



# WEALTHY SPEAKER

—workshop—

# Table Of Contents

The Dividing Line.....01

Speaker Life/7 Figure Speaker Path.....03

Checklist for Success.....04

Value Proposition.....08

Talk Title & Tag Lines.....09

Fabulous Free Offer.....20

The Talk.....21

Speaker Math.....27

Speech Hub.....30

# The Dividing Line

## Broke Speaker

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

## Wealthy Speaker

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

## Broke Speaker vs. Wealthy Speaker

“ Suzanne encouraged me to up my prices by \$1,000. The results have been amazing as I actually just had my very first **six figure quarter**. It was **over a hundred thousand dollars of profit in just three months!** And I couldn't have done it without Suzanne.”

”



Anne Gordon



# 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
- 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/](https://www.schedule.com/)  
[Google/Calendy.com](https://www.google.com/calendar/)

## 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**

## Broke Speaker vs. Wealthy Speaker

“ Since joining Suzanne’s INSPIRE program just three short weeks ago I have new coaching clients and have landed my first two paid talks! Just being in this community has lit my 🔥 🔥 🔥

”



**Michelle Coombs**

# 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. Advance
Career Coach	your career without sacrificing your personal life. Clean and
Dog Groomer	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 Weight	Makeup for sensitive skin.
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       | • 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 words for shareable content

- Secret
- Tell us
- Inspire
- 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 Titles

Brainstorm Title:

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Brainstorm Tagline:

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## Broke Speaker vs. Wealthy Speaker

“ **I couldn't have done my first event without you.** I would have given up, postponed, canceled, made excuses, got sick or whatever else keeps us from just getting it done.

You got me to the **6-figure finish line** and taught me the most important part of the event process is the host showing up and not hiding.

”



