



INSPIRED

S P E A K E R L I V E

Workbook

DRIVEN
inc.

Table Of Contents

The Dividing Line..... 1

Speaker Life/7 Figure Speaker Path 3

Checklist For Success..... 5

Value Proposition 9

Talk Title & Tag Lines..... 10

Getting Gigs 21

Sample Bio 30

Fabulous Free Offer 31

Landing Page..... 32

The Talk 33

Speaker Math..... 39

Speech Hub..... 42

The Dividing Line

H.O.

- Feelings
- Blames
- Dreams
- Can't Decide
- Focused on Survival
- Seeks Approval
- Waits
- Process

B.O.

- Commitment
- 100% Responsibility
- Plans
- Decisive
- Focuses on Progress
- Not Embarrassed
- Acts
- Problem Solves

Speakers vs 7 Figure Speakers

“

I went from being 10k in debt to a making 10k a month in less than 6 months. And less than a year later I crossed the 100k mark.

My life and business have been completely transformed and I feel unstoppable.

”



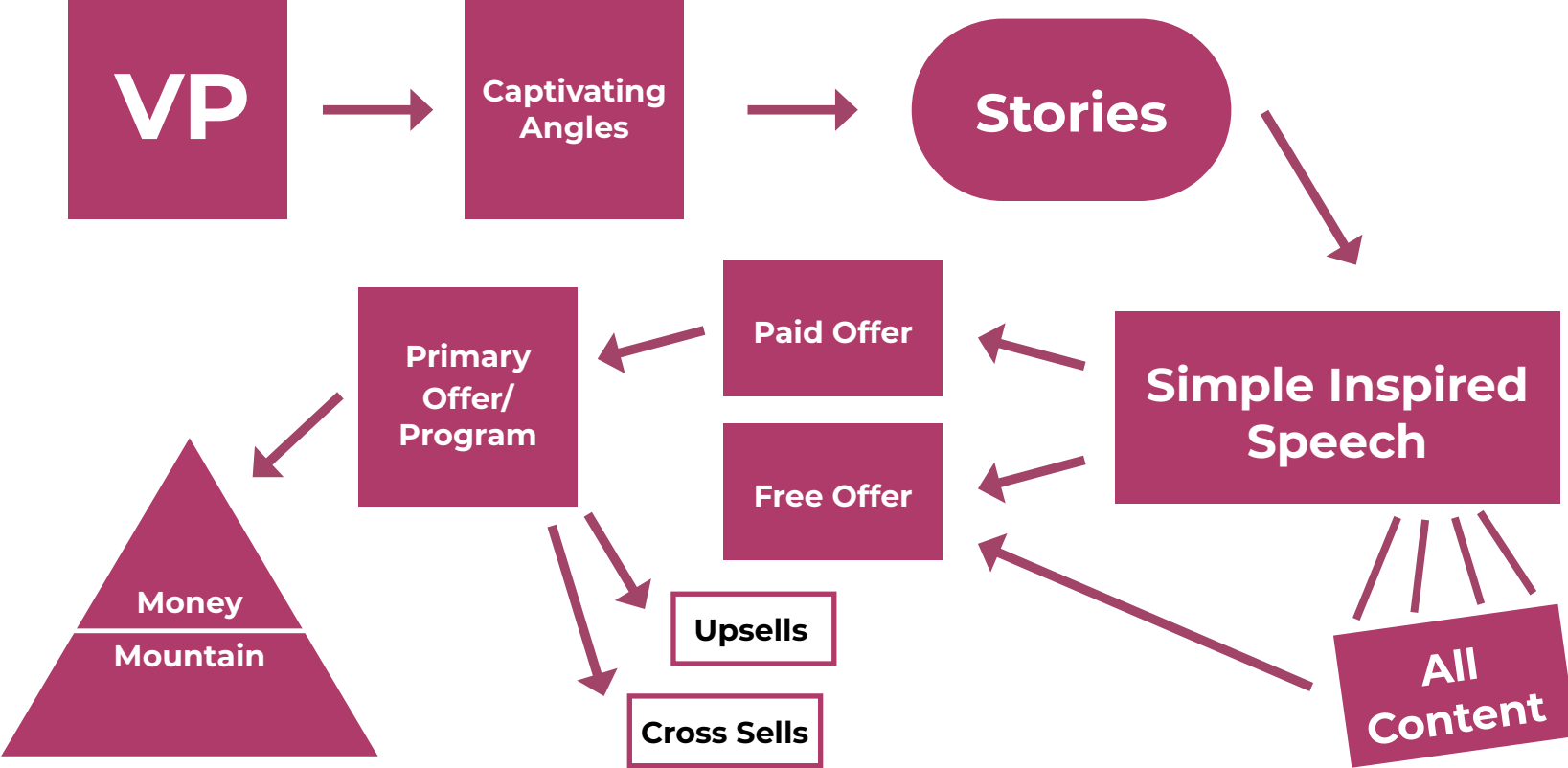
Moira Ní Ghallachóir

Business Mentor and Speaker
Donegal, Ireland

Speaker Life

TYPE:	<div><div></div> VIRTUAL</div>	<div><div></div> LIVE</div>	<div><div></div> SOCIAL/SWAPS</div>	
TIME:	<div><div><div></div> 40+ HOURS PER WEEK</div><div></div><div><div></div><div></div><div></div><div></div><div></div></div><div><div></div><div></div></div></div>	<div><div><div></div> 25 HOURS PER WEEK</div><div></div><div><div></div><div></div><div></div><div></div></div><div><div></div><div></div></div></div>	<div><div><div></div> UNDER 10 HOURS PER WEEK</div><div></div><div><div></div><div></div></div><div><div></div><div></div></div></div>	
REVENUE:	<div><div></div> 100K</div>	<div><div></div> 50-100K</div>	<div><div></div> UNDER 50K</div>	
REASON:	<div><div></div> Money <div></div> Inspiration <div></div> Leads <div></div> Impact <div></div> Admiration</div>			<div><div></div> Money <div></div> Education</div>

