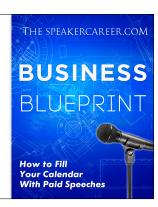
SpeakerCareer Business Blueprint
MODULE #4
WEBINAR



FAST-TRACK WORKSHOP TRIFECTA!







MAKE YOUR COPY POP!

DESIGN WITH PIZZAZ!

2

FAST-TRACK TO GETTING BOOKED THIS MONTH

"How can I get a paid gig ASAP to put some cash in the bank?"

Week 1:



- 1) Website OR eSpeakers profile
- 2) Demo video OR full speech video OR script
- 3) 100 qualified meeting planners
- 4) 4-10 months in advance of event
- 5) Booking scripts down pat
- 6) Contract packet and contract ready to send
- 7) Prepare your promo pieces

FAST-TRACK TO GETTING BOOKED THIS MONTH

"How can I get a paid gig ASAP to put some cash in the bank?"



Week 2: Social Proof Piece

EG: Testimonials Packet + Brochure

- Show that others are booking you!
- Send 1st class, hand-addressed, no markings
- Letter with a) awesome headline b) reason for sending c) call to action.
- Include 1-sheet or brochure if you have them

FAST-TRACK TO GETTING BOOKED THIS MONTH

"How can I get a paid gig ASAP to put some cash in the bank?"



Week 3: 'Connection Piece'

Followup email link to with pURLs eg: johnbeede.com/jane-doe/

Include personalized video + 1-Sheet or link to your eSpeaker/website

FAST-TRACK TO GETTING BOOKED THIS MONTH

"How can I get a paid gig ASAP to put some cash in the bank?"



Week 4: Credibility Piece

Book, News story, TED talk, tear-sheet.

Days 30 & 31: Phone followup to ALL 100

FAST-TRACK TO GETTING BOOKED THIS MONTH

"How can I get a paid gig ASAP to put some cash in the bank?"



That's what I would do!

TRACK EVERYONE IN A SPREADSHEET OR YOUR CRM

COPYWRITING WORKSHOP

"What do you think of these speech descriptions?"

-Learn how to eliminate the frustration of "trying harder" and replace it with Superhuman results.

If you've ever felt the frustration of always needing to "try harder" at everything in life, but seeing disappointing results, the 'Superhuman Accelerator' strategy will be like the spinach to your Popeye!



COPYWRITING WORKSHOP

"What do you think of these speech descriptions?"

-Understand the Strongman's Secret to dissolving limitations and achieving greater success with less effort.

Remember Colossus from the X-Men? You'll discover the same 'Strongman's Secret' that he used to achieve greater success with less effort.

(I don't know how this applies to colossus, but it sounds cool and gives credibility)



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COPYWRITING WORKSHOP

"What do you think of these speech descriptions?"

-Redefine Impossible/Excellence and learn the 3 step process to quickly achieve it

You'll discover the biggest fatal mistake that most people unwittingly make when it comes to achieving the impossible. Seriously, it's like Kryptonite to achieving the impossible! Overcome the odds and change your fate by applying this 3-step process.



COPYWRITING WORKSHOP

"What do you think of these speech descriptions?"

 Change your Success Setpoint and achieve results beyond what you thought was possible.

— this needs a sale on why the success setpoint matters... so something like

Wanna shock your allies and prove your arch-rivals wrong? Learn why your 'Success Setpoint' is the biggest limiting factor that you face in your your ability to succeed. Fortunately, in this session, you'll discover how to move the bar beyond what you (or anyone else) ever believed to be possible.



DESIGN WORKSHOP

"What do you think of my new 1-Sheet?"

Fred made this within a week. Awesome.

Let's take a closer











DESIGN WORKSHOP

Summary:

Awesome first go-round. Does the job!

Conveys credibility

Great CTA

Reduce 'intimidation factor'

- Text
- Colors
- Speaking photo

Headline

"Where is the eye drawn

Bleeds shouldn't be visible



THANK YOU

HOW TO CONTACT WITH ME

Don't hesitate to contact with me. I will be happy to answer your questions.









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