access to this latest video where I had the four association.

Aidan Crawford: The Georgia Society Association. Okay. I'll put that up on. So yeah, guys, just I'll, put that right underneath as well. So just I'll get that in there. And so you can watch both of those. Those are, that's, there you go. There's, you have major money today. Just,

Ed Rigsbee: just Oh, yeah. Yeah.

It's great because this, one that I, because [00:31:00] this one with the four Societies of association, executive CEOs, cause we just, I just recorded that a few weeks ago. They really talked to me about, 2023, what they're doing how, they're going after getting speakers for their meetings and how at their meetings, who's there association executives that can do what?

Higher speakers. So, I, I think that, this one and these four with, Georgia, Michigan, Texas, and Ohio. I, just think that even for the people that are on the call and, I'll use a David Newman term, even the broke ass losers can now that's a David Newman term, not even, he may be on this, he

Aidan Crawford: may be here, he may be registered.

Ah,

Ed Rigsbee: anyway, he might, who knows. Anyway I, think for anybody I, think that especially just watching and listening to what the four Society of [00:32:00] Association executives CEOs talked about, I think for 2023 is, hugely valuable. And, I think if anybody comes on and watches this we, should. We should give 'em even more than they expected that they would get.

Aidan Crawford: You know that, that's a good transition because I'd like to find out you, meet with these executives every Tuesday. You, know what's in their heads at this point. What is in and maybe give us the, cliff notes for, this hour long interview that you've got, that conversation you've got going on there.

What are association executives expecting in 2023 as far as virtual hybrid in person. Sure. What are they looking, what, how's inflation impacting their, speaker choices? May maybe you in a bit of that. Sure.

Ed Rigsbee: Let's, click back to full view and so everybody can see our smiley faces in in bright living color.

So here's what's going on. What at, the [00:33:00] beginning of the Pandemic Associations figured out that they could do online meetings and they got more people to attend and they made more money, but. Most of the members were not real, real happy with that. Then as we went into 2122, some of the members were wanting the hybrid meetings.

They wanted both a, live and a virtual. The problem is it's hugely expensive to do that because to, to use the platform to put on hybrid, it costs double. So it cost X amount of dollars to go put on a live meeting, and it cost almost that same amount of dollars to, for the technology and everything to put on a virtual meeting.

So more and more of the associations are leaning into 2023. To have a live meeting with a virtual after element. And what that means is they'll record it, but they're not gonna stream it, and they're not gonna pay the money that the hotels [00:34:00] want, this, that, and the other. So it's like the old days, especially when you think about National Speakers Association, how they would have the meeting, they would video it, you could, you'd get access to that video later.

And, so that's what a good number of 'em are doing. So, the hybrid where it, it's people there and streaming live at the same time in 2023, you're not gonna see many of them. There'll be a few and not many of 'em. So what about lunch and

Aidan Crawford: learns and webinars and that sort of thing to fill in the gaps?

Dirt

Ed Rigsbee: between me. W that's a good point. A, number of the association execs have told me that what they've done to fill in that, virtual thing is they're doing one a number of regional events that they weren't doing before, which is good to hear for speakers, they're doing a number of webinars which they weren't able to do before.

More and more people are [00:35:00] embracing online learning. But it's, less done with the annual meeting and more done now with events through the rest of the year. And a lot of associations, good number of 'em, have an annual meeting and at least one or two other meetings mid-year.

And and, but then I keep hearing about more and more adding on regional meetings that they weren't doing before, which are live great opportunities for speakers to speak. So again, for speakers when you talk to any association , don't forget to ask are, you, have you added any regional meetings?

Have you added webinars? And and cuz there's opportunities for, speakers to to, earn income on the and, so the other thing that's been very fascinating is the, association [00:36:00] CEOs that are of baby boomer age, they're dropping like flies. It's, there's been a huge churn in the association world.

So if there were associations maybe that you were trying to get into for the last 10 years and you never could, maybe you thought the ASSO executive director was a, you know what? Check 'em again, that executive director might be gone and there's, just been a, far larger churn than before.