7 Figure Speaker Path



Checklist for Success

Create The Title and Tagline For Your Talk and Offers

- ☐ Titles should be short and sexy
- ☐ This is used to generate excitement and establish authority
- ☐ Focus on the outcome of your business

Secure The Domain Name For Your Talk Title And Your Free Offer

- ☐ Your URL can be your Talk title
- ☐ Example inspiredspeakerlive.com or enddietingnow.com
- ☐ If your URL is not available add words like join, now, talk, or speech

Create Your Signature Story And One Minute Speech

- ☐ Start collecting stories
- ☐ Grow your talk to sixty seconds, sixty minutes, six hours

Write Your Generator Gig List For Speaking Gigs

- ☐ Organize and establish where your people hang out
- ☐ Lead from a place of clarity and solving a problem
- ☐ Inspire them with the fact that you were committed to creating a result for their organization association or attendees

Checklist for Success

Create Your Fabulous Free Offer And Calendar Schedule

- ☐ Name Your Offers
- ☐ Create a simple clean landing page or a dedicated email
- ☐ Record your opt in video to excite potential consumers on grabbing your free offer
- ☐ A simple landing page can do and for now
- ☐ If you don't have a landing page you can simply use an email
- ☐ Create Calendar Through Schedule.com/ google/Calendy.com

Create Your Money Mountain

- ☐ Have a suite a products, programs and services to offer attendees who take the next step with you

Record Your Opt In Video Opt In Video

- ☐ Should be 90 seconds or less
- ☐ Make sure to Be specific about the outcome that will be achieved
- ☐ Create trust and connection by sharing a bit of your story

Rock Out Your Talk PRESENCE

- ☐ Become captivating
- ☐ Be willing to try new things
- ☐ Have multiple whiplashes
- ☐ Keep your audience engaged by being engaging
- ☐ Use power points that excite and don't distract and commit to being anything but boring

Checklist for Success

Create Your Ongoing Content From Your Talk

...one speech changes everything

- ☐ Use your talk to create social media content
- ☐ Email content
- ☐ Products programs and services

Deliver The Talk And Set Sessions Or Sales

- ☐ Enroll your leads
- ☐ Enroll your leads using the Icare system
- ☐ Walk them across the finish line based on their vision and your leadership
- ☐ Focus on how solutions will create transformation in their lives

RINSE AND REPEAT

Speakers vs 7 Figure Speakers

“ With Suzanne’s coaching on my business model, **I went from \$617,000 a year to making \$626,000... in just 3 days at my event!** Follow the system and coaching. It works! We’re able to do these numbers and fulfill with epic, 5-star delivery because our client onboarding process is super dialed in. What I’m more excited about is we learned about \$15M in lessons of what NOT to do at our future events!

”



Alex Moscow

Business Consultant

La Jolla, CA

Your Value Proposition = The Problem You Solve

Examples of Value Propositions

Business Type	Value Proposition Example
Relationship Coach	Find the love of your life.
Artist	Happy walls = happy home.
Small Business Attorney	Protect your assets.
Business Consultant	Make more sales with high-end offers.
Bookkeeper	Cut expenses and boost revenue.
Sleep expert	Get a good night's sleep.
Payment Center	Lower processing fees on credit card transactions.
Career Coach	Advance your career without sacrificing your personal life.
Dog Groomer	Clean and happy dog
Virtual Assistant	Free up more time.
Event Planner	Make money from events.
Photographer	Be seen as an expert in your industry.
Makeup Products	Makeup for sensitive skin.
Weight Loss Coach	Permanently lose weight without dieting.
PR Agency	Done for you media exposure.
Corporate Consultant	Eliminate team drama.
Organizer	Declutter for more productivity.
Personal Assistant	Get things done without having to think about it.
Graphic Designer	Look great online.