Melissa Lantz

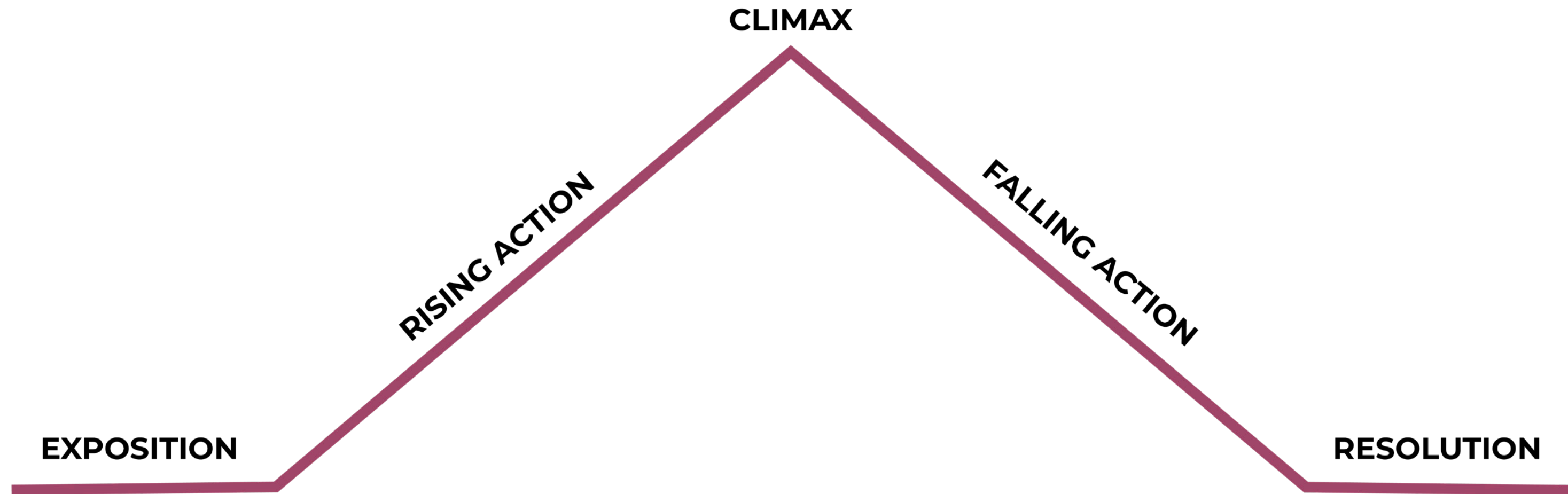
# Create Your Fabulous Free Offer



## People Need A Path

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

# The TALK



# The TALK

**I WAS HERE...**

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**DOING THIS...**

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**THIS HAPPENED...**

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**OMG! I REALIZED...**

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**SO, THEN I DID THIS...**

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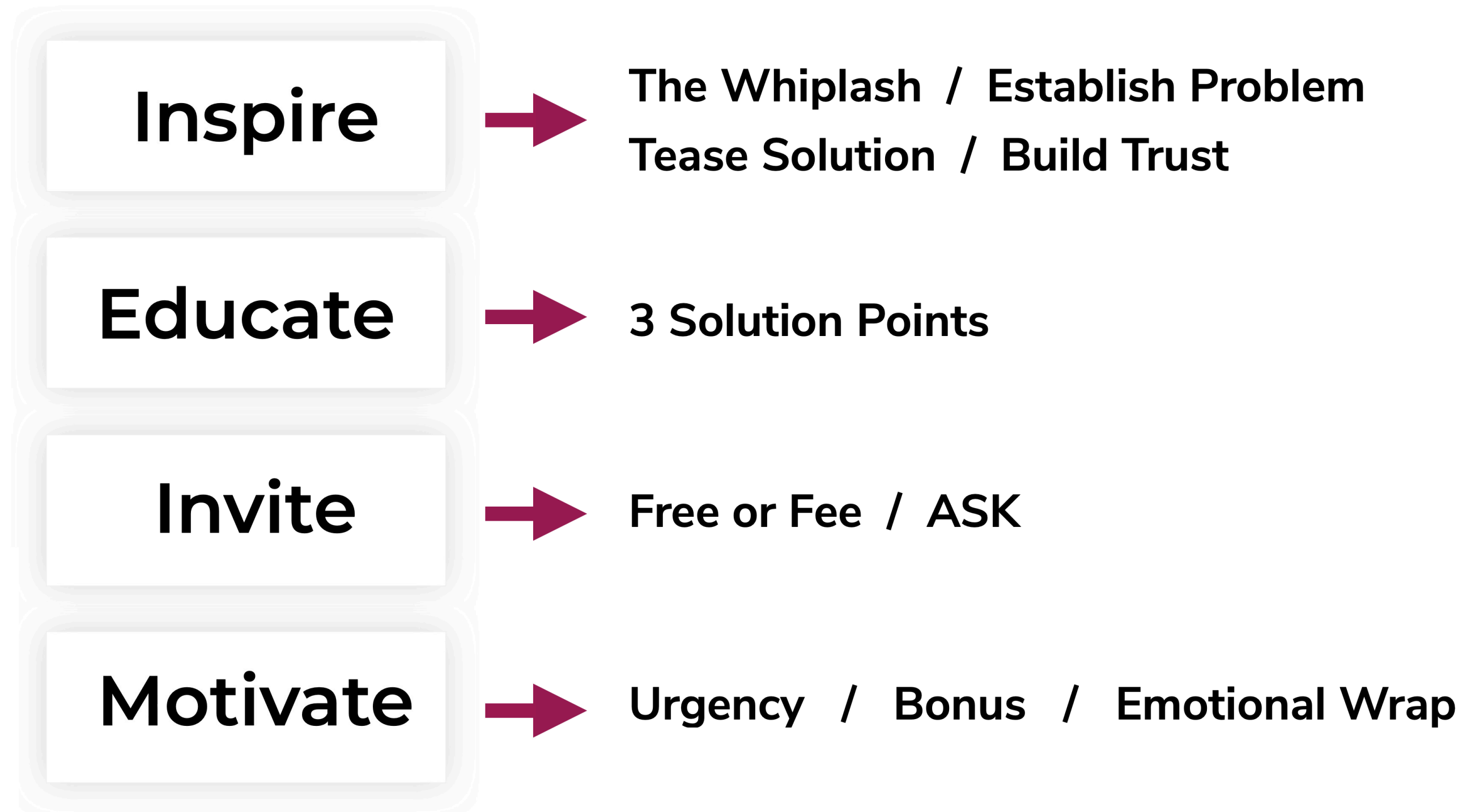
**AND NOW I KNOW...**

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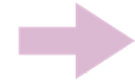
# The TALK





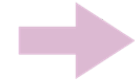
# The TALK

## 60 Seconds



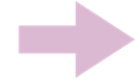
# Connecting Networking

# 60 Minutes



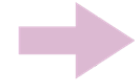
# Speaking Workshop

# 60 Hours



Events  
Programs  
Social  
Challenges

# 60 Days



# Social Products Programs

[illegible]

# The TALK



%	60 Sec.	60 Min.
25%	15 Sec.	15 Min.
35%	21 Sec.	21 Min.
25%	10 Sec.	15 Min.
15%	18 Sec.	3-5 Min.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

## Broke Speaker vs. Wealthy Speaker

“ Suzanne helped me take my business from **\$300 a month** to **\$10,000 a month** in just 18 months.

If you're even remotely thinking about working with Suzanne Evans, I highly recommend that you put all of your hesitation aside and go for it, because you **will see your results go faster and faster and faster than you ever will do this on your own.** ”



Jean Kuhn

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

Total = \$31K sales

One Speech Changes Everything...

