I have built my Fan Club database to over 22,000 by using Evaluation / Feedback forms, and I encourage you to consider using it to grow your speaking business. I distribute an Evaluation / Feedback form in every session I present, even keynotes. I bribe the audience to complete the forms by offering a Robust Bonus Handout.

Evaluation Form Directions and Sample –It may sound as old school as using a fax, but it works, and I still do it. Below, you will see three ways to do this process.

A. The ***Talkadot digital method***

B. A QR code to Google doc hybrid method.

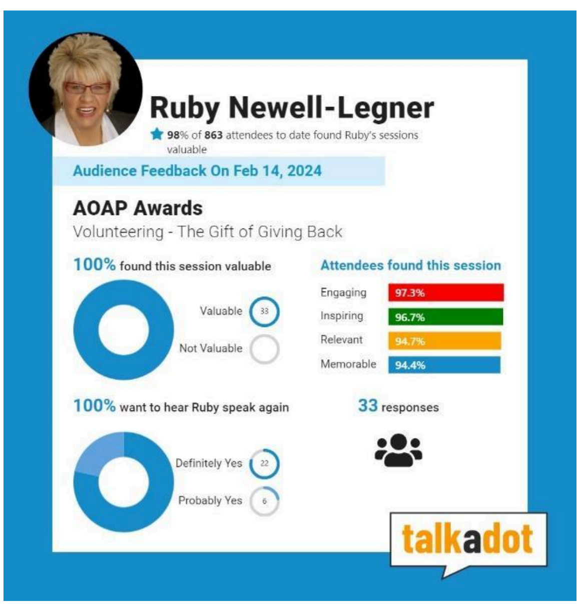
C. The "Paper" method I used for more than 20 years.

A. The ***Talkadot digital method*** - In 2023, a fellow speaker, Arel Moodie, decided to take this process I have used for years to a digital level. And I jumped on board! ***Talkadot is a great app to make this process much more efficient using the same methodology!***

Talkadot is the only speaking tool you need to collect testimonials, capture leads and referrals, and generate new speaking opportunities every time you speak. Effortlessly gather audience feedback and testimonials through our specialized software. Build your email list and identify potential speaking opportunities within your audience. Convert just 3 minutes of your presentation into a jam-packed speaking schedule.

After audience members complete the online form, Talkadot automatically sends you the following details and the information is stored in your Talkadot portal online.

- ✔ A list of participants who signed up to stay in touch with you. This includes their name and email address.
- ✔ Referrals - A list of attendees who would like to be contacted about having you speak at an event.
- ✔ Graphics prepared for social media posts and sharing with your client.
- ✔ Testimonials prepared in a beautiful graphic format.



This works so well; I no longer use the following processes.

But to understand the whole process, read my steps below.

B. **A QR code to Google doc hybrid method. QR Code Option** - I sometimes use a QR code if I don't have a paper evaluation to hand out. I put the QR code on the last slide of my presentation and tell participants to use their camera to frame the QR code, it will take them to a form they will fill out. I use Google forms. I ask for contact information and include one question to see if they would like a FREE consultation like the one below. If they choose YES, I follow up with them to schedule a call. Those calls usually turn into a paid speaking engagement.

Would you like to schedule a FREE 30 minute consultation with Ruby to discuss improving your staff development program?

- [ ] Yes - Please send me a link to schedule a FREE 30 minute Zoom or Phone Session with Ruby
- [ ] No
- [ ] Maybe - Ruby will follow up with you to see how she can support your endeavors.

C. **The "Paper" Evaluation method I used for more than 20 years.** The specific steps I have followed for years are listed below. Look at the evaluation template at the end of the document and follow the directions step by step to speak more and build your database of those who want to hire you. You are welcome to copy the evaluation form with changes that apply to your business.

The key is following each of the steps outlined below. It works… Do it!

Steps to get audience members to complete and turn in an evaluation form!

You must make audience members want the bonus handout, and if you do this right - they will do anything for it - like fill out your evaluation form and turn it in.

Do this by giving them something that they didn't get in a handout during your program. Make the bonus handout colorful - maybe even on a postcard. Make it so cool that it is something that attendees will post on their wall and always have your name and phone number on it. It has to be meaty enough to refer back to it and use it when telling others about the bonus handout.

