

BUILD A PAID SPEAKING BUSINESS



2025

How Leaders Can Earn Money From Speaking: The Full Strategy Guide

Introduction: Speaking Is a Business, Not Just a Gig

You're already a leader—whether in your workplace, community, online platform, or cause. But turning your influence into a paid speaking business requires structure, strategy, and smart branding. Speaking isn't just about having a mic; it's about having a message that moves money, minds, and missions.

Regardless of your niche—business, wellness, education, faith, tech, or activism—your voice can earn. And in today's world, people are actively looking to pay those who can bring powerful insight, transformation, or entertainment to their stage, webinar, or virtual event.

This is your guide for building a speaking brand that pays—from where to look, what to say, what to sell, and how to grow.

Step 1: Define Your Core Message Before You Choose a Topic

Before you pitch yourself to events or create any products, get clear on the “why” behind your speaking. A good message leads to great money.

Ask These Key Questions:

- What do I want people to feel, do, or believe after hearing me?
- What lived experiences do I have that offer unique transformation?
- What proof or case studies do I have that show results?
- Who is my ideal audience—and what do they desperately need?

Most beginners try to find “hot topics.” But real professionals build from their inner authority first. Topics should stem from the pain you solve, the perspective you bring, and the people you serve.

Step 2: Choose High-Value Topics That Get Booked

The goal isn't to speak on everything. It's to own a few powerful topics that meet a specific demand.

Here's How to Choose Winning Topics:

- Find the overlap between what you know, what's in demand, and what pays.
- Research event themes in your industry—look at past speaker lists, topics, and panels.
- Use LinkedIn to browse conference announcements and posts. Study the keynote titles that got attention.
- Look for trending pain points: burnout, remote culture, inclusion, innovation, storytelling, AI, emotional intelligence, etc.

Example Pivots Based on Leadership Focus:

- If you're a faith-based leader → “Resilience Through Spiritual Intelligence”
- If you're a nonprofit leader → “How Mission-Driven Organizations Build Teams That Thrive”
- If you lead teams in retail or service industries → “How to Build Loyalty with Low Turnover and Zero Burnout”

Make your title so clear and solution-focused that people can say, “Yes, that's what we need.”

Step 3: Build a Speaker Kit (Even If You're New)

You don't need to be famous. You need to be prepared.

Your speaker kit should include:

- Professional headshots
- A one-sheet PDF with your speaking topics, credentials, testimonials, and contact info
- A short bio tailored to different audiences (corporate, youth, faith, etc.)
- A speaking reel (even if it's just you presenting on Zoom with good lighting and clarity)

Tip: If you've never been paid yet, do a few free talks—but record them well and use them to build credibility. You only need 3-5 minutes of high-quality footage to start getting attention.

Step 4: Where to Look for Speaking Opportunities

There are thousands of events happening every month that need speakers. The trick is knowing where to look and how to approach them.

Start Here:

- Eventbrite and Meetup.com → Search by industry and city
- LinkedIn Events → Engage with event hosts and comment on speaker posts
- Chamber of Commerce calendars
- Professional Associations (SHRM, NAWBO, AMA, etc.)
- Colleges & Universities → Diversity, leadership, or career development departments often book speakers
- Churches, community centers, and nonprofits
- HR managers at large companies—pitch your session as part of their employee wellness or training
- Podcasts and virtual summits → Many pay or offer sponsorship visibility

And yes—create your own events too. If no one's booking you, host a free or paid virtual workshop, partner with a venue, or run a pop-up series.

Step 5: Pitch Like a Pro

If you want to be paid to speak, treat pitching like sales. You're not just offering a talk—you're offering a transformation that aligns with the event's goal.

Craft a great pitch email and follow up at least twice if you don't hear back.

Step 6: Prepare Like a Business Owner

A paid speaker doesn't just prepare their talk—they prepare the entire experience. Here's What to Focus On:

- Time your speech to the minute. Be respectful of the event schedule.
- Rehearse your talk aloud—especially transitions and stories.
- Have a tech checklist if virtual (camera, mic, lighting, backup internet).
- Engage the audience (polls, questions, short exercises).
- Be clear on deliverables—do they need slides, handouts, etc.?

