Welcome!
Can you do me a favor?
Got a question?
Stick around till the end…

- *How To Create A Killer Talk* bonus training
- Your Speaker Website checklist + 10 of the top speaker sites
- Today’s slides
Does this sound like you?

• I’m having trouble finding speaking engagements
• I don’t know how to connect with decision makers
• I’m not sure how much to charge
• Am I good enough to be a speaker?
• Do I have the confidence to be on stage?
• What if I’m not an expert?
• Do I need some special qualifications to be a speaker?
• Can I actually do this?
If these sound familiar, you’re in the right place
On this training, you’ll learn...

• The Speaker Success Roadmap
• 3 myths about being a speaker that just aren’t true
• The 7 speaking markets to choose from
• 3 secrets you need to know that will give you massive confidence with finding speaking gigs
• 10 ways to get paid beyond just speaking on stage
What makes this training different?
BOOKED & PAID TO SPEAK
How I got into speaking...
I had the potential, but I needed the plan
You know you can do this.

But…
You just don’t know where to start.
Dear Grant Baldwin,

This email confirms that you have paid $999.00 USD using PayPal.

Payment Details

Transaction ID: 07K70916IC702554Y
Item Price: $999.00 USD
Total: $999.00 USD
Order Description: Youth Speaker Boot Camp
Item/Product Number: Dec. 13, 2007 - Dallas, TX
Buyer: Grant Baldwin
How much for my first keynote?
$1,000!
How learning to get booked & paid to speak changed my business…
Since starting my speaking career...

• $1.5+ million from speaking
• 500+ paid speaking engagements
• 750+ live presentations (offline)
• 46 - US states spoken in
• 400k+ - people spoken to live
• 13,000 - biggest audience
• 30,000+ - physical copies sold of my self published book
How learning to get booked & paid to speak changed my life...
What would being a speaker allow you to do that you currently can’t?
What if this was you?
That should be you up there on stage.
Your message is worth sharing.
But...
If you think…

• This will be easy
• You won’t have to put in the work
• Speaking is a get rich quick scheme
• You don’t care about actually helping people
Do us all a favor and leave now
Today is only the beginning…
Can we all agree that 1 hour of speaker training is just a starting point?
This is your first step towards a lifelong journey of speaking...
You ready to start your journey?
There are two types of speakers here...

1. The Dabbler

2. The Action Taker
3 Myths About Being A Speaker That Just Aren’t True
MYTH #1
You have to be a world renowned expert or have a tragic story that you’ve overcome to be a speaker.
MYTH #2
You have to be a celebrity or have an existing platform to be a speaker.
MYTH #3
You have to be super sales-y to get speaking engagements.
None of these myths are true!
The Speaker Success Roadmap
Select a problem to solve
THE SPEAKER SUCCESS ROADMAP

Select a problem to solve

Prepare your talk
THE SPEAKER SUCCESS ROADMAP

S
Select a problem to solve

P
Prepare your talk

E
Establish yourself as the expert

THE SPEAKER LAB
THE SPEAKER SUCCESS ROADMAP

S
Select a problem to solve

P
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A
Acquire paid speaking gigs
THE SPEAKER SUCCESS ROADMAP

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A
Acquire paid speaking gigs

K
Know when to scale
THE SPEAKER SUCCESS ROADMAP

S
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K
Know when to scale
3 Secrets of Being A Speaker
SECRET #1
You don’t need to overcome something tragic in your life to be a speaker.
How many of these have happened to you?

• Conquered cancer
• Climbed Mt. Everest
• Built a multimillion dollar startup
• Cured a disease
• Won a Nobel Peace prize
• Competed in the Olympics
• Had a near-death experience
The Speaker Success Roadmap

S

Select a problem to solve
How do you identify a problem you could speak on?
THE TOPIC TRIFECTA

Industry
Who do you want to speak to?
7 Speaking Industries

1. Corporations
2. Associations
3. Faith/Churches
4. Non-Profits
5. Government/Military
6. Colleges/Universities
7. Education (K-12)
You can’t speak to everyone.
If you think you can speak to anyone, you really can speak to no one.
THE TOPIC TRIFECTA

Industry

Interest
What do you want to speak about?
Assuming you were put in front of your perfect audience to talk about any subject, what would you speak on?
What problem can you speak on?

