

NATIONAL SPEAKERS ASSOCIATION



# SPEAKERS ACADEMY

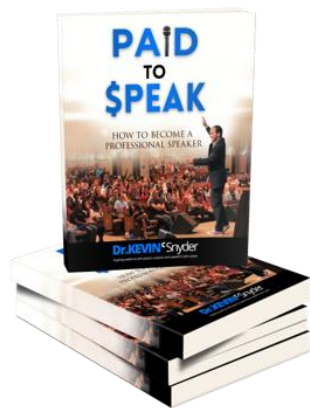
**Program:** NSA Carolinas Speakers Academy

**Time:** September - November, 2020 (meeting virtually via Zoom on 9/12, 9/26, 10/10, 10/24, 11/7, and 11/21.) LIVE attendance is highly encouraged to maximize engagement and impact. Recordings of each session will be provided.

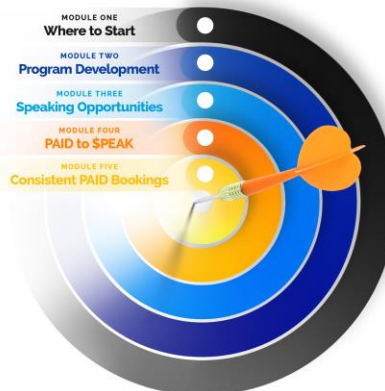
## FACILITATORS

STAN PHELPS, CSP

DR. KEVIN SNYDER



## PAID TO SPEAK



# MODULE 4:

## *Getting PAID*

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*If the first one is FREE, the second has the FEE!*

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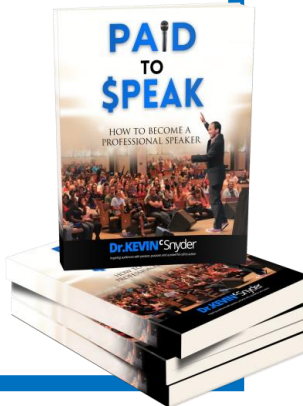
Scroll for details



## MODULE 3 REVIEW

In this module, you have learned:

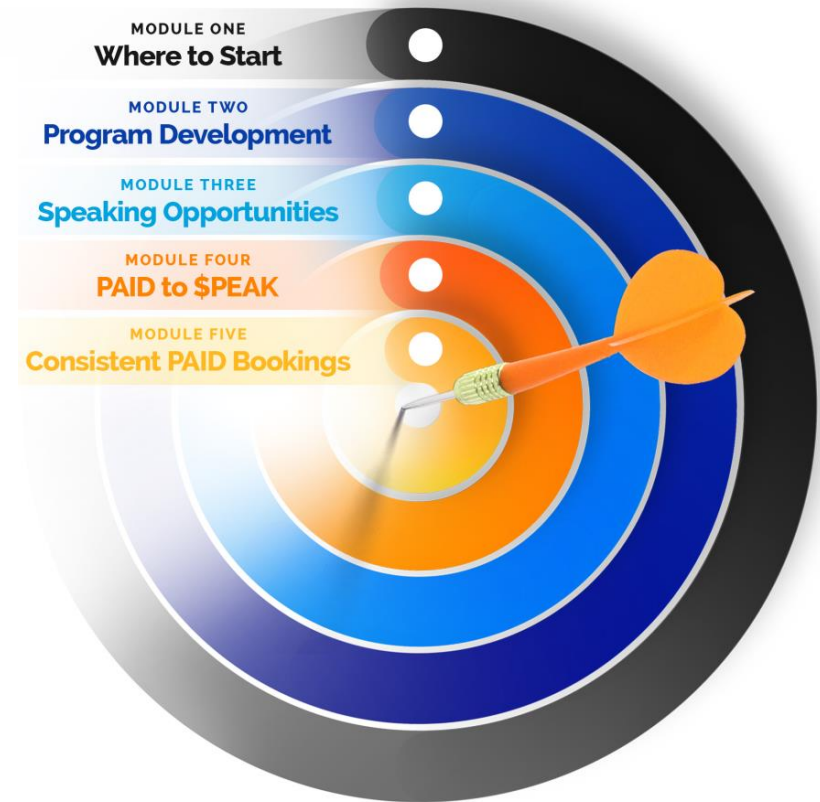
- how to find speaking opportunities and how to be found
- the process for verifying your target association and audiences
- how to connect with that association and get involved
- the various groups of college students you could speak for
- tips for building your contact list and staying in touch with audiences
- techniques to build your brand through sharing and creating content
- how to use *Google Alerts* so speaking opportunities find you
- the importance of a website as it relates to PAID speaking
- which elements to include on your website and how to get traffic