Step 7: Sell Without Selling—Should You Bring Products?

Absolutely. But do it strategically.

Product-selling at speaking engagements is about trust, timing, and transformation. If you're speaking for free or a low fee, your back-end product is where the profit happens.

Sell These Types of Items:

- Workbooks, journals, or handouts
- Coaching or consulting packages
- Online courses or memberships
- Books or eBooks
- Custom merchandise (shirts, mugs, affirmations)

How to Sell Authentically:

- Mention the resource during your talk as something people found helpful.
- Provide a QR code on your last slide.
- Say: “If this message resonated with you and you want to go deeper, I created a guide called _____.”
- Don't be salesy. Be helpful.

Tip: Even if you're not allowed to sell directly, offer a free download in exchange for emails—and pitch later.

Step 8: Make Each Speaking Gig Advance You

Speaking should never be random—it should elevate your positioning.

How to Ensure Strategic Growth:

- Speak where your ideal audience already gathers
- Speak with higher-ranked speakers so you get credibility through association
- Ask for testimonials and video clips
- Always collect emails from the audience, even if it's just through a free offer
- Have clear next steps—a landing page, strategy call, or newsletter
- Tag event hosts and attendees on social media after the event

Every stage should move you closer to influence, income, or impact. If it doesn't, decline the gig or reframe how you use it.

Bonus: Use Social Proof to Open More Doors

Get one clip of you speaking in front of an engaged audience—and you can open 20 more opportunities. Social proof multiplies momentum.

Post-Event To-Dos:

- Post 1-2 short video reels on Instagram, LinkedIn, TikTok
- Share audience feedback screenshots
- Write a short blog or post about the event takeaway
- Use one powerful quote from your talk as a post

Position yourself as a person who helps audiences win. Not just someone who speaks well.

Bonus: Partner With Other Experts

Don't go alone. Partnering with other speakers, consultants, or organizers gives you:

- Shared audiences
- Cross-promotion
- Co-hosted workshops
- New referrals

This works especially well for those just starting out.

Final Mindset Shift: You're Not "Trying to Speak." You're a Leader Who Speaks.

Stop waiting to be discovered. Build your speaking brand now.

You already have the voice. The next steps are:

- Make your offer clear.
- Speak with intention.
- Sell with purpose.
- Keep growing.



Quick Start – 30-Day Launch Plan

✓ WEEK 1: Foundation & Message

- Define your core message and audience
- Choose 2–3 strong speaking topics
- Write a compelling speaker bio (short + long)
- Draft titles and descriptions for your talks

✓ WEEK 2: Speaker Kit & Practice

- Take or gather professional headshots
- Build a simple speaker one-sheet (PDF)
- Record a 3–5 minute sample talk (virtual or live)
- Rehearse your 15–30 min keynote or workshop

✓ WEEK 3: Pitch & Presence

- Create a professional email pitch
- Research and pitch 5–10 small events, churches, schools, or organizations
- Post on social media: “Now booking speaking opportunities on [your topic]”

✓ WEEK 4: List Building & Lead Capture

- Create a freebie to offer during your talk (guide, checklist, download)
- Set up an email list (Mailchimp, ConvertKit, etc.)
- Finalize your product, offer, or call-to-action to pitch at the end of your talks

90-Day Growth Plan (0 to Pro Mode)

✓ MONTH 1: Build the Brand

- Choose a niche + define your speaker identity
- Build speaker kit: bio, photo, one-sheet, website or landing page
- Film a professional speaking reel (even if on Zoom or in a studio)
- Create 3–5 signature speech outlines with outcomes listed

✓ MONTH 2: Bookings & Visibility

- Pitch at least 25 events (use LinkedIn, Google, Chamber calendars)
- Book 3–5 free or low-cost gigs to film and gather testimonials
- Create LinkedIn and Instagram content as “the expert who speaks”
- Launch a mini email list or community (e.g., newsletter or lead magnet)

✓ MONTH 3: Monetization & Authority

- Add a product or service (coaching, ebook, journal, merch, course)
- Design a follow-up offer or CTA for every talk you give
- Collect video testimonials after every event
- Apply to speak at larger conferences or panels



12-Month Speaking Business Plan

For long-term thinkers ready to build a sustainable income stream through speaking and brand development.