Creating A Tagline For Your Talk

Winning Title Formulas:

1. Address Your Specific Audience (Being vague or general = boring university)
2. Highlight the Specific Benefit or Outcome They Desire
3. Highlight the Specific Pain They Most Want to Avoid
4. Create Curiosity
5. Add Urgency

Captivating Conversion Words

The 5 Most Persuasive Words In The English Language

- You
- Free
- Because
- Instantly
- New

The 20 Most Influential Words, Via David Ogilvy

- | | | |
|---------------|-----------------|-------------|
| • Suddenly | • Revolutionary | • Challenge |
| • Now | • Startling | • Compare |
| • Announcing | • Miracle | • Bargain |
| • Introducing | • Magic | • Hurry |
| • Improvement | • Offer | |
| • Amazing | • Quick | |
| • Sensational | • Easy | |
| • Remarkable | • Wanted | |

Captivating Conversion Words

3 Words To Encourage Community

- Join
- Become a member
- Come along

10 Cause-And-Effect Words And Phrases

- Accordingly
- As a result
- Because
- Caused by
- Consequently
- Due to
- For this reason
- Since
- Therefore
- Thus

12 Phrases That Imply Exclusivity

- Members only
- Login required
- Class full
- Membership now closed
- Ask for an invitation
- Apply to be one of our beta testers
- Exclusive offers
- Become an insider
- Be one of the few
- Get it before everybody else
- Be the first to hear about it
- Only available to subscribers

Captivating Conversion Words

9 Phrases That Imply Scarcity

- Limited offer
- Supplies running out
- Get them while they last
- Sale ends soon
- Today only
- Only 10 available
- Only 3 left
- Only available here
- Double the offer in the next hour only

28 Words And Phrases That Make You Feel Safe

- | | | |
|------------------|-----------------------|----------------------|
| • Anonymous | • No Obligation | • Results |
| • Authentic | • No Questions Asked | • Secure |
| • Backed | • No Risk | • Tested |
| • Best-selling | • No Strings Attached | • Try before You Buy |
| • Cancel Anytime | • Official | • Verify |
| • Certified | • Privacy | • Unconditional |
| • Endorsed | • Protected | |
| • Guaranteed | • Proven | |
| • Ironclad | • Recession-proof | |
| • Lifetime | • Refund | |
| • Moneyback | • Research | |

Captivating Conversion Words

47 Ubiquitous Power Words

- Improve
- Trust
- Immediately
- Discover
- Profit
- Learn
- Know
- Understand
- Powerful
- Best
- Win
- Hot Special
- More
- Bonus
- Exclusive
- Extra
- You
- Free
- Health
- Guarantee
- New
- Proven
- Safety
- Money
- Now
- Today
- Results
- Protect
- Help
- Easy
- Amazing
- Latest
- Extraordinary
- How to
- Worst
- Ultimate
- Hot
- First
- Big
- Anniversary
- Premiere
- Basic
- Complete
- Save
- Plus!
- Create

Captivating Conversion Words

9 word for shareable content

- Secret
- Tell us
- Inspires
- Take
- Help
- Promote
- Increase
- Create
- Discover

Tagline Examples

The World was engrossed/ obsessed by [Person's] [Action] in/at [Place] (i.e. 'The world was engrossed by Dr. Christine Blasey Ford's testimony in the Brett Kavanaugh hearings.')

How I Made a [Gain] With a [Simple/Crazy/Wild Idea] (i.e. 'How I Got My Newborn to Sleep With a Cherry Red Gibson Guitar')

Are You Still [Painful/Embarrassing Things]? (i.e. 'Are You Still Biting Your Nails?')

There Are Only/Always [Number] Types of [Avatar] You Ever Want To [Result] – Which Group Are You In? (i.e. 'There Are Only 4 Types of Employees You Ever Want To Hire – Which Group Are Your Employees In?')

To People Who Want To [Avatar's Action] – but Can't Get Started (i.e. 'To Young Mothers Who Want To Have Their Own Business While Raising Their Kids – But Can't Get Started')

The Crimes We Commit Against Our [Avatar] (i.e. 'The Food Crimes We Commit Against Our Body' or 'The Creativity Crimes We Commit Against Our Employees')

These [Number] of [Avatar] Messed With [Product], See What Happened (i.e. 'These 5 New Piano Players Messed With Piano-Hero, See What Happened')

The Death of [Avatar's Niche] (i.e. 'The Death of Old School Social Media')

How One Word Can Get You [Avatar's Worry] (i.e. 'How One Word Can Get You Fired')

Add This One _____ To Your _____ To Get a [Wild Result] (i.e. 'Add This One Word In Your Menu To Get Your Customers To Order It, Every Single Time')

The Greatest Reason in The World To Start [What Avatar Wants To Achieve] (i.e. 'The Greatest Reason In The World To Start Playing Chess')

Tagline Examples

How to [Avatar's Action] without [Avatar's #1 Worry]
(i.e. 'How to Get a Flood of New Chiropractor Clients Without Paying a Penny In Advertising')

Think [Avatar's Niche] Is Just For ____? Meet This [Surprising Person] Who Might Disagree With You On That (i.e. 'Think HTML Is Just For Young Coders? Meet This 82-Year-Old Grandma Who Might Just Disagree With You On That')

A New Kind of [Avatar's Niche] Encourages [Avatar] To [Desired Result] (i.e. 'A New Kind of Office Design Encourages Employees To Stay Longer At Work')

You Can Laugh at [Avatar's Niche] Worries – if You Follow This Simple Plan (i.e. 'You Can Laugh at Your Money Worries – If You Follow This Simple Plan')

[Number] Known [X] Troubles – Which do You Want to Overcome? (i.e. '10 Known Health Troubles – Which do you Want To Overcome?')

