

Audience, Content & Products

Monetize Your Message With Serial Seminars

***Stan B. Walters, CSP
“The Lie Guy®”***

2012 NSA Winter Conference - Dallas



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Stan B. Walters, CSP
(Certified Speaking Professional)
“The Lie Guy®”

President of the company *Truth & Deception, Inc.* He works with agencies and organizations that need to educate their people on how to conduct forensic interviews and uncover the real story. He is a recognized expert in interview and interrogation theory, methods and techniques and human deception behavior. His expertise is in The Behavioral Science of Forensic Interviewing.

Published Expert

His most recent published work [The Truth about Lying: How to Spot a Lie and Protect Yourself from Deception](#) is in its fourth printing and has been translated in four foreign languages. He is the author of the best selling book [Principles of Kinesic Interview and Interrogation: 2nd Ed.](#) , recognized as an authoritative text and used by investigators

worldwide. He has served as Subject Matter Expert on Interview & Interrogation to Johns Hopkins University and a Research Consultant in a major interview behavior research project recently conducted at John Jay College of Criminal Justice. He also editor of the international ezine “[The Interview Room.](#)”

Knowledgeable

Stan trains professional interviewers and interrogators worldwide. He is an adjunct instructor at Eastern Kentucky University, University of Missouri – Law Enforcement Training Institute and for the Department of Defense Academy for Credibility Assessment. He has worked with major corporations and the employees of companies such as WalMart, Big Lots, Rite Aid, Principal Financial Group, Ohio Casualty, Blue Cross, Allegent Health, State Farm, Spencer’s Gifts, and more. He works with state police, local and municipal law enforcement academies in over 45 states as well as for the National Security Agency, US Immigration and Naturalization Service, Joint Special Operations Command 5th Group Special Forces, 82nd Airborne, 1st Armored Division, 1st Infantry, 4th Infantry, 25th Infantry, 1st Cavalry, Battlefield Surveillance Brigade & numerous other US Military Intelligence and C.I.D. units, Air Force O.S.I. & S.E.R.E., Environmental Protection Agency, Drug Enforcement Administration, the Texas Rangers, Bureau of Alcohol Tobacco and Firearms, US Treasury, US Postal Inspectors, US Probation, US Attorney’s Offices and the Federal Law Enforcement Training Centers and numerous other educational, professional, and criminal justice training organizations in the United States, Canada, Germany, Singapore, Australia, New Zealand, Netherlands, and United Arab Emirates.

Audience-Friendly

As one of the country’s experts in identifying deception and the techniques for interviewing to uncover the truth, Stan can answer your audience’s questions about how to conduct professional interviews that will uncover the truth. Stan draws from over 30 years experience of conducting corporate and criminal forensic interviews including more than 1200+ taped prison interviews. Stan just doesn’t “speak” to his audience or simply “train” them – he identifies their unique job requirements and “engages” them in an inspired pursuit of the truth. His participants walk away with skills that will make them immediately successful in their interviews.

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Speakers can monetize their message with serial seminars (keynotes, breakouts)
Why do they call you?

- Had NO training in forensic interviewing.
- Training they had isn't working.
- Interviews have failed or are failing and they are in legal trouble.
- They are telling you they want to have a process that works.

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Speakers can monetize their message with serial seminars (keynotes, breakouts)

- Locate, cultivate & convert audiences.
- Find hidden material in your content.
- Develop products that supplement & compliment your serial programs.

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Serial Seminars (keynotes, breakouts)
Philosophy

- Treat presentations as multiple large group coaching session on process.
- Tons of content but still with motivational element.
- Use stories, but more of them and with purpose.

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Serial Seminars (keynotes, breakouts)

Philosophy

- More interaction between you and audience.
- Let your audience "discover" for themselves the depth and level of expertise you possess.
- You want your audience to not only understand "how" but more importantly "why."

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Audience -

Find 'em, Convert 'em, Keep 'em!

- Professional / Agency directories.
- Certification requirements:
CEU, CLE's, PCSOT, CPA, POST, CFE, TCLOSE, POPS

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Audience -

Find 'em, Convert 'em, Keep 'em!

- Trade associations.
- Social Media -
- Other association mailing lists.
- Offer continuing contact FREE after each session.

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Audience -

Find 'em, Convert 'em, Keep 'em!

- Newsletter
- Feedback
- Flash Reviews
- Webinars
- Upcoming training
- Consulting
- Tele-seminars

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Audience -

Find 'em, Convert 'em, Keep 'em!

- *Attendee lists*
- *Auto Responders*
- *Broadcast list*
- *eSpeakers code*

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Audience -

Find 'em, Convert 'em, Keep 'em!

- *Joint venture with other agencies. (split costs)*
- *Asset Forfeiture funds.*
- *Grants. (Some US Gov't grants available?)*

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Content -

Process vs Programs or Speeches

Drill Your Content:

- *Create an exploded outline of your content.*
- *Expand each sub-content idea.*

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Content -

Process vs Programs or Speeches

Drill Your Content:

- *Identify useable, repeatable methods and techniques necessary to teach the audience how to use the process.*
- *Demonstrate ideas with video, exercises, articles, case examples.*

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Content -

Process vs Programs or Speeches

- See the material in increasing levels of application, skill development, expertise.
- Material delivery:
Short blocks - Multiple sessions
- Creates longer client allegiance, continuing contact, delivers more return in employee training.

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Content -

Process vs Programs or Speeches

- Use in-service format.
- Use hosting format.
- Use open registration format.

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Products -

Extend your Influence, Brand & Expertise

• Flash Reviews	• Research
• Webinars	• Tele-seminars
• White Paper	• You Tube
• Books	• Media

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Products -

Extend your Influence, Brand & Expertise

• Resource web site	• iBooks Author
• Pocket Guides	• iBooks U
• Screen Capture series	• Apps
• Downloadable MP3	• QR Codes

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Products -

Extend your Influence, Brand & Expertise

- Blog
- Auto Responders
- PDF products
- eZine
- DVD
- Kindle produced
- Articles
- Study Guides
- Bibliography
- Amazon

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Monetize Your Message

Discovery Exercises

Why potential clients call me –

1. _____

2. _____

3. _____

Potential clients I could reach –

Ways I can expand my content –

• _____

• _____

• _____

Monetize Your Message

Discovery Exercises

Ideas for new products –

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