✓ **QUARTER 1: Establish Your Platform**

- Launch your speaker website (with blog or booking page)
- Build speaker reel and testimonials
- Lock in 3–6 speaking dates (mix of paid, free, and self-hosted)

✓ **QUARTER 2: Grow Your Reach**

- Start a content series (LinkedIn lives, IG videos, blog, or podcast)
- Attend other speaking events for networking and visibility
- Create 1-2 digital products tied to your topic (journals, courses, downloads)
- Be featured in interviews, podcasts, or articles

✓ **QUARTER 3: Increase Your Fees**

- Raise your speaker fee based on your outcomes and track record
- Partner with brands or sponsors for select talks
- Pitch to corporations and HR departments
- Host a paid virtual event or mini tour

✓ **QUARTER 4: Automate & Scale**

- Launch a team or assistant to help with booking and admin
- Build speaking funnels for inbound leads (ads, SEO, partnerships)
- Package your speaking system into an online course
- Plan a retreat, summit, or book launch if aligned

MILESTONES TO TRACK

✓ Foundational Milestones:

- Chosen 2-3 signature topics and titles
- Created a professional speaker bio and headshot
- Filmed a speaker reel or polished 5-min sample talk
- Made a speaker one-sheet or media kit
- Designed a talk with measurable outcomes and structure

✓ Booking Milestones:

- Booked first local or virtual gig
- Got first video testimonial or audience feedback
- Spoke at an event where your ideal audience was present
- Booked first paid speaking gig
- Booked 5 gigs in one quarter

✓ Sales + Product Milestones:

- Launched a simple product or freebie to promote during talks
- Made first sale or booking from a speaking audience
- Built an email list from event attendees
- Created a digital offer (course, workshop, membership)
- Received referrals from audience members

✓ Authority Milestones:

- Got featured on a podcast, blog, or interview as a speaker
- Posted speaker content online weekly for 4+ weeks
- Formed a brand partnership or sponsor
- Had one clip or quote from your talk go viral or widely shared
- Invited back to speak again

Pro Tip: Set Timelines Based on Activity, Not Just Time

For example:

- “I will pitch 10 events per week for the next 6 weeks.”
- “I’ll post speaker content 2x per week for 90 days straight.”
- “I’ll collect 5 video clips from different types of talks before applying to large conferences.”

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Define Your Speaking Identity

Circle the speaker types that resonate with your current and aspirational identity:

Motivational

Educational / Trainer

Storyteller / Personal Journey

Industry Expert

Faith-Based

Entertaining / Humorist

Corporate / Keynote

Thought Leader / Visionary

Activist / Change Agent

Reflection Prompt:

WHAT MAKES YOU PASSIONATE
ABOUT THIS ARCHETYPE?

PROMPT: WHAT PROBLEM DO YOU
SOLVE WHEN YOU SPEAK?

Use the following sentence starter:

"When I speak, I help people who are struggling with ___ so they can ___
without having to ___."

Example:

"When I speak, I help people who are struggling with fear of public
failure so they can communicate with power and confidence without
having to pretend to be someone they're not."



The "3-Word" Stage Presence Builder

PICK THREE WORDS THAT DEFINE YOUR VOICE, ENERGY, AND VIBE ON STAGE. THESE SHOULD DESCRIBE HOW YOU WANT TO BE KNOWN OR REMEMBERED.

