

SpeakerBiz Institute, LLC
The School for Speaker Success!
 Expedition Course Content

Clarify your expertise and explore potential markets.	Develop your "Brand" and discuss Event Marketing	Develop effective product sales and marketing strategies.
Define your USP (unique selling proposition), identify your brand, and determine your target audience.	Refine your area of expertise and industry niche target market.	Explore multiple income streams to create a healthy profit center.
Draft your business name and tagline. Outline your vision, mission, slogan, and business objectives.	Examine various business models and develop your own strategic business and marketing plan.	Examine public seminars vs. onsite training and successful program planning.
Examine various business models and set your own fee structure.	Develop dynamic openers, warm-ups, and closers.	Discuss meeting room set up, lights, sound, temperature, catering and venue considerations.
Develop your Flagship Program or your Signature Story and create an audience centered introduction and keynote/workshop description.	Learn accelerated training games and audience participation activities to enhance your own keynotes and workshop programs.	Discover the secrets for best day, month, and time to hold your events and successful program scheduling.
Explore resources to help develop your marketing plan and learn the necessary strategies to help promote your business.	Discover how music, art, and physical movement can enhance your audience learning experience.	Get more bookings! Learn how to set your speaking and seminar fees (and get them!)
Create your promotional tools and draft your speaker packet.	Develop effective strategies to deal with difficult audience members.	Learn how to add value for your customers and double your profits from back of the room product sales.
Learn effective strategies to work with meeting planners, booking agents, and speakers bureaus. – LEGAL SHIELD	Learn the <i>SpeakerBiz</i> Puzzle Method to create keynotes, workshops, half-day, and full day programs.	Develop easy, effective, and engaging handout materials.
Identify when and how to effectively use props, power point, handouts, and other visual aids.	Discover product development ideas and the possibilities for how to effectively repurpose your content and training materials.	Discover the 3 presentation qualities that the most successful speakers have in common.
Discover the potential profit power of You Tube, social media, and self-publishing.	Learn financial management strategies to help negotiate contracts, fees, and royalties.	Learn how to deal with sticky speaking situations successfully.
Learn effective networking skills and design your own contact follow up system.	Explore the benefits of speaking for free vs. speaking for fee as an effective marketing tool.	Examine <i>SpeakerBiz</i> best practices for daily operations.
Discover resources for product vendors and marketing support services to grow your business.	Learn effective strategies to optimize your product sales from the platform as well as how to increase pre-orders for products prior to your events.	Review various speaker career paths. Maximize your potential and cultivate your speaking career!
Learn the <i>SpeakerBiz</i> Lingo: industry jargon and "magic phrases" that increase business growth.	Improve your interview skills with meeting planners and prospective clients to increase your number of bookings.	Part-time vs. full time speaking; are you ready to take the leap?
Discover industry organizations and speakers associations to increase your network and support your professional speaking goals.	Develop business management systems that track your cash flow and daily operating expenses. Possible Tax Deductions Discussed.	Short-term clients vs. long-term contracts; requesting a retainer.
Acquire efficient time management skills for balancing a full time job, full time family, and your professional speaking biz.	Determine when it may be time to hire office staff or a personal assistant and client gift giving.	How to become a standout performer and give your audiences what they need and want.
Learn about additional opportunities to get hired as a professional speaker.	Learn the benefits of having business partners and collaborating on joint venture projects.	Your Professional Image: Beauty - Fashion - Health-Wellness