The Paper Method of Collecting Evaluation / Feedback Forms

1. During the program, keep the "pile" of bonus handouts out of sight. Have one ready to refer to and pick it up on the spur of the moment like you just decided to add it to what you were talking about (even though it is well-planned in advance.) As soon as people start to write down the wisdom you are sharing, I even speed up a bit, so they can't keep up. ☺ It isn't on the screen, so they can't look at it. I just pick it up and refer to a few of the key points that are listed.

2. Once participants realize they can't write it all down fast enough, someone will say, "Can I get a copy of that?" I say, ***"When you complete your evaluation form and turn it in the back, I will make sure you get a copy."***

   If no one asks for it, I ask if they would like a copy of this. When they say yes, I hold up a copy of the evaluation form (which has been distributed to each person with their program handout or placed on their table.) Then I say, ***"When you complete and turn in your evaluation form in the back of the room after the program, I will make sure you get a copy."*** People will start clamoring to make sure they have an evaluation form to complete.

Ruby Newell-Legner, Fan Experience Expert
Phone +1 303.807.8978 • Littleton, CO USA
www.7StarService.com • Ruby@7StarService.com

3. Make sure you **remind them about the evaluation/bonus handout** a couple of times during the program but make sure it sounds different each time. Get creative. (i.e., How many of you would like a simple set of questions that can help you hire the right people (or whatever the topic is)?" When they say yes, say - just fill out your evaluation form and turn it in, and I will make sure you get a list of those questions."

4. **Before you end the program, ask the person who has been pre-assigned to collect the evaluations to come to the front of the room.** Pick up the stack of Bonus handouts (sometimes kept under my table or tucked away in the lectern), and hand them to the person you reviewed this with before the session starts. It could be a meeting planner, session host, or your assistant. I then repeat to that person, "When folks turn in their evaluation, please make sure they get one of these Bonus Handouts." I sometimes do this near the end of the program, so they see the bonus handouts go to the back of the room. This really helps them know where to go to get it as sometimes I have to stay up front to pack up my equipment to let the next speaker set up. If no one is presenting a session after I finish, I take the bonus handouts to the back of the room and stand at the door to chat with folks, and hand out the bonus handouts when they give me their evaluations.

   Make a big deal about it in front of the group so they are reminded **how** they can get a bonus handout and **who** will be distributing the evaluations, and **where**.
   To have someone collect evaluations as people are leaving, set up the logistics beforehand so there is a table and a place for your business cards and/or marketing material, and there is a place to drop off the evaluation forms next to the bonus handout. Be sure to review the process with the person who is assigned this duty before the program starts. I tell them not to deny someone if a person really wants the bonus handout without completing an evaluation. I do encourage helpers to ask attendees to complete the evaluation form.

My entire business has been built on this process - it works!

Create your own evaluation form just like I did - only fill in your specifics.
Simple evaluations with just names don't give us hot leads, and we want to know who is interested in hiring us or purchasing our products. There has to be a "check this box" section to identify those hot leads. - Here is an example (also shared on the entire evaluation template at the end of this document.)

☐ ***TRAINING*** Check this Box if you would like Ruby to contact you about providing **consulting or training** for your organization or to speak at a conference or workshop	☐ ***CONSULTATION*** Check this Box if you would like to set up a 30-minute consultation to review your current training program. If so, include your name and email address above	☐ ***NEWSLETTER*** Check this box and include your email above if you would like to receive Ruby's ***FAN MAIL*** electronic newsletter with **FREE resources** and be invited to her **complimentary webinars**

Suggestions for whom Ruby should contact about providing training or presenting at a conference:

Name____Title________________________________

Business ____Phone______________________________

Email ____

Ruby Newell-Legner, Fan Experience Expert
Phone +1 303.807.8978 • Littleton, CO USA
www.7StarService.com • Ruby@7StarService.com

Bonus Tips

Sample Bonus Handouts that I offer when they turn in my evaluation include:

For my "Facing the Challenge of Challenging Employees" session, I share a 2-page **"Blueprint for a Disciplinary Session."** It includes a checklist of what needs to be done before the disciplinary meeting, during the meeting and after the meeting. I read a couple of the highlights from each section, and invariably, participants beg for a copy of this document.

For my "Supervisory Skills for Success" program, I offer a list of **"Decision-Making Questions"** that supervisors need to ask themselves when preparing to make a decision. Remember, it has to be long enough that they can't just write down what you are saying and long enough to be really meaty. This Bonus Handout is one full page.