EXAMPLE:

**BOLD, COMPASSIONATE,
CLEAR**

**STRATEGIC, INSIGHTFUL,
RELATABLE**

**HUMOROUS,
RELATABLE, MAGNETIC**

WRITE YOURS BELOW:

Signature Talk

BRAINSTORM GRID

TIP: START WITH YOUR FAVORITE AUDIENCE. ASK: "WHAT KEEPS THEM UP AT NIGHT?" AND "WHAT MESSAGE WOULD I DELIVER TO HELP THEM SOLVE IT?"

TARGET AUDIENCE

KEY PROBLEM THEY FACE

**TRANSFORMATION YOU
PROMISE**

TALK TITLE IDEAS

CHECKLIST

- I'm passionate about this topic – I could speak about it all day.
- I've seen others book speaking gigs with similar themes.
- I can tailor this topic to multiple types of audiences.
- I have a unique perspective or approach to this subject.
- This topic solves a real-world problem people would pay to hear about.

If you didn't check at least 3 boxes, revisit your brainstorm grid.

Prompt: How Does Your Story Tie into This Topic? What is the reason for you speaking on this topic? Your personal experience is part of what makes your signature talk unforgettable.



.....

What Event Planners Look For in a Speaker



Clear and relevant topics that match the audience



Engaging and memorable delivery style



Past event experience or testimonials



Professional branding and photos



Easy-to-navigate website or speaker sheet



Responsive communication



Evidence of impact (feedback, transformation stories)

Your Name

[Tagline or Title, e.g., “Transformational Leadership Speaker”]

BIO (100-150 words):

Highlight your credibility, mission, and style. Include relevant background or awards. Blend personal storytelling with professional expertise.

Template Prompt:

"[Your name] is a [your archetype: motivational/educational/etc.] speaker known for [your unique quality]. With experience in [your field], [your name] has helped [types of audiences] overcome [key problem]. Through powerful storytelling and actionable insights, they deliver [result] that leaves audiences [emotion/response]."

SIGNATURE TOPICS:

- [Title 1] - [Brief description or transformation promise]
- [Title 2] - [Brief description or transformation promise]
- [Title 3] - [Brief description or transformation promise]

TESTIMONIALS:

“[Quote from a past event planner or attendee]”
- [Name, Organization]

FEATURED IN / CLIENTS INCLUDE:

[Logos or names of companies, media, or conferences]

CONTACT:

[Website] | [Email] | [Phone] | [Social Media]



Scripts: Speaker Outreach Templates

Cold Email Script:

Subject: Engaging [Audience Name]? I'd Love to Serve

Hi [Planner's Name],

I'm a speaker who helps [audience] overcome [problem] so they can [result]. I'd love to support one of your upcoming events with a talk titled "[Signature Talk Title]" that's been a hit at [other events/companies]. Would love to send over my speaker sheet and learn more about your needs.
Thanks so much,

[Your Name]

[Your Contact Info]

Follow-Up Email (No Reply):

Subject: Just Checking In

Hi [Planner's Name],

Just circling back to my message from last week. I'd love to explore how I could contribute value to your upcoming event. Let me know if you'd like a sample clip or topic outline.

Warmly,
[Your Name]



Pitch

Subject: Engaging line based on value

How I Helped a Team Reduce Turnover by 50%—Would Love to Share My Talk With You”

Hi [Planner’s Name],

- **Body:**

- **Brief intro (1-2 sentences on who you are)**
- **The challenge you solve**
- **The title(s) of your talk(s)**
- **Why this fits their audience**
- **Link to speaker reel or one-sheet**
- **Call-to-action (availability, scheduling a quick call, etc.)**

[Your Name]

[Your Contact Info]



Speaker Proposal Email:

Subject: Speaker Proposal for [Event Name]

Hi [Planner's Name],

Please find attached my speaker proposal for your upcoming event. It includes:

- My speaker one-sheet**
- Topic descriptions**
- Testimonials and videos**
- Rate options**

**I'd love to collaborate and serve your audience with a memorable and actionable experience.
Looking forward to your thoughts,**

[Your Name]