Not only people jockeying for new positions so if you worked with a meeting planner three years ago you might check on LinkedIn and see if they're still with that association or if they've moved. And as an example if, they've moved, that's a perfect time to say, Hey, I did work for you at a ABC association.

I see you're now at XYZ Association. Don't you think it's time to bring me in there? So there's, really, I think for the [00:37:00] smart speaker, and I wouldn't

accuse every speaker of being smart, but I would say for, somebody that's really Yeah. Shoot myself over the foot on that one.

So I, I just think that if you stop and think about, wait a minute, Things have changed a lot. There's a lot of moving around. There's a lot of reshuffling. Go back to the people that you've worked with in the past. Find out if they've moved. If they have, yeah, because you can probably get in at their new place.

Find out if the association CEO that was blocking you has moved and if they're gone and Yeah, go in some of the, a number of those conversation, the interviews that I did, they were new, CEOs and there's even a couple of 'em where that CEO that I interview is left and somebody else was there. Now so it the, landscape is, changing a lot and that [00:38:00] leaves great opportunity.

For speakers to break into places they couldn't break into before, or that they felt they were blocked. So I, just, I think 2023 is gonna have some amazing opportunities if people, for the speakers in the business development area that are willing to do a little bit of work, that are willing to go back to people they worked with check where they are, make some calls.

I, I think there's gonna be a lot of work for people.

Aidan Crawford: Now, I know when you're, when you were saying earlier about how when you're speaking to an association, you're showcasing for potential clients, which is great, but I, know that, and I'm, we talked about this before and you said don't mention the virtual speaker Hall of Fame, but I'm gonna mention it anyway, we started doing something as a charity for Cigar Peg, where we let speakers record eight minute videos and we put their stuff on, the virtual Speakers Hall of Fame.

And we started doing it for the A S C as well. And I, and just kind just indulge me. I just [00:39:00]

Ed Rigsbee: but I'll say while you're on the vi the, while you're on the virtual Speakers Hall of Fame discussion. Yep. I will say that I've been, and you've been hearing it too the, people that are on the virtual Speakers Hall of Fame, which is owned by cigar peg, a ton of speakers have got business from that.

And now and, we started this directory for A S C because a bunch of the members asked us to do it. This wasn't our idea was the member's idea. And

Aidan Crawford: Kelly just popped up here, and I know she got a gig just a couple weeks ago, somebody saw on this. So it's

Ed Rigsbee: And this, directory that, that we've got going here, this is gonna deliver it, not only has it already delivered work, it's going to continue to deliver work, because I th I think that the one thing that, that.

Strategically, when [00:40:00] we put this together, you and I decided, okay, there's gonna be a one-time fee to get on it, but after that, hey, you don't pay again. As long as you're a member of A S C, you don't pay again. You're there forever. So

Aidan Crawford: and so what we did. And, I can say this because I'm the tech guy and it is not the health guy that this is the, that these pages are the second mo.

That directory is the second most popular page on our website after the homepage. Because it has these eight minute showcase videos that association executives are watching and that you are promoting to the a that the asae when somebody asks for a speaker referral, you send them here.

Ed Rigsbee: Oh, yeah. On the ASE collaborate. I'm in about eight of the groups from, CEO groups all the way through and yeah, absolutely. Anytime they talk about speakers, this, that, the other, I'm always putting the link to this [00:41:00] page. On the on, the. In the community and, these associations.

And the interesting thing, it stays there so they can also archive it. So when somebody is can, they can go and search speakers and, my posts even months after they've been pushed down they can find 'em. So I I, gotta say I, think that we're, we're. really breaking our back to push this page out in some in so many places in addition to all the emails that you're sending out.

And that's, I

Aidan Crawford: was gonna say people work directly to the speakers. We're not a bureau. We don't get a cut of this. We're they're, up there. This is Candy Campbell. There's her phone number, there's her email address, her website. You can go write over Calendly and book a meeting directly with her.

We don't get a cut of this. Yep. But we're promoting this content to associations and I, [00:42:00] and you were saying, I was sending out emails. One of the,

one of the things we have a list of over 14,000 association executives, which sounds like a lot, but there's a hundred thousand associations.

