



20 Things to Ensure your Failure

1. Do what everyone else is doing.
2. Wait until you're overqualified.
3. Wait until you write your first book.
4. Listen to everyone else about why you can't do it.
5. Join Toastmasters, NSA, the Kiwanis Club, Better Business Bureau and Key Club and start volunteering your time immediately.
6. Pick a topic you know nothing about.
7. Pick a topic you have no passion for.
8. Pick a topic that only 5 people in the world care about.
9. Try to use as many words in your vocabulary when you speak that no one understands.
10. Be as cocky as possible while on the stage and off.
11. Have a technical rider that is at least four pages long.
12. Do not return emails or phone calls promptly.
13. Price yourself higher than everyone else in the market even if they have been speaking on the topic longer than you and have published several books on the topic.
14. Encourage family and friends to invest in and loan you money toward your new business.
15. Completely change your persona on stage compared to who you really are offstage.
16. Spend at least half of your speech selling your products from the stage.
17. Spend the other half of your speech explaining to the audience how great you are.
18. Use PowerPoint rather than memorizing your speech and simply read your presentation from the PowerPoint to the audience.
19. Arrive five minutes prior to your program and leave speaking to no one the second it's over.
20. And finally, always make sure your program lasts at least 20 minutes longer than anyone expects, taking time from the next speaker and throwing the entire day's schedule off because of your very important message.