

Action Guide - Module 12:

TOWARD PAID SPEAKING GIGS AND BEYOND!



The SpeakerCareer.com Kick-Start Guide

Overview:

What fees to begin quoting to clients, what to do if you're not getting booked, & where to go from here.

**You get the
'professional
speaker' stamp of
approval!**

Background:

Congratulations! You're there! You've done the heavy lifting and you're now in an incredibly advantageous position to begin accepting paid speaking engagements. You're ready to start collecting those checks! It's time to hit the ground running with your speech by creating a marketing plan so that you can begin climbing toward the \$5000-\$10,000 dollar per speech fee range.

How to Set Your Fee

Your fee, right now, is a bare minimum of \$1500 dollars. If in doubt, start with \$1500 dollars.

Then, for every speech you negotiate, increase in \$500 increments... until you start to feel resistance and you're not getting more gigs. Then back it off \$500. That is now your fee!

Keep booking yourself at that rate until you increase your credibility indicators and you get better onstage, delivering more value to your clients. We cover how to do this in the 'SpeakerCareer Business Blueprint.'

How to Begin Marketing

Contact the referrals you got at your 7 'value exchange' gigs! You should have between 7-21 referrals from meeting planners... And any additional referrals you received from audience members. Now is the time to contact them! There are specific scripts for doing so in the Business Blueprint, though you're more than welcome to contact them, sending them to your website, and asking when they'll be booking for upcoming events.

What to Do if You're Not Getting Booked.

It boils down to 3 reasons:

1) **You are contacting too few people.**

This is a numbers game. Begin tracking your percentage of booked gigs vs. the number of people you've contacted. That will tell you how many meeting planners you need to contact in order to book your ideal number of gigs.

2) **Your deliverable isn't valuable or it's wrong for the market.**

Contact the groups you've spoken for. Contact the groups you'd like to speak to. Ask them if your message is what they need. If not, ask what they DO need and what they hired their last speaker to talk about!

3) **Your stagecraft needs work.**

Speakers generally love the rush of being onstage. However, the audience is not necessarily experiencing that same rush! If you think you are crushing it onstage every time... it means you are bombing every time! Be willing to face the fact that you need to improve your stagecraft. Don't let this get you down. You should ALWAYS be improving, so take take this opportunity to start the habit! Begin putting in the time to become



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Action steps:

- ☐ **Decide on the fee that you'll begin quoting during negotiations.**
- ☐ **Contact your referrals and ask them to book you!**
- ☐ **Commit to never-ending self-improvement in your speaking and marketing skills.**
- ☐ **Begin your next SpeakerCareer course! You have three options:**

The Killer Keynote Formula

<http://speakercareer.com/members/keynote/>

The SpeakerCareer Marketing Blueprint

<http://speakercareer.com/members/blueprint/>

The 'What's Working Now' Clubhouse

<http://speakercareer.com/members/club/>