## PAID TO \$PEAK







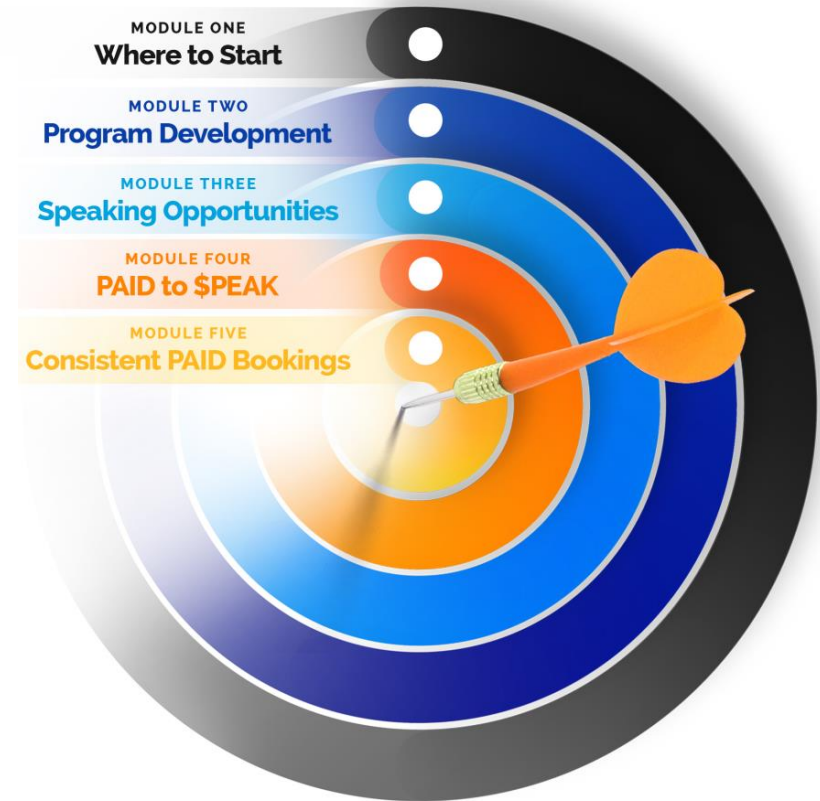








## PAID TO \$PEAK





PAID to \$PEAK

**Dr.KEVIN<sup>c</sup>Snyder**

*... teaching speakers how to build a  
successful, PAID speaking business!*

## MODULE 4 QUESTIONS

Module 4 in my book will provide context and examples to help you answer these questions below.

List below the ways you can monetize a pro bono speech:

# PAID to \$PEAK!

[Home](#)[Blog](#)[Mentorship Program](#)[Coaching Options](#)[PAID to \\$PEAK Book](#)[Contact](#)

*... coaching services to help speakers build  
a successful, PAID speaking business*

## Audiobook files

[Recommendations Before Beginning](#)[Author's Preface. Part 1](#)[Author's Preface. Part 2](#)[Overview of each Module](#)[Module 1. Where to Start](#)[Module 2. Developing Your Program](#)[Module 3. Finding Speaking Opportunities and Getting Found](#)[Module 4. Getting PAID to \\$PEAK](#)[Module 5. Getting PAID \\$PEAKING Bookings Consistently](#)[Bonus Module. How to Write and Publish Your Book in 90 Days](#)

## eBook files

[MOBI file \(Kindle - Amazon\)](#)[EPUB file \(everyone else!\)](#)

## PDF copy

[PDF version \(eReaders can now import PDF\)](#)

Click Module titles below to download FREE  
worksheets to help work through the book!