So that's, a very small proportion of the, total out there. And we send out one email to 50 a. So not, we're not sending out 7,000 emails a day. We're sending out an email to 50 association executives a day sending them to these pages to show them, to let them know that we are a directory of speakers.

We are a community of speakers. We are, we're not a bureau. You can work directly with speakers and save money by working directly with them, and they can filter them and do all the neat stuff that they can do. But I just wanted to, share this as another way. That associations to get yourself in front of association and I'm the marketing guy.

Ed is the association guy. I'm the marketing guy. So for me, it's like you need to get people to notice you. It's great [00:43:00] that we give, you over that you've exposure over 60 association executives that you can, get to know through video. But it's also important to have a, place so that they can find you so that you're easy to find.

And a lot of people's SEO is crap. Like I let's call a spade. Most people don't go to your website. You probably get between 10 and 20 a day if

Ed Rigsbee: you're lucky. And Aiden to, add onto that in, my interviews, in conversations with these association execs every one of 'em says if, I can't see a video quick and easy, I move

Aidan Crawford: on.

Yes. We, put them there. Now further to this, . I don't know if we want to go right to the Yeah, sure. Go for it. We're, on the page. We're on the page. So one of, one of the things that we, that it's also important cuz a lot of, again, a lot of speakers they, they do that field of dreams thing, build it, and they will [00:44:00] come and then they get five people to their website on a daily basis.

And three of those are stammers . You, really need to be proactive and not get distracted by I'm gonna start a podcast. I've got nobody on my list, nobody's gonna listen to it, but I'm gonna start a podcast, or I'm gonna, if as opposed to doing real work, real business development work that's gonna get you business and get you on stages and get you paid and pay your mortgage and pay for your car and get your kids through college, you need to start also applying for speaking Gates.

And there's the hard way to do it, which is go to all these websites and, just look constantly for them. But Ed, you are, because of your connections and your relationships, you are able to actually create. This RFP page where speakers can come in and they simply, there's direct links to apply for speaking, engage, yeah.

And I know Brian Wagner's in our group, and he got a gig outta this. I was hired by the [00:45:00] American Busing Association. They approached me to do, something for them. Unfortunately, I'm only virtual. They were looking for in person. I had to turn it down. But there's two of us from the community that applied through this page

Ed Rigsbee: And, were, yeah.

There's been others. Also, Aiden, you might even talk just for a moment about Yeah. Right there. That I've created that template that tells speakers. Here are the basic things that most of the RFPs ask. The smart person will make a Word document and have all of that in it. So it's just cut and paste.

Cut and paste. Cut. Quick little bit of customization and bingo, you can get these RFPs off and then I know you've told a, ton of speakers Take this that you've done yes. For, your program and put that on your website to make it easier for people.

Aidan Crawford: You've got, if you've got a Word document with this content on it, like how many times have I gone to a speaker website and they're their, topics page is just a list of really cool titles and it doesn't tell you anything about what the, what it is and [00:46:00] what the takeaways are.

What this is great if you if, you're not a member of the A S C and you're, you don't have to be too techy, take your phone. You can take a picture of this page. You can screen cap this page. You want this template. and you want to create, use this template to create pages on your website around all the programs.

Judy Wael did it for hers. She went from not even having a speaker site to having a really robust speaker site that had all these programs that were really mapped out and really clear what the value proposition was to the association she wanted to work with. And that's really, important. So, screen cap this or, take a picture of it.

You'll want to use this or what? You'll have to watch the replay again and you have to sit in all of us think We don't wanna do that. But I'm gonna, I'm gonna

stop sharing cause that's, that, that's enough. I, again, I'm not here to promote. If you wanna learn more, you can, but my, although my, my, left or

Ed Rigsbee: right.

Yeah. Where [00:47:00] I'm just thinking one of the things that you might want, we might want to just let people see that one of the things that, that people that do belong to A S C, they have access to is our workshops. And why don't you pull a page. I, and I'd like, I wouldn't mind just talking about that for just a minute to just tell people.

Cuz There is so much there. Yeah. Online courses? No, the one above it. Oh, you want?

Aidan Crawford: Cause I, if you, while I'm on workshops, let me just say Okay. And I never I, cannot say enough about the workshop you did on association management companies, which have no idea about and as a speaker it's important cuz you impress one guy who's in charge of five or six associations.

