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THE BACKUP PLAN

For every leg of every trip Tom Peters took, our team booked a backup flight. When it came to actually waking up on time, he didn't trust one alarm clock either. He packed six.

Sure, the redundancy cost him money and suitcase space. Over decades of keynotes, it also built a specific kind of reputation: the guy who was going to be there, no matter what it took to make that happen.

That kind of reputation is what earns solid trust with bureaus and clients. He showed up. He delivered.

THE INSTINCT

Amy Cuddy's passion is roller dancing near her home in Venice, California. A few years ago, a fall broke her jaw, badly. The first thing she said to her husband after the fall was that she wasn't going to miss her next speech.

That instinct is the same as the one behind Tom's backup flights. Showing up for a speech is a commitment they take incredibly seriously.

Not only do veteran agents, bureaus, and clients recognize who can deliver quality performances, but they know who has a reputation for

going to the ends of the earth to show up on time.

THE CHECK

Reliability stems from a set of decisions made in advance, before anything goes wrong. It's all about anticipating what *could* go wrong.

- Do you have a backup plan for the (dare I say reliable likelihood of) travel snafus?
- Do you carry a backup of your slides and any tech or cords you need?
- Does the event's on-site contact have a direct way to reach you that doesn't run through your assistant or agent first?
- Do you know what your bureau or client would do if you genuinely couldn't make it?
- If another speaker runs long or the schedule shifts on-site, have you thought through how you'd adjust rather than improvising in the moment?

THE NEXT STEP

Tom's backup flights and Amy's decision to keep her commitment after breaking her jaw came from the same instinct: reliability built in before anything goes wrong. That instinct is part of what shapes how buyers see you, how they talk about you, and whether they book you again.

I work with speakers on how you're being perceived, and how to become a more successful speaker.



SCHEDULE A CALL

Leap7

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