Include your Contact information on Everything - Make sure your Bonus Handout and your session handout has your contact information on every page like I have at the bottom of this page.

Include details about your evaluation / feedback form in your contract - Note that in my speaking contract, I mention that it is a requirement that the client prints these and lets me distribute them during the session. I explain to the client that we will tally the information on the forms and share the results with them. They love that their members or employees tell them what additional training they desire, and it opens the door for you to present again.

Show the impact your training had on the attendees - At the bottom of the evaluation form, there are two boxes for self-evaluation. Near the beginning of the program, before I get into the content, I ask the audience to take out their form and evaluate themselves on the topic I am teaching. "Rate yourself on your level of awareness about (the topic I am presenting) by giving yourself a score of 1 to 10. 1 being, I didn't even know I needed this skill and 10 being, I should be teaching this class." Before I give my closing story, I ask the audience to rate themselves again, ideally with a bigger score.

Before Training ______	← **On a scale of 1-10 (10 = I know everything)** **Rate your knowledge of how to (insert topic here)**	After Training ______

After these are tallied up, I share the average before and after score with the person who hired me and point out the growth that occurred. It is a great way to show you made a difference and it makes your impact measurable.

In my follow up email, I include a few stellar quotes from the feedback collected as well as a tally of the topics the audience would like to see me present in the future. This process almost always leads to repeat business.

Collect and Categorize Quotes/Testimonials - We file good quotes by **Client, Topic, AND Industry** so we can easily find them to include in proposals. After each quote,

Association of Luxury Suite Directors (ALSD) Conference,
"The Science of Creating a Premium Fan Experience"
July 8, 2015, San Francisco, CA

"Ruby demystifies and operationalizes the key principles underlying world class service. Her deep understanding of venue operations allows her to connect instantly with the staff she is coaching. Better yet, Ruby's training and development material is not "one size fits all" - she takes the time to understand each organization's structure and culture and customizes her material and her approach accordingly." **- Martha Fuller, CFO, Tampa Bay Lightning**

A sample Evaluation is on the next page. Feel free to use it as a template by adding your specific elements. Remember to **call it an Evaluation or Feedback form** because a meeting planner will not typically let you distribute a Referral Form.

Ruby Newell-Legner, Fan Experience Expert
Phone +1 303.807.8978 • Littleton, CO USA
www.7StarService.com • Ruby@7StarService.com

Evaluation / Feedback

Title of Program **Location/City** **Client Name or Conference** **Date**

What positive words would you use to describe Ruby's Program on (the topic I am presenting on)?

____

____

How do you think Ruby's (topic) Concepts will help improve your service delivery?

____

____

What did you like best about today's session?

____

____

☐ **Ruby is frequently asked for testimonial quotes about her training sessions.**
Please check this box if you grant permission for Ruby to use your quote in her promotional materials.

Please give us your insight on which topics you would like to see Ruby present in the future:

- Identifying and dissecting your Cycles of Service™ and Standards
- Leadership Strategies for Managers and Supervisors
- Elements of a Successful Employee Recognition Program
- Train the Trainer Program designed to enhance training sessions for your staff
- Dealing with Upset Customers
- Secrets to Keeping Our Customers Happy! (Ruby's most popular program)

PLEASE PRINT (This section is optional)

Your Name________________________________ Title ________________________________
Organization ____
Office Phone ________________________________ Mobile ________________________________
Address ________________________________ Country ________________________________
City ______________________ State/Province ____________ Zip/Postal Code ____________________
Email (Please print legibly) ____

- ***TRAINING*** Check this Box if you would like Ruby to contact you about providing **consulting or training** for your organization or to speak at a conference or workshop
- ***CONSULTATION*** Check this Box if you would like to set up a 30-minute consultation to review your current training program. If so, include your name and email address above
- ***NEWSLETTER*** Check this box and include your email above if you would like to receive Ruby's ***FAN MAIL*** electronic newsletter with **FREE resources** and receive an invitation to her **complimentary webinars**

Suggestions for whom Ruby should contact about providing training or presenting at a conference:

Name____Title______________________________
Business ____Phone____________________________
Email ____

Before Training ________

On a scale of 1-10 (10 = I know everything)
Rate your knowledge of how to (insert topic here)

After Training ________

Please use the back of this form to share additional feedback. Thank you!

Ruby Newell-Legner, Fan Experience Expert
Phone +1 303.807.8978 • Littleton, CO USA
www.7StarService.com • Ruby@7StarService.com