How I Improved My [X] in One [Time] (i.e. 'How I Improved My Cooking Skills For My Family In One Afternoon')

Use/Do [Avatar's Niche]? You Need This [Numbered Content] of [Avatar's Resources] (i.e. 'Exercise Much? You Need This List of 10 Post Workout Recipes')

New Free [Resource] Tells You [Number] Secrets of Better [Benefit] (i.e. 'New Free Webinar Shows You The 12 Secrets of Better Family Vacations')

The Secret to Being [Avatar's Desired Outcome] (i.e. 'The Secret To Being a Woman That Every Man Wants')

To [Avatar] Who Want to Quit [What Avatar Wants to Avoid] While [X] (i.e. 'To Loving Fathers Who Want To Quit Their Cubicle-Job While Their Kids Are Still Young')

Imagine [Avatar's Big Desire] for/in [Short Amount of Time] (i.e. 'Imagine Being Able To Protect Yourself Like Batman, In Just 62 Days')

Tagline Examples

"I lost my [Pain] – and [Got Benefit] too!" (i.e. 'I got rid of all my debt – and made \$42,000 too!')

The Truth About Getting [Benefit] (i.e. 'The Truth About Owning Your Own Restaurant')

What [Avatar] Owns His Own [Your Product]? (i.e. 'What Kind of Guy Wears Old Navy Jeans?')

The Most [Pain] Mistake of Your Life (i.e. 'The Most Expensive Mistake of Your Life')

[Number] ways to [X] Your [Thing Avatar is Avoiding] (i.e. '21 Ways to Kill Your Procrastination')

Need More [Desired Outcome]? (i.e. 'Need More Passion In Your Marriage?')

What Your [X] Doesn't Want You to Know (i.e. 'What Your Bank Doesn't Want You to Know')

[X] scandal reveals that more than [Number] of [Avatar's] [What's Valuable to Avatar] was [Bad Consequence] (i.e. Facebook's Cambridge Analytica scandal revealed that more than 50 million people's personal information was compromised for "research")

[Gain] Hiding In Your [Avatar's Location] (i.e. '5 Optimization Secrets Hiding In Your YouTube Analytics')

A Little Mistake That Cost a [Title of Avatar] [Painful Loss] a [Time] (i.e. 'A Little Mistake That Cost a SaaS CEO \$50,000 a Month')

****From The Visual Communication Platform****

Write Your Own Talk Title's

BRAINSTORM TITLE:

BRAINSTORM TAGLINE:

Speakers vs 7 Figure Speakers

“

Before working with Suzanne I was earning \$12,000/year. I began with Suzanne in 2014. That year increased my revenue by 4x... I did my first 7 figures in 2018. **In 2021 I made \$2.1 million.**

I hired Suzanne who was better at building businesses than I was. I fully trusted her. I asked her what I should do and I just did it. Whether I was scared or had never done it before, it didn't matter. If she said this was the thing to do, **I DID IT.**

”



Veronique Prins

Moordrecht, Netherlands

Business Mentor

Getting Gigs and Writing Generator Emails



The more high-touch your interactions are with a lead, the easier it is to sell them. Conversely, the more distant the connection (the colder the lead), the harder it is to sell them.

For example, it's easier to close a referral than someone who clicked on an ad. The referral is someone who's heard good things about you. They trust the person who sent the referral. They are coming to you as a warm lead so you're way ahead of the game by the time you get them on the phone. Whereas, the person who clicked an ad doesn't know, like, or trust you yet. They are a cold lead. It'll take a lot more effort and time to move them to become a warm lead.

That's why we always recommend lead generation strategies that involve you being seen in-person over lead strategies that are online, distant, and cold. The best personal connection lead strategies include: referrals, speaking, networking, and sponsorships.

While podcasting isn't as high-touch as the others, it's still an excellent way to get visibility while not having to get up from your desk.

Getting Gigs and Writing Generator Emails

Set Goals For Yourself

While not set in stone, we recommend you use the following targets if you want to grow your business quickly:

- 1-2 speaking gigs a month
- 4 networking gigs a month
- 1 sponsorship a quarter

Try to be a guest on a podcast at least one time a month. There are thousands of podcasts - it's possible to be a guest on multiple podcasts a month.

Decide what target numbers you want to hit at the start of every month or quarter. Be specific and write them down. Keep these target numbers on your physical desk to constantly remind you of the numbers you need to hit and by when.

When you're out networking, before walking into the event, come up with a specific number of booked phone calls and new leads you want to get from the event. Also, if you're looking for more networking and speaking opportunities, set a goal for how many new opportunities you want to find from the event.

Organize Your Search For Gigs

1) Create a Document to Organize Your Findings

With the search methods we will share with you you're going to find dozens of opportunities. Keep them organized - don't be sloppy in your research. Use either a word document or spreadsheet. (You're probably either a Word person or an Excel person. Use the one you prefer most.) Of course you can also use Google Docs or Google Sheets to stay organized. Whatever works best for you and suits your style.

2) Organize your document with the following headings/columns:

- Networking
- Speaking
- Sponsorships
- Podcasts
- Industry leaders to follow
- Organizations/Associations to follow

Under each heading you will add notes from your research. You'll cut and paste links, information, sites, etc. you should also add notes for yourself as needed. For example, under a potential networking event you might note "For sure go to this one. RSVP before (Date)."

NEXT

Turn Your Discoveries Into Action Steps

You can do your deep dive research in one or two sittings. Turn off all distractions and stay focused on getting as many opportunities and information as you can. Then take your notes and turn them into action steps. Put in your to-do list and calendar what opportunities you'll go to and by when. If you find multiple industry leaders you need to follow, "like" them on social media all at once so you can track them. You might also want to opt-in to their website to get their emails and newsletters.