# MODULE 4:

## *Getting PAID*

---

*If the first one is FREE, the second has the FEE!*

---

# Module 4



mon·e·tize

/ˈmānəˌtīz/

See definitions in:

All

Finance

Economics

Commerce

*verb*

1. convert into or express in the form of currency.
2. earn revenue from (an asset, business, etc.).  
"the company has not said how it expects to monetize the game"



# Module 4

Exposure

New Client

Build Contact List

Testimonials

Referrals

Experience

Confidence

Pictures

Video Clips

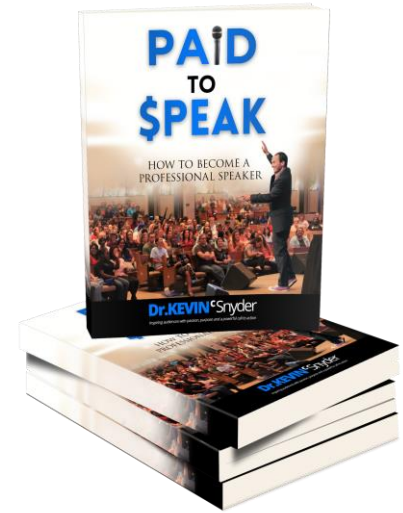
Book Sales

Training Program

Strategic Plan

# Module 4

***Speaker Tip:*** Always provide a speaking contract whether PAID or unPAID and include clauses to ensure all parties are in agreement for what is being exchanged and expected. If you plan to have a professional photographer or videographer present, include that in the contract. If you plan to sell books, include it. If the client has agreed to provide you with a testimonial, include that.



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# Module 4

## When to Charge?

- Are they contacting me?
- Seen me speak / Referred?
- Conference / Registration fee?
- New industry?





# Dr.KEVIN<sup>c</sup>Snyder

*Inspiring audiences with passion, purpose and a powerful call to action*

[About Kevin](#) ▾ [Keynote Presentations](#) ▾ [Workshops](#) [Coaching](#) [Resources](#) ▾ [Client Summary](#) ▾ [Hire Kevin](#)



Over 1,150 audiences in all  
50 states and numerous countries.

[LEARN MORE](#)



What is your budgeted amount, or range, for the type of services you are inquiring?

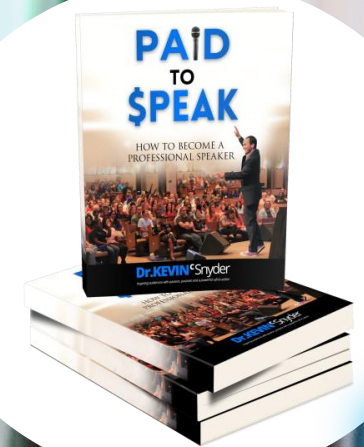
What other information or comments can you share that would be helpful for us to know before contacting you?

How did you hear about Kevin?

# Module 4

## What to Charge?

- Industry
- Psychology



# Module 4

**Step 1:** Speaking inquiry arrives or you make outreach and they respond.

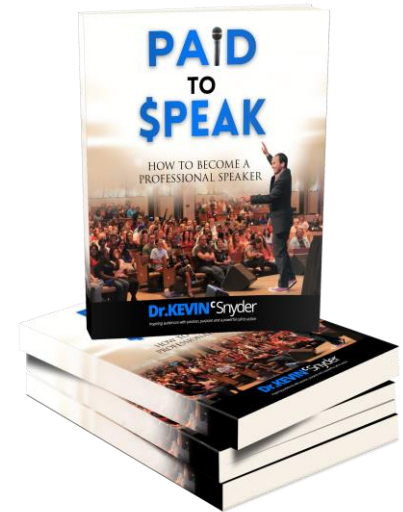
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**Step 5:** 50 percent of your speaking fee is paid in advance to block the date and confirm your speaking engagement.

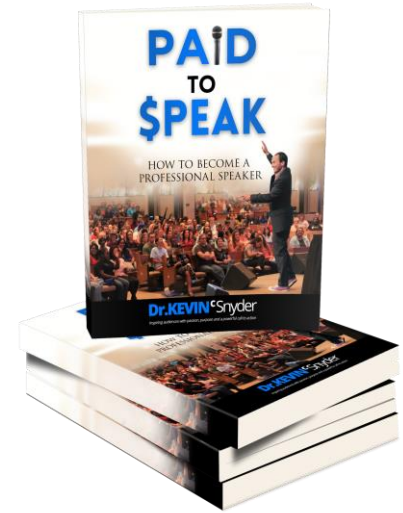


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# Module 4

**Step 1:** Speaking inquiry arrives or you make outreach and they respond.



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# Module 4

On Thu, Oct 22, 2020 at 8:40 AM Kevin C Snyder <[kevin@kevinsnyder.com](mailto:kevin@kevinsnyder.com)> wrote:

