

THE 'FAST-TRACK' TO YOUR FIRST \$10K AS A SPEAKER



The SpeakerCareer.com Kick-Start Guide

Video #1 - Action Guide

**Launch Your
Speaking Career
with Massive
Momentum!
(or Re-Launch it!)**

Overview:

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

<https://speakercareer.com/video-series/10k/>

How do you take what you love - your passion, your expertise, even your hobby... and turn it into a profitable speaking career that provides a great income, delivers real value to the world, and gives you the freedom to work when you want, as often as you like, and in any English-speaking country?

Follow along and take notes as I show you the critical elements for launching your professional speaking career and sets you up to your first \$10,000 USD as a speaker.

The 4 Freedoms Offered By Professional Speaking:

1. _____ Freedom:

When would you work during the day (or night)? How many gigs per year...or per month would you like to book? Which months would you take off and how many events per month would be ideal?

2. _____ Freedom:

Where would you most ideally live? Where would you like to travel to? Speaking can take you there!

The 4 Freedoms Offered By Professional Speaking:

3. _____ Freedom:

Who would you like to speak for? Would you like to work alone or with a staff? Who is sitting in your audiences and what kind of people are booking you to speak?

4. _____ Freedom:

Who needs to be impacted by your message? Are you making the biggest impact you possibly could? If not, how will professional speaking fulfill that purpose?

The Two Non-Starters That Can Hold You Back:

1. “ _____ ”

Hint: *If you assume that you are already the expert, you leave yourself no room to progress nor learn!*

2. “ _____ ”

Hint: *Being coached inherently requires that you take actions that may seem counter-intuitive. However, when backed up by proven results, you should listen up and take action on their advice!*

KEY ADVICE: *Don't follow the advice of gurus who teach what worked 10+ years ago!*

KEY QUESTION: *On a scale from 1-10, how committed are you to making professional speaking work for you? (circle one)*

1 2 3 4 5 6 7 8 9 10

KEY QUESTION: *If it's not a 10, why not? What negative thoughts or self-limiting beliefs are in your way?"*



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“The problem for most speakers is NOT a lack of qualifications of platform skills. Rather, the problem lies in not properly qualifying the prospects that speakers market to. In plain English: stop marketing to the wrong people!”

-John Beede

SpeakerCareer.com Founder

The 3 Step Prospect Qualification Filter

Selectively disqualify the wrong meeting planners using these three questions. Reject them as possible clients. Remember: Beat them to the 'no!'

1. Do they even _____ speakers?

You would be shocked by the number of speakers who market to leads who don't even book speakers!

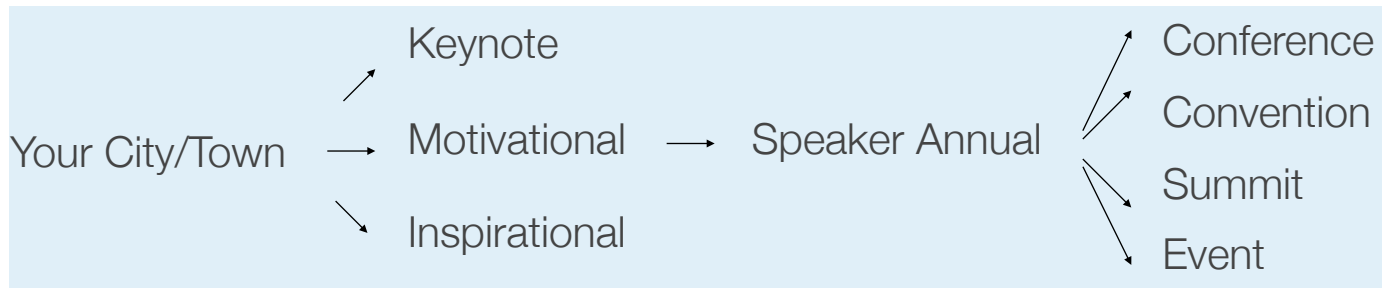
2. Can they _____ my acceptable _____ ?

If they don't have the money to pay you... move on!

3. Is my _____ a perfect fit for them?

Don't be arrogant and speak unless you're an expert in that subject. AKA: If you can't provide real, tangible solutions for that audience's problems, you are setting yourself up to fail.

BONUS: Location Hacking: Google these variables:



EG: “Buffalo Motivational Speaker Annual Event” or
“Phoenix Inspirational Speaker Annual Convention”



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Voila! Now you have LOADS of prospects.

The Two Types of People This is Perfect For

1. Already have a speaking business and want to take it to the 'next level.'

You have an awesome opportunity to relaunch your speaking career with a fresh start. Build on what you already have in place and remove what hasn't been working.

2. You're an aspiring professional speaker.

You know you love speaking, but have no professional experience. Let's build it right, from scratch, in the fastest possible way. Come out with a bang and build massive career momentum.

Exercises:

1. Answer: What would having a successful speaking career mean to you and your family? How would the '4 Freedoms' affect your family?

2. Find between 7-20 prospects using the 'Location Hacking' technique.

Try all the variables! Search for leads in your hometown... or in your dream location!

3. Most importantly, WHY do you want to speak? Who, specifically, will you help... and what knowledge or wisdom do you have to help those people?



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Module 1 Action Guide

This completes tutorial 1 of 4. In the next, we'll cover...

**MARKETING SYSTEMS THAT
GET YOU BOOKED...
QUICKLY & CONSISTENTLY**