

SpeakerCareer Business Blueprint

MODULE #4
WEBINAR

THE SPEAKERCAREER.COM

BUSINESS
BLUEPRINT

How to Fill
Your Calendar
With Paid Speeches

FAST-TRACK WORKSHOP TRIFECTA!



GET BOOKED THIS MONTH!



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?"



Contract
Ready to Send

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

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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

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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

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Week 4: Credibility Piece

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

Days 30 & 31: Phone followup to ALL 100

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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)



“What do you think of these speech descriptions?”

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.



“What do you think of these speech descriptions?”

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

A promotional image for the movie 'Spider-Man 2' featuring Spider-Man in his red and blue suit and Iron Man in his black and gold armor, both in dynamic poses against a cityscape background.

“What do you think of my new I-Sheet?”

Let's take a closer look...

[illegible]

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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 MONTHLY COACHING