TIP

Google Search Tip

Keep your online searching organized, too. A simple trick to do that is to follow these steps:

1. Start with a clean window with nothing else open.
2. Start your search with one phrase. We give you dozens below. For example, Business Networking Denver.
3. For every site, right click the listing and open as a new tab. Keep doing this for the first 5-10 listings.
4. If you're using Google Docs or Sheets to organize your notes, keep your notes doc always on the far right tab. This way you can always jump there and don't have to search for it with every new note you make. In other words, Your main Google search tab is on the far left and your Google Docs or Sheets is on the far right. All the tabs you open to explore are in the middle.

NEXT

How to Research Opportunities

There are two places to find opportunities that will suit your business:

1. Asking your existing network. This includes colleagues, clients, leads, etc.
2. Google.

FINALLY

Asking

When you're out networking, besides looking for leads, ask others where else they network and speak. Ask your current and past clients where they network and what events they attend. Ask colleagues where they go.

Add these to your list and check out those events, too.

Outside speaker email

New Message

To

prospectiveclient@gmail.com

Subject

Let's speak together!

Dear [Prospective Client's Name] ,

Do you accept outside speakers?

Sincerely,
SuzanneEvans

▼

🗑️

😊📎

Send

Here Is An Actual Example of How That Might Look

Hi Joanne:

My name is Angela Angelides.

I'm a speaker and messaging expert here in the Los Angeles area, and I wanted to make sure you and I had a chance to connect. Why?

As the leader of the International Coach Federation Santa Monica Chapter, you know one of the biggest challenges your members deal with is articulating the incredible value they bring to the table, so people invest in their services.

Unfortunately, it's a huge road block that prevents them from building a thriving coaching practice.

And that's a problem I would love to help you solve.

So, I wanted to let you know I will be following up with a phone call, to talk about a free presentation I've delivered to groups around the Los Angeles area that reveals powerful steps your members can use to create powerful, magnetic interest in what they do. So they can give their gifts and thrive, and build a business worthy of their talents. Instead of struggling just to get by.

I'd love the opportunity to show your members how to use these simple tools to create almost instant interest in their services and fill their practice with perfect clients.

Talk to you then!

Angela

Booking Your Speaking Gigs

Here's a good formula to follow when reaching out to event coordinators to see if they take outside speakers. It consists of 3 emails and a phone call. The strategy is to send two emails then call. This way they have a little more context to who you are when you call. If there's no response after the phone call, send email #3.

Here is an example of the timing of the emails and call:

- Email 1: Monday
- Email 2: Wednesday
- Call: Thursday
- Email 3: Monday

Email 1 (short and simple):

Hello!

I would love to learn more about your group. Do you ever host workshops or need presenters?

Happy to chat more!

Thanks for your time and I look forward to connecting soon!

Email 2: (short with more detail):

Hello!

I am sending you a quick follow-up on the email I sent earlier this week. I am looking for speaking opportunities in our area. I am an expert at XXXX and would be thrilled to share my knowledge with your group. I know we can both benefit from collaborating and grow together in our area so I am happy to sponsor or speak for free.

Here is a little more about my presentation called XXXX

My key takeaways:

-
-
-

I have attached my one-sheet. Do you have time for a call this week?

Booking Your Speaking Gigs

Email 3: (Detail with CTA to connect)

Good afternoon,

I wanted to make sure I am connecting with the right person to speak at a XXXX event. I have been reaching out about securing a speaking opportunity. I am an expert at XXXX and happy to speak for free or sponsor to speak with your group!

If you are not the right contact, can you please make an introduction? My schedule is filling up, but I would like to secure an opportunity with your group.

All the best and I look forward to collaborating!

Sample Bio



WHO IS SUZANNE EVANS?

Suzanne Evans, owner and founder of Suzanne Evans Coaching, the “tell-it-like-is”, no fluff boss of business building. She provides support, consult, and business development skills to the over 30,000 women enrolled in her wealth and business building programs. Having gone from secretary to surpassing the seven-figure mark herself in just over 3 years, she has supported her clients to multi 6 & 7 Figure businesses. In addition to hosting several sold-out live events a year, Suzanne recently launched The Give Movement, a not-for-profit serving women worldwide in education, entrepreneurship, and equality.

But those are just the sexy facts. If you want to know the “why” behind starting her own business, look no further than 2007, when while working a day job behind the scenes on Broadway, she looked over her credit card statements and realized it would take 21 years to pay off her debts. Right there and then she decided the only way to create the life she wanted was for her to take immediate action.

Suzanne opened up shop inside Whole Foods Market. Literally. Emboldened by her ability to get clients in what was the least likely of places (between the bananas and tomatoes), she realized that her success in business would depend on her ability to master marketing and sales, and inspire clients to “share their mess” as a pathway to getting clients and making money.

And inspire she has, growing Suzanne Evans Coaching from its humble beginnings inside a 350 square foot apartment in Manhattan to a sprawling 3,000 square foot office, being on the Inc 500/5000 for 5 years straight and working with clients around the world. As the head of a growing Multi-Million Dollar business, Suzanne and her team, based in Murrells Inlet, South Carolina, are dedicated to helping entrepreneurs heal their shame about money, creating “movements that matter.”, and building successful, profitable businesses.