[Phone] | [Website]



Set Your Pricing Structure

Determine Your Speaking Fee Based on Experience and ROI

Use this guide to estimate your rate:

Entry Speaker	Mid-Level Speaker
Base Rate for Keynote	Base Rate for Keynote
\$500-\$1,500	\$1,500-\$5,000
Base Rate for Keynote Workshops	Base Rate for Keynote Workshops
\$250-\$750/hr	\$750-\$2,500/hr
Virtual Presentations	Virtual Presentations
\$150-\$500	\$500-\$2,000

Audience size and prestige

Travel time/distance

Customization or prep work

Post-event consulting or add-ons

Your credibility, media, and client list



DEFINE YOUR "NO-GO" RATE

WHAT'S THE LOWEST AMOUNT YOU ARE WILLING TO ACCEPT FOR A SPEAKING ENGAGEMENT? THIS SETS YOUR BOUNDARIES.

Tip: This number helps you stay firm in negotiations and protects your energy and brand.

Tier 1 - Premium Package:

Keynote speech (60 mins)
Custom workshop (90 mins)
30-day follow-up coaching
Event promotional video
Rate: \$_____

Tier 2 - Standard Package:

Keynote (45-60 mins)
Pre-event call to customize message
Event-day meet-and-greet
Rate: \$_____

Tier 3 - Entry Package:

Pre-recorded talk or virtual session
No customization or extras
Rate: \$_____

Cold Outreach + Referrals + Follow-Ups

Contact Name

Organization

Type (Cold/Referral)

Date Contacted

Follow-Up Date

Response

Notes

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Organization

Type (Cold/Referral)

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💡 Pro Tip: Don't wait for inquiries. Actively reach out to 5 new event planners every week.



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THE CORE DIFFERENCE: COMPLIANCE VS. CONNECTION

“MANAGERS LIGHT FIRES UNDER PEOPLE. LEADERS LIGHT FIRES WITHIN THEM.”

IT'S EASY TO ASSUME THAT COMMUNICATION IS COMMUNICATION. AFTER ALL, BOTH MANAGERS AND LEADERS HOLD MEETINGS, SEND EMAILS, SET EXPECTATIONS, AND TRY TO GET PEOPLE MOVING IN THE RIGHT DIRECTION. BUT IF YOUR GOAL IS TO INFLUENCE PEOPLE BEYOND COMPLIANCE—IF YOU WANT BUY-IN, LOYALTY, AND TRUST—YOU MUST GO BEYOND MANAGEMENT COMMUNICATION AND EVOLVE INTO LEADERSHIP COMMUNICATION.

AND IF YOU'RE WONDERING WHY YOUR TEAM ISN'T GROWING, WHY PEOPLE SEEM DISENGAGED, OR WHY YOUR MESSAGE GETS LOST IN TRANSLATION, THE ANSWER COULD BE SIMPLE: YOU'RE MANAGING WHEN YOU NEED TO BE LEADING.

- **MANAGEMENT COMMUNICATION IS FOCUSED ON ORDER, CONTROL, PRODUCTIVITY, AND CONSISTENCY. IT TELLS.**
- **LEADERSHIP COMMUNICATION IS FOCUSED ON INSPIRATION, TRANSFORMATION, VISION, AND TRUST. IT INVITES.**

Communication Style	Manager	Leader
Tone	Directive	Visionary
Intent	Enforce processes	Inspire possibilities
Focus	Task completion	Team growth
Response	“Just do it.”	“Here’s why this matters.”
Outcome	Short-term compliance	Long-term loyalty

What Will You Achieve by Day 90?

Set measurable goals for your speaker business launch:

Number of gigs booked: _____

Revenue goal: _____

Testimonials collected: _____

Website live: Yes / No

New income streams started: _____

The Hidden Costs of Getting it Wrong

Poor leadership communication can cost your business more than missed deadlines:

High turnover
Poor engagement scores
Lack of innovation
Burned-out employees who feel unheard

But here's the good news: It can be fixed—and often, it doesn't take a budget, just intention.

