BOOKED & PAID TO SPEAK

HOW TO FIND AND BOOK SPEAKING ENGAGEMENTS (AND START GETTING PAID!)

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HOW TO GET MASSIVE VALUE FROM THIS WORKBOOK

1. Print this workbook and use it during our training to stay fully engaged and take notes. We go through a lot of training in a short amount of time, so I don’t want you to miss anything.

2. Think of one question you want answered while we are on the training together. If I don’t answer it during my training, I’ll do my best to answer it during the Q&A session at the end.

3. I want you to be ready to answer the question, “Now What?” What are you going to do differently as a result of what we talk about? How are you going to take action and implement the training not only for your business but for your life. Taking action right away will give you instant momentum to start seeing BIG results!
Getting Started….

I had the _________ but needed the ________

I ______________ in my business

*How would your life be different if you had a plan for how to find and book speaking gigs?*

_______________________________________________________________
_______________________________________________________________
_______________________________________________________________
_______________________________________________________________
_______________________________________________________________

Three Myths About Being a Speaker

1. You have to be a world renowned _________ or have a ________________ that you’ve overcome to be a speaker.

2. You have to have an existing _________ to be a speaker.

3. You have to be super _____________ to get speaking engagements.

NONE OF THESE ARE TRUE!
THE SPEAKER SUCCESS ROADMAP

- S _________ A Problem To Solve
- P _________ Your Talk
- E _________ Yourself As The Expert
- A _________ Paid Speaking Gigs
- K _________ When To Scale

Secret #1: You don’t need to __________ something __________ in your life to be a speaker.

SELECT A PROBLEM TO SOLVE

THE TOPIC TRIFECTA

1. ____________

7 Speaking Industries

1. ____________________________
2. ____________________________
3. ____________________________
4. ____________________________
5. ____________________________
6. ____________________________
7. ____________________________

You can’t speak to ____________
2. ______________
Interest is a two-way __________ 

3. ______________
Without all the pieces of The Topic Trifecta...
  o Industry + Interest - Integrity = ______________
  o Interest + Integrity - Industry = ______________
  o Integrity + Industry - Interest = ______________

ESTABLISH YOURSELF AS THE EXPERT

Secret #2 - You can start booking (and getting paid for) speaking engagements without an existing ______, a bestselling ________, blog, __________, social media following, name recognition or online presence.

TWO KEY MARKETING TOOLS

1. __________
2. ______________
   ◉ Work with what you’ve got and __________ as you go.
   ◉ Have your video and website in place _________ you start marketing
   ◉ Your best marketing tool is a ______________
SECRET #3 - Getting bookings is not about being sales-y. It’s about building _________ and offering a ________ to decision makers.

HOW TO FIND & BOOK EVENTS

- Focus on ___________ not ___________
- The best potential clients are those who already ______________________
- Best places to start are _______________ and _______________ events
- Find ___________ who are doing what you want to do and see what ___________ they are speaking at
- This is a _______________ business. Do not try to seal the deal on the first date.
- ___________ is the best way to find opportunities
SHOW ME THE MONEY!

You can get ________ on your first speaking engagement.

How Much Should You Charge?

1. ________________
2. ________________
3. ________________

Speaker Fee Ranges

1. Education/College/New Speakers: ________________
2. Up-And-Coming Corporate Speakers: ________________
3. Professional Corporate Speakers: ________________
4. Bestselling Authors, Athletes, B-List Celebrities: ________________
5. Celebrity Speakers: ________________

KNOW WHEN TO SCALE

Generating ________ and _________ as a speaker isn’t limited to just speaking from stage.

Of the 10 ways to get paid beyond a speaking fee, which 3 are you most interested in?

1. ________________
2. ________________
3. ________________

Would You Like Me To Personally Help You Build Your Speaking Business?

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