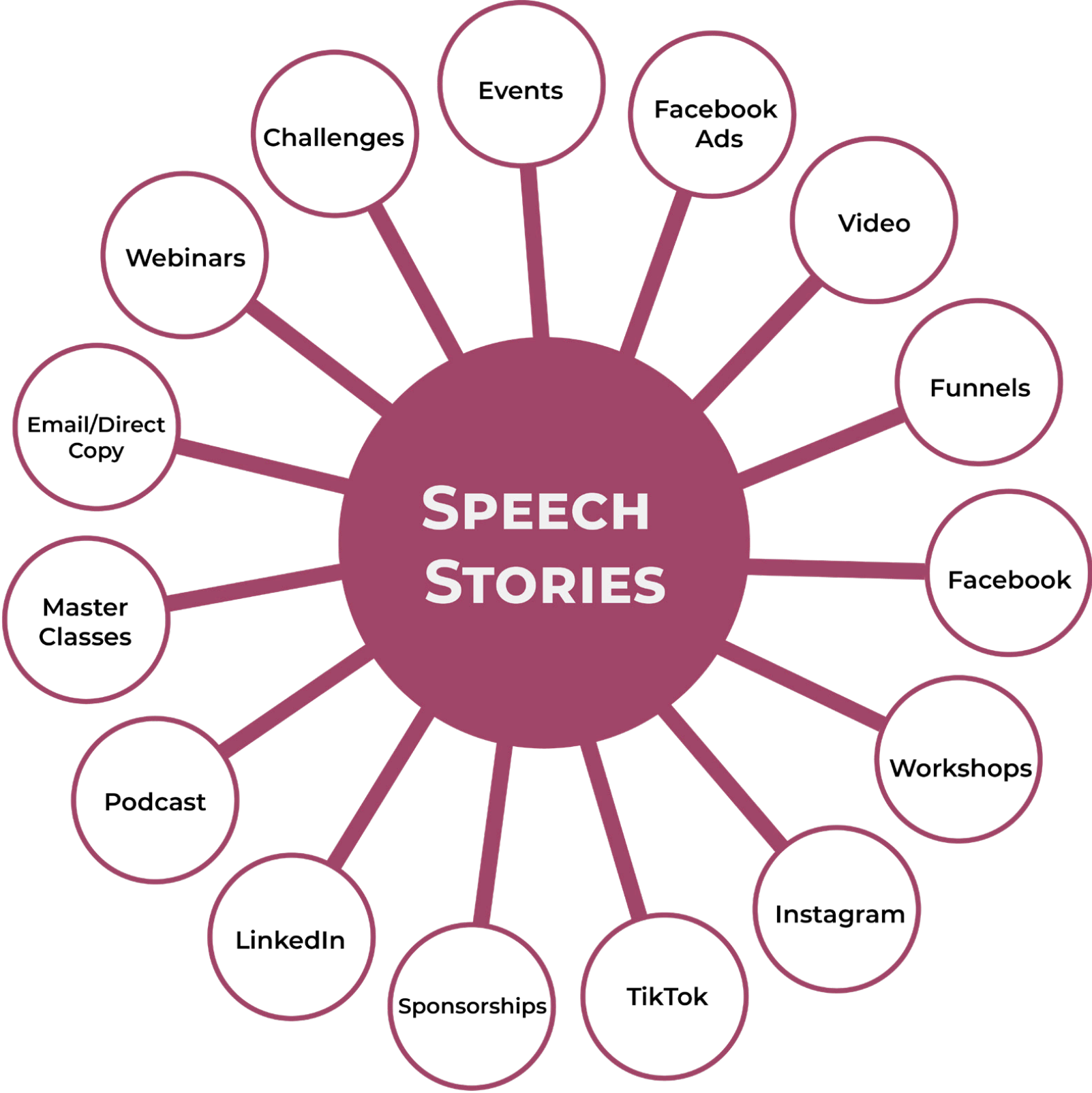
**A Million  
Dollars Of  
Business In  
365 Days**

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

**OR**

**2 Gigs a month of 50 people**

# Speech Stories





## START

# 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 and 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,

Suzanne Evans

😊

📎

Send

# Appendix

DRIVEN  
*inc.*

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](http://www.Eventful.com)

## Local Networking Events

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

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

Chamber of Commerce - <https://www.ofcialusa.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](http://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 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]

# Broke Speaker vs. Wealthy Speaker

## Speaker Training

- Write a speech
- Deliver a speech
- Book gigs
- Set pricing

## 7 Figure Speaker Training

- 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
- 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



Wealthy Speaker Workshop is  
a great start...

but if you want to take your  
speaking to the **NEXT LEVEL**  
join us for...

# INSPIRE