Your Name

Mike Trefzger

Email

[mtrefzger@stancilcpa.com](mailto:mtrefzger@stancilcpa.com)

Phone

(919) 946-1638

Name of Organization

Stancil PC

Tell us about you, your organization, industry and/or association:

NCACPA contact through the Triangle Networking Group

Describe the services you are looking for (i.e. keynote, workshop, retreat, coaching, sailing experience, etc.):

Keynote speaker for a virtual networking event. We are starting a new networking group through the NCACPA to connect NCACPA members in the Triangle area. Since the event is virtual, it would be available to all NCACPA members.

Describe your event please:

Networking event for CPAs. The event will be promoted through the NCACPA platform. Any general uplifting message would be great. We are looking to kickoff our networking group to connect CPAs in the Triangle Area.

Please share any helpful website links such as your event/conference link, organization link, etc.:

<https://www.ncacpa.org/social-networking/>

What is your budgeted amount, or range, for the type of services you are inquiring?

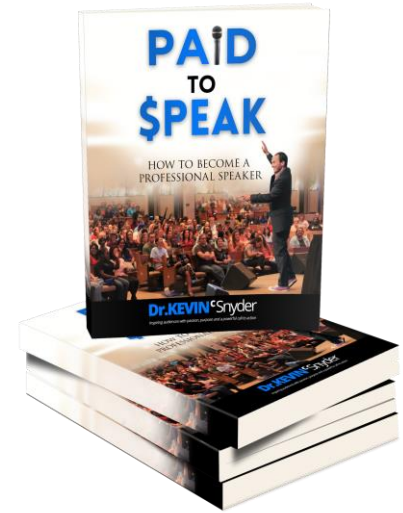
The NCACPA has offered to cover costs outside of any registration fees. The NCACPA handles registration for the event and the Zoom platform.

What other information or comments can you share that would be helpful for us to know before contacting you?

# Module 4

**Step 1:** Speaking inquiry arrives or you make outreach and they respond.

**Step 2:** You respond and set up conference call to discuss their needs.



Page 115

# [Click here to play video](#)

Hi Mike!

Thank you for reaching out. Below is a short video to just say hello and also show you my virtual studio about your event. Have a great weekend!



[Click here to play another  
sample video](#)





I use BombBomb for all my video messaging. My open rate is 80%+! It's an inexpensive monthly subscription and I highly, highly recommend it. By using video emails, you'll differentiate yourself as a speaker whether or not you have a virtual studio.

For information on BombBomb, visit:

<https://bit.ly/3jXpXhX>



A man in a blue suit is standing in a virtual studio. He is gesturing with his hands while speaking. Behind him is a large screen displaying a video of a person on a stage. The studio has a brick wall background, a wooden shelf with plants, and a patterned rug on the floor. The scene is lit with blue and purple lights.

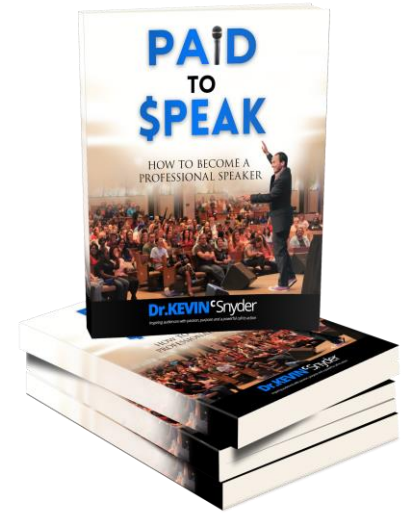
# Virtual Studio Equipment List with Budget Options