Yeah. You could be working all year by just impressing one freaking guy

Ed Rigsbee: or one guy. Oh yeah. If you can plug into Smith Bucklin or if you can plug into Kellen or association headquarters, just to mention a few [00:48:00] yeah. Or Spring fellow. Yeah, Absolutely.

Aidan Crawford: So I, just wanna mention that if, you do happen to click through and.

I would say that would be the first one you watched. Okay. Just cause you will, you'll be aghast at how the opportunities that you can get through those things. So you wanted to go

Ed Rigsbee: to the online courses? Online courses? Yeah. I just wanted to point out scroll up. Just a hair and whoop. Too much Too much. Go to my course on the left there and click on it. To open it up. Expand it up. That's what I want. And just scroll. There you go. You know what I wanted people to see is, and right here. This, course is, all of the crucial information from my two day intensive that people pay a couple thousand dollars to come to.

And and some of the videos live, some of the videos studio, but there, right there is the entire [00:49:00] kit and caboodle as they say on, on, how to do it

now. Then we add to that course, the one right next to it, your full marketing course. Again, same thing. It's like holy crud, this. And then if we then for people that are lazy, go to the bottom, go to our challenges.

Aidan Crawford: Look at, look how mine is . Yeah. Do

Ed Rigsbee: Redo that. Little bit shorter. So hit, my challenge real quick if you would. The open, expanded. Open. So scroll up. There we go. I did this because Aiden told me to do this, but I created a challenge and, what I've told speakers is even if go through this, take this challenge even if you can't do the stuff I tell you to do each day, so what, move on to the next day.

Move on to the next day. You can always come back and do it again. But I've had speakers tell me, oh, I couldn't get through it because I you told me to call it contact five associations and I [00:50:00] only got four. Hey man, move on. And, so in 30. You're gonna get little bite size videos that's

Aidan Crawford: gonna two minute videos, two minutes.

Everybody can do two minutes a day,

Ed Rigsbee: two minutes a yeah. And it's gonna completely open your eyes up and give you an understanding of the whole landscape of selling to associations. And then you've got the same thing in a 30 day market. I

Aidan Crawford: got the say cause and my thinking was, nobody wants to sit through four hours of me in my full course.

Nobody wants to sit through four hours of you in your full course. This is the nice little way that you can wa take these 30 day challenges and then go back and watch the full ones at your leisure. Yeah. Fill out the, what would you say you, you're put, some color around the bare bones you're getting here.

But start with these and then watch the fuller ones and you'll, get so much more out of it as far as learning how to market and learning how to like really market to associations and sell to

Ed Rigsbee: associations. In years [00:51:00] ago, I did a program, , I got to speak to all the August associations.

I was doing a program for the the Tortilla Industry Association. This was back in the nineties, and that was the first year they did their meeting in English. And

I went around to a tortilla factory in, East Los Angeles and learned about the industry when I was doing the workshop at the Tortilla Industry Association.

Interesting phenomenon. All of the little mop moms and pops were sitting there listening, but they weren't taking notes. Mission tortillas, which is the 800 pound gorilla in the industry. The, folks who work for mission, they were feverously taking notes. Here's another interesting thing I've noticed people that have joined A S C I, and I'm not gonna name names, but people that I know.

That already have an ongoing killer business [00:52:00] have, gone through in my full course, have gone through module by module, cuz I've seen the, results come through in my email. And then on the flip side, people that are just trying to break into the industry, they don't take the time. So there's this interesting phenomena that, that real successful people take the time to learn and people that aren't real successful are always trying to wing it and take the shortcut.

Yeah. Maybe I've just a, aggravated a whole bunch of my friends, but , I, I just, I've seen that phenomenon and I would just say whether you join Aiden and Ed's group or whether you join somebody else's group You gotta use the stuff that we, that's available to you, because if you don't, then you're just spitting in the wind.

[00:53:00] Yeah.

Aidan Crawford: If, you're not interested in joining our group, and that's fine. This is not for everyone. I'm the first person to say this is not for everyone. We don't talk about stagecraft, we don't talk about creating stories. We're business development. We're all about getting you on stages, getting you paid to speak.