Select a problem to solve
If you think you can speak about anything, you really can speak about nothing.
Are you interested enough that you could speak on this problem for the next 5-10 years?
Interest is a two-way street.
Does your industry/audience care about the topic?
THE TOPIC TRIFECTA

Industry

Interest
THE TOPIC
TRIFECTA

Industry
Interest
Integrity
Are you qualified to talk about this subject?
But what if I’m not an expert?
You don’t have to be the best in the world at something to be considered an expert.
THE TOPIC TRIFECTA

Industry

Interest

Integrity
THE TOPIC TRIFECTA

Industry

Interest

Integrity
Without all 3 pieces...

- Industry + Interest - Integrity = Bogus
- Interest + Integrity - Industry = Broke
- Integrity + Industry - Interest = Bored
Most speakers fail because they’re not clear on these 3 areas:

- **Industry**
- **Interest**
- **Integrity**

**THE TOPIC TRIFECTA**
Select a problem to solve

Prepare your talk
Ready for speaker secret #2?
SECRET #2
You can start booking (and getting paid for) speaking engagements without…

• An existing brand
• Bestselling book
• Blog
• Podcast
• Social media following
• Name recognition
• Online presence
THE SPEAKER SUCCESS ROADMAP

S
Select a problem to solve

P
Prepare your talk

E
Establish yourself as the expert
Two key marketing tools...

1. Website
2. Demo video
Website Strategies…

• You must have one!
• Use your name as the domain (you are the brand)
• Put yourself in the position of the client
Don’t forget to stick around till the end for the free download of...

- Your Speaker Website checklist
- My top 10 favorite speaker websites
The Speaker Lab
WordPress Website Theme

Grow Your Sales
with Brian Andrews, motivational speaker.

Start the Conversation
About Brian Andrews

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lacinia, ante id malesuada lacinia, dolor enim semper metus, at fermentum justo urna non tellus.

What People Are Saying

Most Requested Topics

- Topic Number One
- Topic Number Two
- Topic Number Three

Spread the Word!

Contact Me

Contact Brian
Contact Brian
Contact Brian
Your demo video may be the most important part of your website
Your demo video should be the movie trailer to your presentation
Work with what you’ve got and improve as you go.
Have your video and website in place **BEFORE** you start marketing
Your best marketing tool is a great talk
Just because you have a website and a video doesn’t mean anyone cares.
If you build it, they will NOT come!
THE SPEAKER SUCCESS ROADMAP

S
Select a problem to solve

P
Prepare your talk

E
Establish yourself as the expert

A
Acquire paid speaking gigs
SECRET #3
Getting bookings is not about being sales-y. It’s about building relationships and offering a solution to decision makers.
The best potential clients are those who already book speakers.
Best places to start are conferences, association events, and other groups already looking for a speaker.
Google to find opportunities

[audience keyword]

+ “conference, convention, association, group, club, event”
“Knitting”

• “knitting conference”
• “knitting association”
• “knitting event”
• “[STATE] knitting conference”
• “knitting speaker”
knitting conference

Knitter's Review - A Calendar of Knitting Events and Fiber...
www.knittersreview.com/upcoming_events.asp
10-12, Phoenix Convention Center, Phoenix, AZ, National NeedleArts ... 20-22,
Gateway Hotel & Conference Center, Ames, IA, Amland's Knitting Studio 20th ...
January - February - March - April

TKGA Conference - The Knitting Guild Association (TKGA)
www.tkga.com/TKGAConferences - Knitting Guild Association
Embassy Suites North Charleston Airport Hotel & Convention

Community Calendar - The Knitting Guild Association (TKGA)
www.tkga.com/events/event_list.asp - Knitting Guild Association
Events: 2016 TKGA Conference - Education - Learn to Knit; Hand Knitting ... 8/31/2015 TKGA Conference.
5/21/2015 Cast On Photo Shoot (Fall 2015 Issue).

STITCHES Events | Knitting Universe
www.knittinguniverse.com/stitches/
Here is a promo video from STITCHES West from the good folks at New Stitch a Day:
August 4-7, 2016. Schaumburg, IL; March 31-April 3, 2016. Nashville, TN.
Stitches Midwest - STITCHES Texas - STITCHES Online Registration...