Create Your Fabulous Free Offer



People Need A Path

- Pain Killer Title
- Urgent Time Frame
- Motivator/Limiter
- Call to Action

Landing Page And Opt In Video

No more than 90 seconds and it should confirm WHY I was a call/session/solution from you

Sample:

Hi I'm Suzanne Evans and there's something I know about small business owners. (START WITH CERTAINTY) They want make a difference, they want to make money, and they want to work with her ideal clients and customers. (SHARE THE DREAM) But they don't want to be working all the time, they don't want to be so busy and so overwhelmed that they can't enjoy any of the freedom that they're trying to create for themselves, they don't want to stay up at night worried about cash flow, and where the next clients coming from (ESTABLISH PAIN).

I bet you can relate! (CREATE A BOND AND TRUST) I'm gonna show you exactly how to get more clients and make more money without putting in another hour. (I HAVE THE SOLUTION)

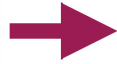


Who do I know? Well, a little bit about me. I was a secretary who went to seven figures in just three years. I went from being in a cubicle to having the ultimate freedom lifestyle... so I get where you've been because I've been there too! (ESTABLISH TRUST AND EXPERTISE) I grew my business to six figures and then seven figures while working a full time job. And I know you can do the same so let's jump on a cash injection call (FABULOUS FREE OFER) and I'm gonna show you how to make more money working less time.

Just click on the link below and you can schedule your time immediately. Let's get your cash flowing and your freedom growing. (TELL THEM WHAT TO DO)

The TALK

Inspire



**The Whiplash / Establish Problem
Tease Solution / Build Trust**

Educate



3 Solution Points

Invite



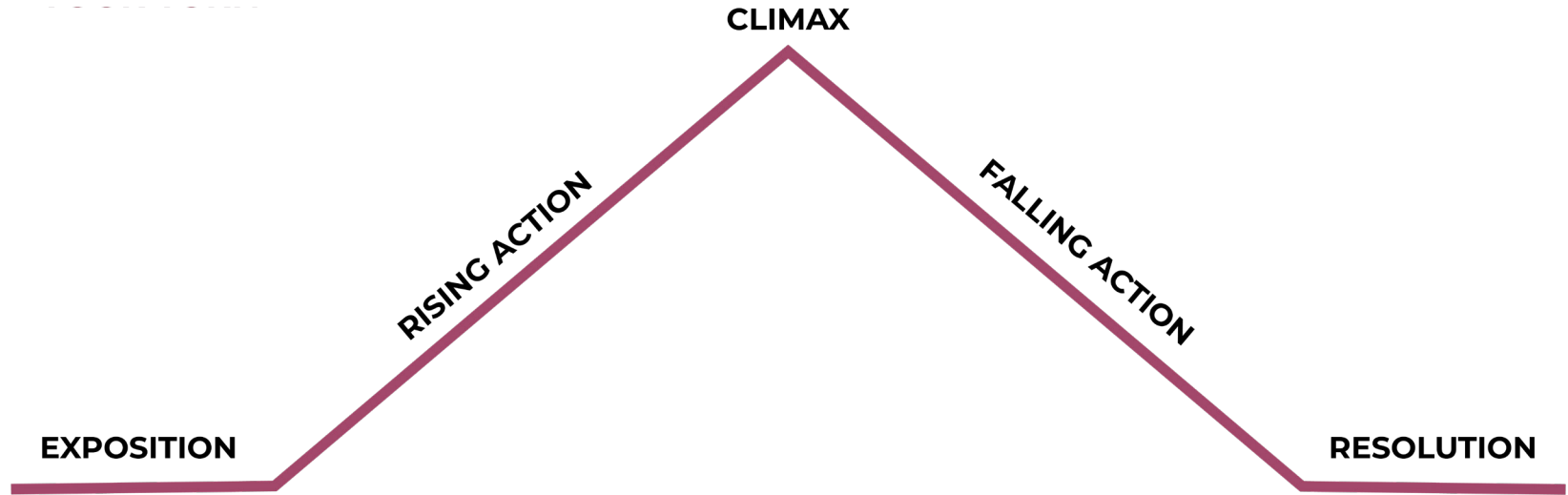
Free or Fee / ASK

Motivate



Urgency / Bonus / Emotional Wrap

The TALK



The TALK

I WAS HERE...

DOING THIS...

THIS HAPPENED...

OMG! I REALIZED...

SO, THEN I DID THIS...

AND NOW I KNOW...

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Speakers vs 7 Figure Speakers

“ Working with Suzanne is one of the richest experiences of my career. **The first year, I increased my income 25%;** and the improvement in my speaking, storytelling and making elegant and powerful Calls-to-Action has exceeded all of my (very high) expectations. Suzanne has packed her team with professional, competent, and customer-focused folks - no matter who I speak with or what I am calling or emailing about; **They Are A World-Class, 5-Star Team Without Exception.** ”



Dr. Jackie Black
Board-Certified
Coach to Couples
Glendora, CA

One Speech Changes Everything...

GETTING PAID

1 Free Gig - \$0

25 Attendees

Free Offer (8) - \$0

\$5K Coaching Program @

20-25% is 2 Sales = \$10K

2 Gigs A Month = \$20K a month

One Speech Changes Everything...