That's what we are about. That's what we're concerned about, and that's why we target. speakers that are at a level where they're confident enough in their own skill and they wanna move their business and they're ready to move their business forward. Using the associations. Yeah. Now, if you're if, you just want like some content we have articles up here and there's one on the nt, the N T P A on how to use it, you know that's Ed you're, a big advocate.

You can get a, used copy on eBay and use that as a way to approach associations.

Ed Rigsbee: We do, oh yeah. That

Aidan Crawford: article up here that you can use for free and God bless you. Do it. I, there's enough people in this industry that'll take your last nickel. We're not those guys. [00:54:00]

Ed Rigsbee: You mentioned the N T P A, it's the National Trade and Professional Association directory, and you're absolutely right.

A 10 year old copy on, Amazon rebates is fine. But the really cool thing with that directory, and for anybody that's watching this think about I, I've always advocated Laser laser focus. So pick an industry and go deep, And once you've done as much as you can in that industry, then pick a second.

In the N T P A in the middle of the book, that's really where the goal is for a lot of the speakers. It's called the subject index. And there's about 125 subjects, or as we would call 'em, industries if, a speaker just goes to that subject, index picks which subject slash industry is most applicable to them, takes all the associations listed.

It's anywhere from 50 to 200, and just use that as your marketing list. It's probably gonna take you three to six months to get through it because each association, you also have [00:55:00] to contact all the state ones and all the affiliates right there, if you just do that. , you're gonna be successful if you just do

Aidan Crawford: that.

It's like we always say just, do what we say, . That's it. Just do what we say. But 90% of the people don't do what we say. And it's we're not saying join our group. We're saying just like some of the stuff we talked about today, if you just follow some of the stuff we talked about, some of the ideas that we put out there, you will improve your business.

Like it's, a it's, a lock. Yeah. Oh. Is an hour investment of your time. It's a total lock.

Ed Rigsbee: Yeah. Let me throw the, other the flip side of the coin of, that laser focus when. Why I suggested and asked that you make that that interview with the cert with the Society of Association Executive CEOs, because if you speak at the various Society of Association executives you're, [00:56:00] speaking to anywhere from a hundred to 500 decision makers, association executives that could hire you.

And, in that situation, it's more like a shotgun. The people sitting in that room are, they're gonna self-select just and, again, I'm gonna mention Lisa Rang when we, with the the virtual speakers Hall of Fame when, we started putting up the videos and having people come and watch it, Lisa got hired by the ceramic retailers industry.

Now Lisa focuses on manufacturing. She said, I would've never in a million years gone after the ceramic retailers association. So you mean some, while I do say for your, marketing purposes your, business development purpose, laser focus. Yet at the same time, the other side of that coin is, Create a situation where associations can self-select, they can [00:57:00] find you and they can decide they want you.

So by being on whether it's the virtual speakers Hall of Fame directory, whether it's the A S C directory or whether it's speaking at Society of Association executive meetings, let the self-select that's, another place where there's a lot of business that's gonna come your way if you let that.

Aidan Crawford: Okay, great. Ed we've been gone. We're, we've now gone for over an hour. Maybe just you and I speaking at this point. . So I, think we at some, but we could go on about this all day, but we shouldn't. We're, gonna wrap it up and as, I promised at the beginning, there is no specials at the end of this thing.

This, we are just, we were just here to give you some ideas and really talk about the state of associations in 2023, how you could market yourself better, how you can sell your, speaking to associations better. I really hope that everybody got something out of [00:58:00] today. I hope you bookmarked those links for watching the conversations with executives for the a ABA and then the, Georgia Society of Association Executives.

You. That's great. If you wanna learn more about the A S C again to my left, your right. I actually did it the right time. This time with the right hand, there is a link you can pop over and explore the website. If you want a tour behind the paywall, just send me a note. We'll, book a time and I'll just give you a tour through it.

Ed Rigsbee: That's there's one thing that's not really special, but we should mention we really should mention that we've already decided that June one the, monthly membership fee goes up. That's true. So if not to twist anybody's arm or anything, but if this is something that you want to be part of I would encourage you to join before June when the membership goes up and, just, I, I

think we should also be clear and tell people the way we operate [00:59:00] is when you join.

