

# FORCING INVESTMENT BY GATHERING EVENT DETAILS



The SpeakerCareer.com Business Blueprint  
Module 5 Lesson 2 Action Guide

## How to Discover Your Ideal Speaking Brand

### Overview:

Complete this action guide as you follow along with the tutorial video located at

<https://speakercareer.com/members/blueprint/m5/info-gather/>

## 7 Questions to Get Answered BEFORE Quoting a Fee

### 1. “Where, specifically, is the event?”

- Followup: OK, so I’ll be flying into XX airport or do you recommend elsewhere?

### 2. Do you have a slogan or a theme for the event? Or better, yet, what would make your event a smash hit?

- Your job is so connect your hook to their theme, slogan, or purpose.

### 3. What are you trying to accomplish by bringing me in to be your keynote? In other words, what change would you want to see in your audience members that would make my keynote a huge success in your eyes?

- Repeat what they say right back to them! Be enthusiastic about the fit and how you can deliver what they’re asking for.

### 4. How many people will be in attendance?

- You’re getting an idea as to whether or not you can discount your fee (as you’ll be able to sell lots of product)

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5. **“What dates and times would you like me to speak and are you looking for a keynote alone, breakout sessions, half-day training, or a combination of the above?”**

*Get very particular about the details before agreeing to an event as you can often get roped into more than you've 'agreed' upon.*

6. **“How will everyone be dressed? Is this a casual conference or professional dress?”**

*- Gives you a general idea of the 'feel' and takes the pressure off of the inevitable sales conversation.*

7. **“What have you paid your speakers in the past and what's the budget range you're working with for this year's conference.”**

**OR**

**“Could you just let me know how much you've typically invested in your past speakers and what's the high-end and the low-end of the year's budget for speakers?”**

*- This is the question that starts the transition into your discussion about fees.*

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