**LETS TAKE
IT FURTHER
FASTER...**

Gig Fee.....\$1,000

Attendees - 25

Paid offer of 2K\$ @ 20% is \$5 sales.....10K sales

Back end cross sell / upsell @30-40%

(10K Program) is 2 sales \$20K sales

= 31K sales

One Speech Changes Everything...

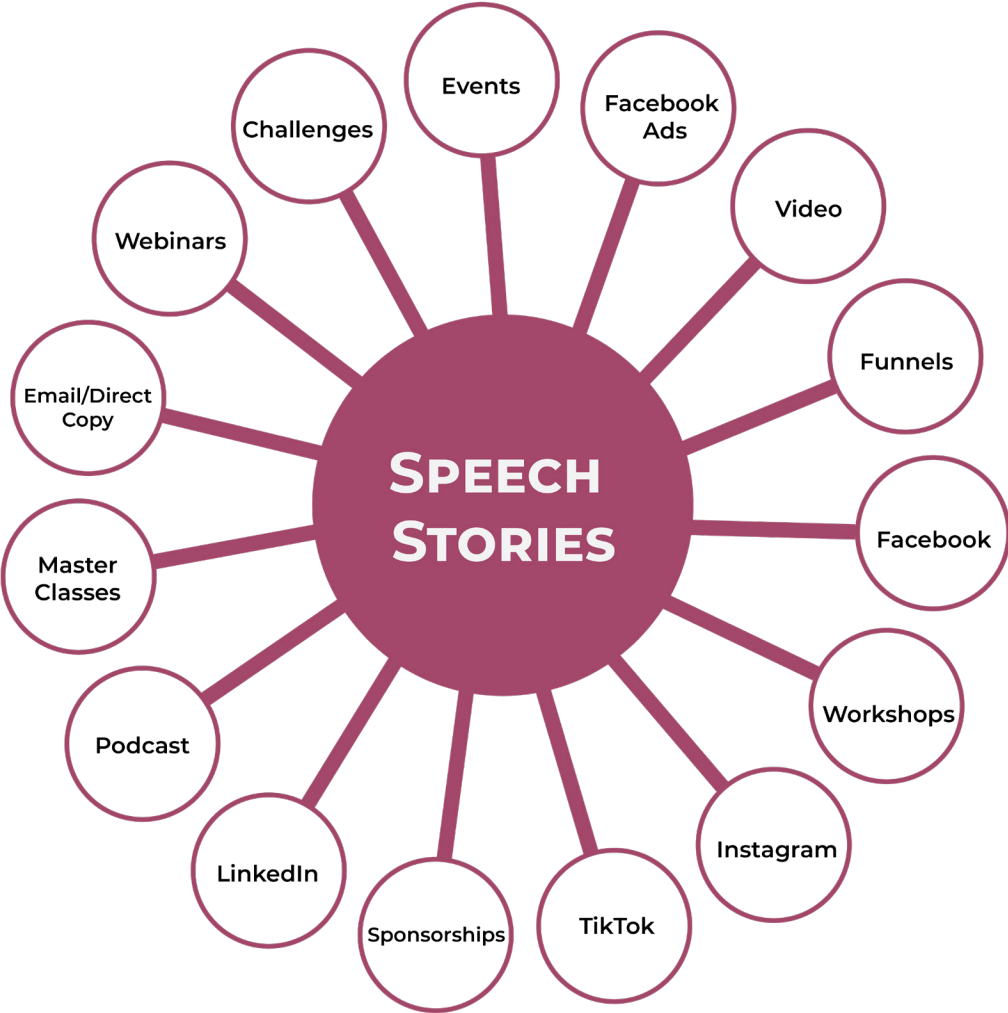
**A MILLION
DOLLARS OF
BUSINESS IN
365 DAYS**

**47 gigs = 3.9 gigs a
month of 25 people**

OR

2 Gigs a month of 50 people

Speech Stories



Speakers vs 7 Figure Speakers

Speaker Training	7 Figure Speaker Training	
<ul style="list-style-type: none">• Write a speech• Deliver a speech• Book gigs• Set pricing	<ul style="list-style-type: none">• Value proposition• Unique captivation angle• Front in marketing• Back end marketing• Facebook Instagram TikTok lives• Running challenges• How to get gigs• Free offer• Multiple paid offers• Story creation• Hot calling for gigs• Testimonials/case studies	<ul style="list-style-type: none">• Speaker agreements• Paths to cash• Speaker support team• Automation• Sell classes courses• Master social selling• Become captivating• Become inspiring• Become a master storyteller• Become an author

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Unsure what this is (Placeholder)

Connection:

Set Up/Safety:

Clarity:

Clearing:

Next Level Understating/
Experience:

Cleaning:

Partnered:

Outcome/Next Steps:

Google

Follow these steps when researching on Google. Later in this document we give you specific keyword phrases and organizations to search for. Remember to organize your findings in a document where you can take notes.