4 Questions to Ask Yourself Right Now

Use these reflection points to check your communication style:

Do I lead with empathy or only urgency?
When I speak, do I focus on what I want—or what my team values?
Am I building trust, or just delivering tasks?
Is my team growing under my guidance—or just completing checklists?

Practical Shift: Moving from Management to Leadership Communication

Instead of this
“Just do what I said.”
“I want to make sure we're aligned on the goal—do you have what you need to succeed?”

Try this
“I need this by 5 PM.”
“What timeline works for this, so we stay on track?”

Silence during meetings

Ask: “What are your thoughts?” or “What would you do differently?”

Leaders Communicate Vision, Not Just Instructions

Small tweaks. Massive impact.

The difference isn't in charisma or power—it's in intention. Leadership communication requires:

Active listening
Empathy in decision-making
Clear vision with repetition
Emotional intelligence under pressure

You don't have to shout to lead. You just have to connect before you direct.



CHECKLIST: ESSENTIALS FOR A SPEAKER PITCH KIT

- Speaker One Sheet
- Demo Video or Talk Clips
- Professional Headshots
- Testimonials or Reviews
- List of Past Gigs or Clients
- Link to Booking Form or Website
- Clear Topics & Transformation Promise
- Rates or "Customizable" Offer Language
- Bio + Social Proof (Awards, Media, etc.)



Create an Event-Ready Speaker Website

Use the guide below to outline what each page on your speaker website should include. Jot down ideas under each section to map your content strategy.

Home Page

- Tagline that clearly explains what you do
- High-quality speaking photo or video
- Call-to-action (Book Me, Learn More, Watch Demo)

Speaking Page

- List of signature topics with short descriptions
- Video clips or demo reel
- Testimonials in text or video format

About Page

- Speaker bio written in first-person or relatable tone
- Quick highlights (awards, media, notable events)
- Link to full media kit

Book Me Page

- Simple inquiry form (name, date, event info)
- Downloadable one-sheet
- Contact details and a availability note

Media or Blog Page

Videos, podcast interviews, or blog content

Logos of featured appearances

Press quotes or media kit



Top 3 Social Proof Elements you Need

Monday

- Speaking footage
- Endorsements from influencers or thought leaders
- Social media engagement
- Brand logos from past events
- Numbers (audience size, reach, impact)
- Media mentions or press features

Which three are you missing and how will you get them?

Social proof is what gives you credibility before you even speak. Rank by what you have –and circle which you need to gather next

Checklist: What your Booking Page Must Include

- A headline that reminds the visitor of your value**
- A short form that's easy to fill out**
- A downloadable one-sheet or topic list**
- Your response time or availability notice**
- A thank-you message after submission**
- Optional: "What happens next" section for clarity**



Post-Speech Testimonial Request Email

Use this customizable email template to ask for powerful testimonials right after your talk, while the impact is fresh.

Subject: Thank You + A Quick Favor

Hi [Name],

Thank you so much for the opportunity to speak at [Event Name]. I truly enjoyed connecting with your audience!

If you found value in my presentation, would you be willing to share a brief testimonial? Your words help me grow my speaking business and reach more people who need this message.

Here's a quick prompt if helpful:

After hearing [Your Name], I felt... [impact or result]."

Thank you in advance! I appreciate your support.

Warmly,
[Your Name]



DIVERSIFY YOUR INCOME STREAMS

BRAINSTORM GRID: ADD-ON REVENUE STREAMS

Expand your earning potential by offering complementary products or services. Use this grid to brainstorm ideas that fit your brand and audience.