Whatever price you joined at is the price that, that you get for the rest of your life, as long as you maintain your membership. I don't want people to be fearful. It's no, we don't keep raising the price. The people that came in at the very beginning, obviously they got an awesome deal and they're gonna get an awesome deal the rest of their life.

And, the people that come in later have to pay a team bit more. But just I think that, this community is worth probably three times what we're currently charging and,

Aidan Crawford: over the next, you didn't even talk about the meetings, didn't even talk about the three meeting, the four meetings we do

Ed Rigsbee: every model.

Oh, yeah. Yeah. And I, think that because I believe it's worth three times what we're charging over the next few years. We're, gonna slowly rat up the price, but for people that come in earlier and just so you know, that in June the price will go up that [01:00:00] hey Also understand that that, we will never.

Hit you with the price increase

Aidan Crawford: once you're, I basically, because I'm not smart enough to figure out how to do it.

technically I have no idea how to do it.

Ed Rigsbee: Yeah, there's that take, you benefit, you

Aidan Crawford: benefit from my ignorance on the time

Ed Rigsbee: take. But, yeah. We, didn't even talk about four times a month. The first Wednesday of every month we have our, goal setting call.

The second Wednesday we have our members only networking. The third Wednesday we have our, open office hours. And then usually the fourth Wednesday you have your your global wild networking where we let

non-members in, but they have to pay. So there's there and members don't pay to be in it.

So yeah [01:01:00] the, first through fourth Wednesdays of every month it's at nine o'clock Pacific noon se Eastern Time, nine o'clock Pacific noon Eastern. That, that there's something for you. And I, what I've really been noticing, and I think you mentioned this when we were talking earlier, that, that the the, collective genius like when we had our most recent call, somebody was asking about LMS and then we, went to a member that I knew that's very involved with LMS and said tell us what you're doing.

And it's. There's, a lot there's a lot to be learned, not just from Aiden and I running the call, but from the other people on the call. And it creates community and

Aidan Crawford: it's referral opportunities. I'm sorry, referral opportunities. If we, yes, a lot of our, [01:02:00] remember we, we encourage people within the community that if they are offered a gig and they, can't do it refer people within the community.

And if, and people can't refer you if they don't know what you do, who you are they refer people they know and trust joining these calls every week, people learn to know and trust you. And this is a great way to build your business in that direction as well.

Ed Rigsbee: And well, and on my website, if somebody goes to rigsbee.com and they go to the meeting planner section and they go to ED'S recommended speakers, what there is a link to the A S C member directory and So, people that know me, that go to my website that are looking around, that's what they get. They get a link to the A S C member directory, and that's the people that I recommend. Not a bad thing.

Aidan Crawford: It's all about getting people, some get, getting people some work. Yeah. All right, ed, that is great.

I think this is a [01:03:00] fantastic way to start the year because this is Thursday, next Monday or next Wednesday is our is the actual first Wednesday of the month. If you're watching this live, it's. It's the first Wednesday of the month, so that will be our goal setting. So if you wanna sign up for the A S C, you can join us next Wednesday at 9:00 AM Pacific, 12:00 PM Eastern, and join the community and, get to know us.

We usually have, now we don't have a, we don't have a million people. We're not looking for a million people in group. We've got maybe a hundred people in the group right now, and we have about 20, 25. And then we show up to each one of our meetings. So there's some people that are only here to watch the conversation.

Some people are only here for the RFPs. And then there's people that are only here for the community. They don't check out anything other than the calls. We're not forcing you to do anything. You look at what everything we have to offer you, use what you need that will bring your business forward.

I encourage you to attend the meetings so that you can ask [01:04:00] the questions and people can give you advice based on their experience and not on their gut feeling. And that is priceless. Alright. Yes that's, my big closing pitch.

Ed Rigsbee: Okay. Say goodnight. Say goodnight Gracie. Goodnight,

Aidan Crawford: Gracie.

You didn't think I'd know that. I know George Burns . All right.

Ed Rigsbee: Bye Ed. Bye everybody. Bye-bye.