# Module 4

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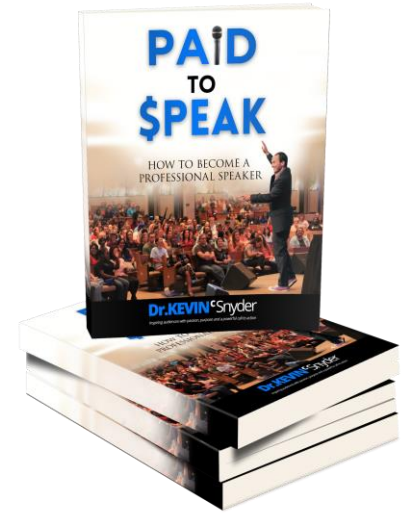
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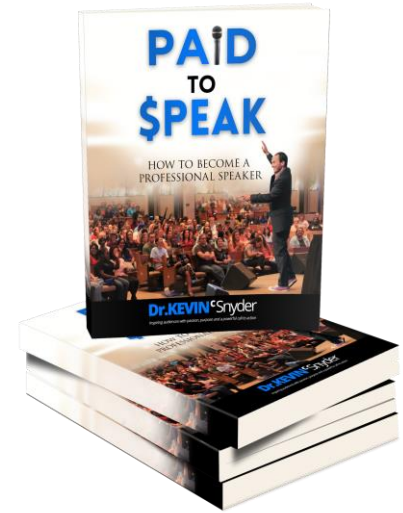
**Step 3:** After successful call(!), you send a customized three-tiered proposal.



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# Module 4

***Speaker Tip:** Offer a three-tiered speaking proposal. Most speakers only offer one tier which just includes their speech. When they do this, they end up leaving money on the table. I'll share more about speaking proposals later in this module.*



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### OPTION 1

- Tailored presentation design and delivery (45-90 min) tailored with your goals and objectives

### OPTION 2

- Tailored presentation design and delivery up to 90 minutes
- Additional keynote or workshop *(ideal for ½ day trainings and conference events)*
- 50 autographed print books, eBooks or audiobooks of Kevin's best-selling leadership book, *Think Differently to Achieve Success* or *The DOT*
- Book signing session

### OPTION 3

- All features from Option #2 plus **FULL DAY** of availability from Kevin to help you moderate or emcee event portions *(ideal for full day trainings and conference events)*
- 150 autographed copies of Kevin's best-selling book, *Think Differently to Achieve Success* or *The DOT*
- Unlimited eBook and audiobook downloads for attendees/anyone throughout organization
- Customized book with organization logo and message inside page
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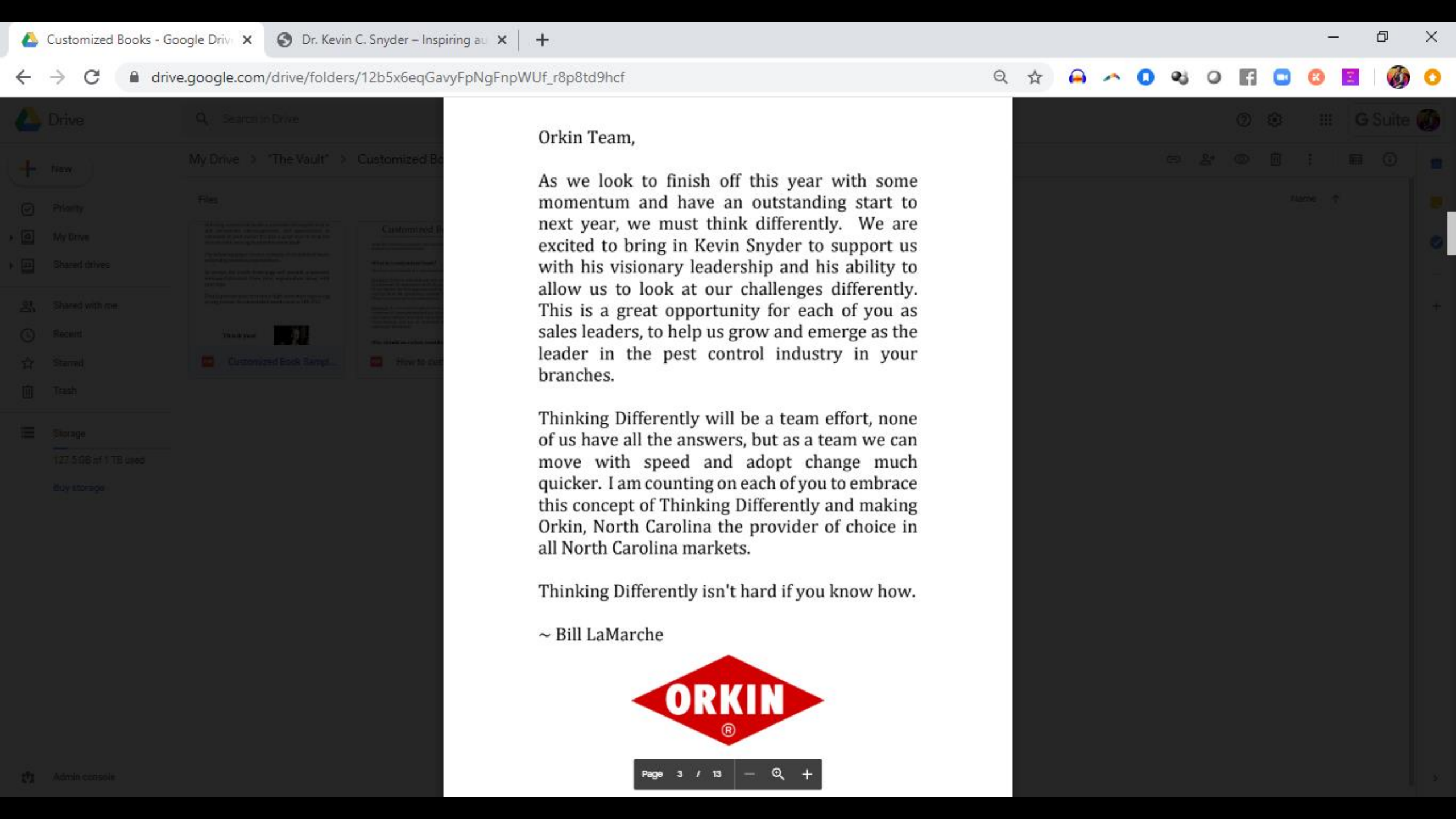
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# [Click here to play sample welcome video](#)