Vogue Knitting LIVE - The Ultimate Knitting Event - Fashion...
https://www.vogueknittinglive.com/
October 2-4, 2015. Chicago, Palmer House Hilton Hotel. Come to the Windy City!
Register Now: January 15-17, 2016. New York Marriott Marquis. Vogue Knitting...

Kanuga Knitting & Quilting Retreat | Kanuga Conferences
www.kanuga.org/conference/.../conference/... - Kanuga Conference Center
Retreat coordinated by award-winning knitting designer Vivian Brandon of ... + Chris
Lynn, Adult Conferences Program Director. chris.lynn@kanuga.org, 2818...
TIP: Find a few speakers who are doing what you want to do and see what events they’re speaking at.
Once you find opportunities, you want to contact the decision maker.
Email is the most effective starting point for communication.
IMPORTANT: This is a relationship business. Do NOT try to seal the deal on the first date.
Email Swipe File
Grant Baldwin - www.bookedandpaidtospeak.com

Email marketing is still one of the best ways to connect with decision makers for events. Below you'll see a variety of different emails I send out for different contexts, but here are some general email marketing rules I try to follow...

1. Subject Lines - I prefer to keep my subject lines short and generally in all lower case. Those are the types of subject lines you'd get from a friend and not someone trying to sell you something :)

2. Send At The Right Time - Make an educated guess as to when the best day and time would be to get your email opened and read. Generally speaking, Monday mornings and Friday afternoons are not good. People are either really busy or just starting to check out. I prefer middle of the week (Tu, Wed, Th) between late morning and early afternoon.

3. Make It Personal - Don't just mass spam a bunch of people. When possible, include first name in your greeting. Also, any time you can add 1-2 personal lines, do it. For example, if you see in your contact's bio they have the same number of kids as you, grew up in the same area, are fans of the same teams...those type of things I'll point out. Remember, this is a relationship business, and your goal is to connect with the other person on a human level.

4. Use A Tool - You can do a lot of copy/paste to send out a bunch of emails but it's simpler to use a tool. We use SerialMailer (http://www.falcon-ware.com/SerialMailer/) for mass email merge. This will run through your personal email account (i.e. Gmail) but keep in mind that providers like Gmail have a limit to the number of emails you can send in a 24 hour period. For Gmail, you can only send 500 emails per day. I do not recommend mass uploading your emails to a tool like MailChimp as this is considered spamming.

5. Email is a Numbers Game - If you send 5 cold emails and don't get a single reply, don't be discouraged. The fact is you're going to have to email a lot of contacts. If you send 50 emails, you might only hear back from 5 and of those 5, only 1 may ever book you. That's not to discourage you, but I want you to have realistic expectations going
If you’re looking for an effective way to connect with meeting planners and get booked, then use Grant’s proven email system. Following his advice, I contacted one meeting planner and two days later, I was booked to speak at their state-wide leadership conference.
Google is the quickest way to find opportunities
In *Booked & Paid To Speak*, we teach 8 more strategies for finding speaking engagements.
Your best marketing is always word of mouth.
SHOW ME THE MONEY!
You CAN get paid on your first speaking engagement
You don’t have to be the best in the world to get paid but you can’t completely suck.
How much should you charge?

• 1. Market
• 2. Experience
• 3. Marketing Materials
Speaker Fee Ranges

• Education/College/New Speakers: $1,000 - $5,000
• Up-And-Coming Corporate Speakers: $5,000 - $10,000
• Professional Corporate Speakers: $10,000 - $20,000
• Bestselling Authors, Athletes, B-List Celebrities: $20,000 - $50,000
• Celebrity Speakers: $50,000+
Select a problem to solve

Prepare your talk

Establish yourself as the expert

Acquire paid speaking gigs

Know when to scale
Generating revenue and impact as a speaker isn’t limited to just speaking from stage.
You can get paid beyond a speaking fee...

1. Book
2. Curriculum
3. Product
4. Coaching
5. Consulting
6. Webinars
7. Online Training Course
8. Train The Trainer
9. Advertisements/Sponsorships
10. Referrals
Let’s recap…

1. Identify a problem you could speak on (industry, interest, integrity)
2. Position yourself as the expert (create your website and video)
3. Identify existing events that book speakers
4. Contact decision makers
5. Build, grow, scale your speaking empire