Revenue Stream Type	Description	Example	Resources Needed	Notes / Next Steps
Digital Products	E-books, guides, templates	Attendees, online followers	Writing, design tools	
Coaching / Consulting	One-on-one or group coaching	Small business owners, professionals	Scheduling, client management	
Workshops / Masterclasses	Deeper dive sessions post-speaking gigs	Event attendees, organizations	Curriculum, materials	
Licensing Content	Sell your presentations or training rights	Corporate trainers, HR departments	Legal agreements, digital delivery	
Membership/S subscription	Monthly ongoing content or community access	Fans, repeat clients	Platform management	
Merchandising	Branded swag, books, or apparel	Fans, event attendees	Inventory, order fulfillment	

Which Revenue Additions Fit Your Brand?

From the list above, circle the revenue streams you're most excited about or that align with your goals. Consider your capacity, skills, and audience needs.

- Digital Products
- Coaching / Consulting
- Workshops / Masterclasses
- Licensing Content
- Membership/Subscription
- Merchandising

Why these?

Bundle

Total Price



Bundle Offer Builder for Event Planners

Bundle Component



Description

Price Point

Benefit to Event Planner

Signature Keynote Talk

Main presentation

Workshop / Breakout Session



Interactive training session

Follow-up Coaching Call

Virtual session post-event

Digital Resource Pack



E-books, worksheets, guides

Exclusive Q&A Session



Live or recorded

Bundle Name: _____

Total Price: _____



POSITION YOURSELF FOR BIGGER STAGES

A polished, unique signature talk that resonates with the events audience

A professional speaker reel or video clips demonstrating your stage presence

Strong testimonials or endorsements from past events

A compelling speaker one-sheet tailored for the event

Clear and confident speaker bio highlighting relevance to the event theme

Evidence of audience engagement (social media, feedback, or survey results)

Established online presence (website, LinkedIn, social proof)

Prepared pitch email or application customized for each opportunity

Knowledge of the event's mission, values, and audience needs



What Associations/Events Will You Target This Year?

Research and list 5–10 organizations, conferences, or events where you want to speak. Include application deadlines and key contacts if available.

1
2
3
4
5



What Associations/Events Will You Target This Year?

Research and list 5–10 organizations, conferences, or events where you want to speak. Include application deadlines and key contacts if available.

6
7
8
9
10



BUSINESS LOGISTICS AND LEGAL PREP

- Record keeping system for contracts, payments, and correspondence
- Business License or Registration (if required in your area)
- Checklist: Contracts, Payment Systems, and Legal Documents
- Tax ID and bookkeeping system in place
- Invoice Template or Online Payment System Setup (PayPal, Stripe, etc.)
- Insurance (general liability, professional liability if applicable)
- Speaker Contract Template (clearly outlining scope, fees, cancellation, and deliverables)
- Clear cancellation and refund policies communicated upfront
- Make sure your speaking business is protected and professional with these essentials:
- Confidentiality and non-disclosure agreements (if needed for proprietary content)
-



Template: Sample Speaker Agreement Outline

Use this outline to draft your own speaker contract:

Parties Involved	Speaker and Client/Organizer names and contacts
Event Details	Date, location, audience size, format
Scope of Work	Description of speaking services (talk length, topic, Q&A, etc.)
Compensation	Fee amount, payment schedule, travel and accommodation reimbursements
Intellectual Property	Rights regarding recordings, materials, and presentations
Confidentiality Clause	Protection of sensitive information
Indemnification	Liability terms and responsibilities
Signatures:	Both parties' signatures and date



*Prompt: Will You Travel?
Set Clear Policies*

If you plan to travel for gigs, answer these questions and write your policies:

What are your limits on travel time or locations?

- _____
- _____
- _____
- _____

How do you handle last-minute changes or cancellations?

- _____
- _____
- _____

How far in advance must travel be booked?

- _____

What travel expenses will you cover?

- _____
- _____
- _____
- _____
- _____

What expenses must the client cover?

- _____
- _____
- _____
- _____
- _____

Use the guide below to outline what each page on your speaker website should include. Jot down ideas under each section to map your content strategy.



From Free to Fee - Mindset Transitiones

What fears or doubts do I have about charging for my speaking?

What beliefs about money and value do I need to shift?

What positive affirmations will I use to reinforce my worth as a paid speaker?

