

## Action Guide - Module 2:

# WHY WILL MEETING PLANNERS PAY YOU TO SPEAK?

## Overview:

**Most speakers don't understand why meeting planners book speakers. Let's give them what they want and need!**

## Background:

Nearly all would-be and beginning speakers make the mistake of incorrectly assuming that meeting planners hire speakers because they are funny, entertaining, have great stories, and fantastic stage-craft. These are all important, but they are not why you will get hired.

(This is why you often see awful speakers on stages and fantastically skilled speakers bitterly bitterly in the audience.)

To make matters worse, when speakers build out their marketing materials, brand, and presence based on these false assumptions, they waste a lot of time and energy, and they have very little to show for it in terms of booked speaking engagements.

This module's video will set the framework for why speakers actually get paid to speak. Get this correct - right now - and your marketing materials, speech, and brand will be off to a great start.



The SpeakerCareer.com Kick-Start Guide

**Get this right and suddenly everything becomes easy!**

## Action steps:

(complete before moving on to the next lesson)



- Be able to answer the question, "Why will a meeting planner hire me?"**

Don't worry about creating your solutions just yet... we'll get to that.

- Read the related 'Corbin Ball' linked article**

[http://www.corbinball.com/articles\\_presentation/index.cfm?fuseaction=cor\\_av&artID=2107](http://www.corbinball.com/articles_presentation/index.cfm?fuseaction=cor_av&artID=2107)

- Watch this YouTube Video**

<https://www.youtube.com/watch?v=U93nBDpUs0E>

- Brainstorm a list of 3 genuinely valuable changes you can create in an audience.**

Consider what message, concept, idea, or set of processes you can teach that will create thousands of dollars of value to an organization... or prevent thousands of dollars worth of losses!