A word from our opening keynote speaker

from IPMA-HR



**IPMA-HR**  
INTERNATIONAL PUBLIC MANAGEMENT  
ASSOCIATION for HUMAN RESOURCES

HR 2020: BUILDING A  
NEW VISION TOGETHER



01:11

WWW.KEYVINGSNYDER.COM



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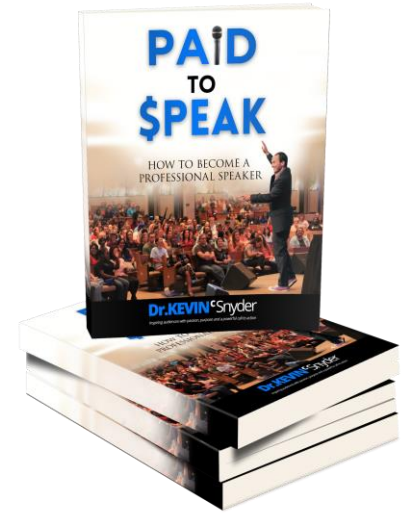
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**Step 3:** After successful call(!), you send a customized three-tiered proposal.



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Imagine **ONE PLACE** to Get Your Speaking Business **READY TO LAUNCH!**

Need help  
with a demo  
video,  
website,  
speaker  
packet, book  
publishing?

## The **Ultimate \$peaker Package**

Kevin has pooled  
together his experts to  
provide an “Ultimate  
\$peaker Package” that  
provides you with:

- 1:1 coaching to launch your speaking
- Speaker Mastermind Membership
- professional marketing packet
- professional demo video
- professional speaker website
- book publishing package



**3 package options:**

**1. STARTER    2. SERIOUS    3. PROFESSIONAL**

<https://www.paidtospeak.biz/ultimate>



# Module 4

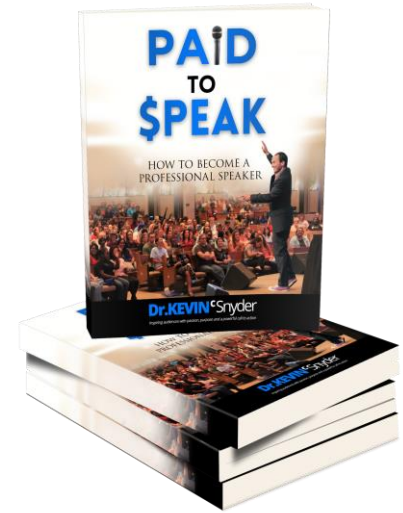
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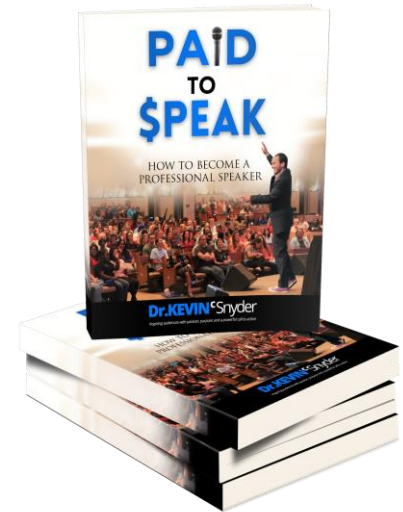
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# Module 4