1. Start your search with one category: networking, speaking, sponsorship or podcast. Use the search phrases we recommend to get you started.
2. Some sites you find will list multiple opportunities. For example, Google will probably list MeetUp and Eventbrite in your search with those pages listing multiple events. In that case dive deeper. Right click and open each event on those pages as a new tab. Explore each of those sites.
3. Universal things you should look for are: organizations, associations, annual events, local events, leaders, speakers, etc. Because all the above will probably lead you to all 4 areas: networking, speaking, sponsorships, and podcasts.
4. If you're looking for speaking or podcasting specifically, when you find an industry leader, cut and paste their name into a new tab and add "speaking" or "podcast". Do the same technique of right clicking and opening new tabs. Do this for multiple industry leaders. Also follow them on social media because they will likely post where they are speaking in the future.

Resources and Search Phrases

Networking

Search phrases

Business Networking [Your Location]

[Avatar] Networking [Your Location]

[Your Industry] Networking [Your Location]

Business Conference for [Avatar] (Optional add on: in [Your Location])

Business Conference for [Your Industry] (Optional add on: in [Your Location])

Conference for [Avatar] (Optional add on: in [Your Location])

Conference for [Your Industry] (Optional add on: in [Your Location])

[Your Industry] Association (Optional add on: in [Your Location])

Associations for [Avatar] (Optional add on: in [Your Location])

[Your Industry] Summit [Year]

Best Events for [Your Industry] in [Year]

Best Events for [Avatar] in [Year]

Social Media Groups

Search for Facebook and LinkedIn groups where your ideal client hangs out. (TIP: Look at the personal profiles of your favorite past clients and/or people you know are your ideal clients. Look under the groups they belong to.)

Resources and Search Phrases

Specific Sites to Find Networking Events

Inside Info Marketing - <http://www.insideinfomarketing.com>

Meet Up - <https://www.meetup.com>

EventBrite - <http://EventBrite.com>

Eventful - www.Eventful.com

Local Networking Events

BNI - <https://www.bni.com>

Le Tip - <http://letip.com>

Chamber of Commerce - <https://www.officialusa.com/stateguides/chambers/>

Rotary - <https://www.rotary.org>

E-Women Network - <https://ewomennetwork.com>

National Association of Women Business Owners (NAWBO) - <https://www.nawbo.org>

Provisors - <https://www.provisors.com>

Corporate-Based Networking Events

Vistage - <https://www.vistage.com>

CEO Space - <http://ceospaceinternational.com>

Other Places to Find Networking Opportunities

- Local newspaper
- Industry magazines and journals
- Free “events” type publications in your area
- Association listings here <https://www.associationexecs.com>

Speaking

Search phrases

Business Speaking [Your Location]

Speaking [Your Location]

[Your Industry] Speaking [Your Location]

Business Conference for [Avatar] (Optional add on: in [Your Location])

Business Conference for [Your Industry] (Optional add on: in [Your Location])

Conference for [Avatar] (Optional add on: in [Your Location])

Conference for [Your Industry] (Optional add on: in [Your Location])

[Your Industry] Association (Optional add on: in [Your Location])

Associations for [Avatar] (Optional add on: in [Your Location])

Call for Speakers [Topic] [Your location]

Call for Speakers [Your location]

Call for Speakers [Industry]

Social Media Groups

Search for Facebook and LinkedIn groups where your ideal client hangs out. (TIP: Look at the personal profiles of your favorite past clients and/or people you know are your ideal clients. Look under the groups they belong to.)

Speaking

Specific Sites to Find Speaking Opportunities

Speakertunity - <https://speakertunity.com/>

Free Speaker Bureau - <http://freespeakerbureau.com/>

Speakers Need to Speak - <https://speakersneedtospeak.com/>

National & International Events

All Conference - <http://www.allconferences.com/>

Trade Show News Network - <https://www.tsnn.com/>

The Tradeshow Calendar - <http://thetradeshowcalendar.com/>

10 times - <https://10times.com/>

Events in America - <https://eventsinamerica.com/>

Local & Regional Events

Inside Info Marketing - <http://www.insideinfomarketing.com/>

Meet Up - <https://www.meetup.com/>

EventBrite - <http://EventBrite.com>

Eventful - www.Eventful.com

Locations to Put on Your Own Retreats

Retreats Online

<https://www.retreatsonline.com/>

Retreat Finder

<https://www.retreatfinder.com/>

Other Places to Look

Many coworking office spaces offer speaking opportunities.

For example, WeWork - <https://www.wework.com/>

Look at the “Local Networking Events” List Above

Most local networking events need speakers.

If You Are Putting On Your Own Small Event...

... look here for rental spaces: <https://www.peerspace.com/>

Sponsorships

Search phrases

Business Event Sponsorship [Your Location]

Event Sponsorship [Your Location]

[Your Industry] Event Sponsorship [Your Location]

Event Sponsorship for [Avatar] (Optional add on: in [Your Location])

Sponsorship at Conferences for [Your Industry] (Optional add on: in [Your Location])

[Your Industry] Association Sponsorship (Optional add on: in [Your Location])

Association Sponsorship for [Avatar] (Optional add on: in [Your Location])

Event Sponsorship Opportunities [Your Location]

Event Sponsorship Opportunities [Your Industry]

Podcast

Search phrases

Business Podcast [Your Location]

Podcast [Your Location]

[Your Industry] Podcast

Podcast for [Avatar]

[Your Industry] Association Podcast

[Name of industry/thought leader] Podcast

Podcast Directory [Your Industry]