PAID to \$PEAK

Dr.KEVIN<sup>c</sup>Snyder

... teaching speakers how to build a successful, PAID speaking business!

## SPEECH PREPARATION CHECKLIST

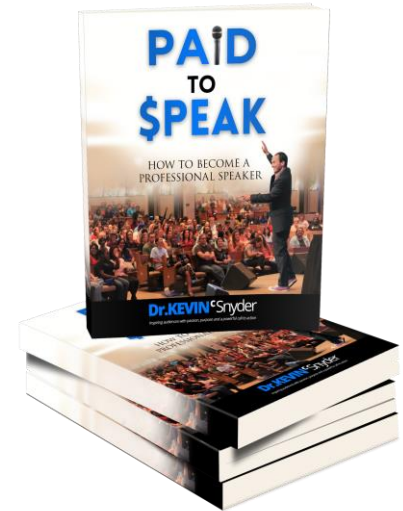
How do you properly prepare for an upcoming speech that ensures you maximize speaking fee, engage your audience, and earn spin-off speaking business? Complete my preparation checklist below to see how I prepare BEFORE and ONSITE!

### CHECK

- ☐ Create folder to organize all files, notes, and misc information about the event/org.
- ☐ Soft hold on calendar until speaking agreement signed and deposit check received.
- ☐ Once received, send "Customization Questionnaire" and "Customization Timeline."
- ☐ Schedule first call with client to discuss event and "Customization Questionnaire." During call with client, review additional options for adding value. (i.e. welcome video, onsite video, add'l breakout sessions, books, eBook, etc. – note: added fee)
- ☐ Write down any deliverable dates (i.e. program description, welcome video, etc.)
- ☐ Begin researching event, organization, and speakers/agenda from past events.
- ☐ Take copious notes, screenshots, and file into event folder. Begin working on "Speaker Storyboard" to outline presentation.

### 3 WEEKS PRIOR TO EVENT

- ☐ Order books. Be 110% clear where books are going & when they will arrive.
- ☐ Book travel. Arrive early & stay late.
- ☐ Begin customizing speech and handout. Review notes folder. Block an entire morning.
- ☐ Contact anyone else needed in organization for insight. 2-3 people sufficient.
- ☐ Schedule final "Final Touchpoint Call" with event organizer. Confirm logistics/tech.



[Click here to](#)



**DOWNLOAD**

# SPEECH PREPARATION CHECKLIST

*How to Properly Prepare  
for an Upcoming Speech*





# Module 4

## MODULE 4 REVIEW

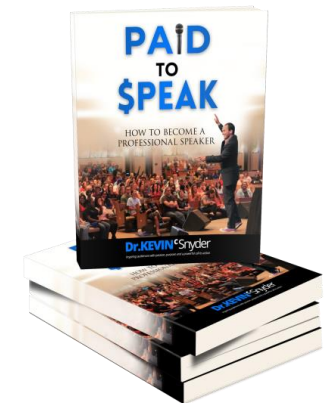
In this module, we have described in detail the importance of:

- **speaking *pro bono* and how to monetize those engagements**
- **how to grow into larger speaking engagements**
- **criteria for establishing your speaking fee and when/what to charge**
- **understanding what your target industry can afford**
- **the psychology of your speaking fee and how to position yourself**
- **the process from inquiry to proposal to contract and invoice**

- **having templates ready for inquiries, proposals, contracts and invoices**

If you have completed all the reflective questions, then congratulations! You are ready for Module 5, *Getting PAID Bookings Consistently!* However, if any portions are missing, I highly recommend you go back and complete them now. The checklist on the next page will help ensure you have completed each question.

*"If you don't have time to do it right, when will you have time to do it again?"*



Q&C



Dr.KEVIN<sup>c</sup>Snyder