



Paid Speaking Document

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Your speaker's foundation:

This all starts with your foundation (your website, social media presence, and email list). Your foundation is where you will send everyone: HR managers, conference organizers, and editors from large publications. If your foundation doesn't match what you say you're an expert at, there will be a branding disconnect and it will cost you business.

Conferences especially are looking to hire established experts in a topic. If you say you're a digital marketing expert but your foundation is mixed with a bunch of other topics, you won't be seen as a digital marketing expert. There has to be clear, practical, and tangible branding throughout your foundation to get booked.

The two types of speaker platforms:

- The all speaker/consultant. In this platform, you build a stand alone website that only features speaker/consultant information and nothing more. Example: <https://joshshipp.com/>
- The traditional platform. In this platform, the speaker/consultant information is part of your overall lifestyle business. It is not the main feature. Example: <https://michaelhyatt.com/speaking/>

Your foundation might have to be separated if you can't make the branding work together to show you're an expert.

Social proof:

- To get booked, events and companies are going to be looking for specific social proof.
- Good content on your website, social media pages and to your email list that shows you're an expert in what you talk about. Not everything on your social networks is going to be professional, but you should frequently share topic tips, content, personal moves.
- Podcast interviews on your topic. The more interviews you can do, the better it will look to conferences and companies.
- Write for large business and personal development publications on your topic. The names of large publications and your content on these publications is HUGE. It helps show you are an expert because you are educating through respected and trusted platforms.
- Smaller gigs and have references a company can follow up with. They will follow up.

- Video of you speaking. They have to see you can present. They have to get a feel for your style. Make sure each talk you do is interactive. You should shoot training videos if you don't have video of you speaking: <https://www.youtube.com/watch?v=CAzTcEZeESw>

Here's the thing, you CAN still pitch without all of this social proof. At the end of the day, it's about finding needs and pain points. You can get booked with a little expertise in that situation.

NOTHING should stop you from moving forward.

How to start:

It helps for conferences to see that you are an expert on your topic and you can show that through the foundational steps we've talked about up to this point. Video and pictures are huge for an event organizer. If you have none, there are ways to get some.

The natural place to start is at Rotary Clubs and Chamber of Commerce meetings: <http://www.riconvention.org/en> and <https://www.uschamber.com/>

For most chambers and rotaries, you have to be a member. There are some that bring in speakers that aren't members. Joining your local chambers and rotaries is a great way to network and build business opportunities—locally.

These are a great starting place because you can get video of yourself speaking. You are also speaking to business owners, so you can walk away with business. You also have the opportunity to repurpose the video for a paid product.

Some other places to get experience and video are at local Meetup events on your topic: <https://www.meetup.com/topics/digital-marketing/>, Wordcamps: <https://central.wordcamp.org/>, local colleges (they bring in guest speakers to speak on certain topics/also fraternities do as well), TEDx Talks: these are all organized locally <http://www.tedxtemecula.com/apply-to-speak.html>.

Paid speaking:

One of the best areas of paid speaking is MLM and Network marketing. These organizations hold events for everyone in their downline and they bring in speakers on a variety of topics.

They host events often. They have these events locally, nationally, and internationally. Here are some examples: <https://networkmarketingpro.com/women2019/> and <https://networkmarketingpro.com/beyond19/>

Start by using Google to find where these events are happening and who the organizer is. Google "MLM or Network marketing conferences in... your city/state)"

You can also use a network marketing directory site to find events like Digimarcon: <https://digimarcon.com/events/> (lists all kinds of these types of events).

Local business journals can also help you find these type of events: <https://www.bizjournals.com/milwaukee/calendar>. Here are some examples of local events: <https://www.meetup.com/topics/networkmarket/us/wi/milwaukee/>.

The goal is to Google and find local MLM and Network marketing events where you can approach the organizers. You are always sending the organizer of these events your pitch directly.

The next place is industry association events. Every industry has a meeting and they bring in speakers.

Here are some examples:

An association: <http://www.acce.org/> and their event: <https://secure.acce.org/events/2018/10/18/seminar/events-training-conference/>

An association: <https://icsb.org/> and their event: <https://icsb.org/home/conferences-meeting/>

Here is a solid list of all types of industry association events: <https://www.marketingmentor.com/pages/trade-list>

Third, we use conference directory websites to find events. Once you find an event, you click through to the website of the event. You find the organizer and send them your proposal.

Here are some examples: <http://10times.com/>, <http://www.conferenceexplorer.com/> and a main one: <https://www.eventbrite.com/>.

This will give you events all over the world and you can even search by topic.

Fourth, you can use LinkedIn. There are some big speaking groups and opportunities. Here is an example: <https://www.linkedin.com/groups/1742397> and you can use it to search for opportunities:

You can Google “Your topic 2019 conferences”....

You can also use bookings agencies if you just don't have the time: <http://www.speakerservices.com/speaker/> and <https://speakerhub.com/>.

Your speaker's pitch:

****Example****

Event: GIANT Health Event in London, England

Person to pitch: Barry Shrier at Johanna.Nitu@Health-Tech-InnovationLABS.com

Subject Line: You're the Steve Jobs of Healthcare Body:

Hello Barry,

The mission statement of GIANT Health Event is very inspiring. "To improve the health and well-being of people around the world, by promoting healthcare innovation and supporting health-tech entrepreneurs" is a mission we, as humans, should take to heart and implement in our lives.

Congratulations on putting together one of the best healthcare events in the industry and for bringing in an incredible group of speakers. The level of innovative ideas that will come out the conference will help fulfill your mission statement and make a strong impact on the world. Looking through your personal website has impressed me to work harder and dream bigger.

To see that you start from humble beginnings and now work with some of the largest companies in the world is beyond motivating. Going through the event's website, it's clear that the content is relevant, actionable, and innovative.

Too many conferences pack their sessions with inspirational content but not enough actionable and strategic advice. I would like to be one of the speakers and give your audience fresh, actionable and innovative knowledge they can use. I know I would be a good fit.

Who I Am

INSERT BIO

Conferences hire me because they get a more personal and no nonsense approach to sessions. They get easy to understand solutions that produce instant results, workshops and training that's focused.

They are custom tailored to fit your specific needs. They enjoy direct access to me when there is a problem that needs addressing or if they have questions about anything.

What I Could Speak About

Using Digital Media to Promote Healthy Living

We live in the Internet Age. Today, 3.5 billion people log onto the Internet and social media every day. This creates a great opportunity to promote a healthy living message to a wide and captive audience. You can start a blog, create a podcast, make YouTube videos, or use ads to get your message in the hands of those who need the message of healthy living.

This session will teach attendees about each digital media option and how to use them. This will be a session that walk away with full of actionable tips, tricks, and hacks.

The Power of Storytelling in Healthcare Marketing

People are tired of being spammed on a daily basis with ineffective marketing, they want to connect with a messages and brand in a deeper way. The best way for them to connect is through the power of story.

This session will reveal the power that story in healthcare marketing has to connect with your audience and how to use digital media to help spread that story and message.

Clear Takeaways

The audience will leave my presentation with the following takeaways:

- They will understand how to use digital marketing and new media to promote healthy living.
- They will understand the power of building a personal brand even though they may be employees.
- They will know how to use today's tools and technology to get maximum value/ results in their lives, jobs, and businesses.
- They will be more confident about their skills and abilities and be motivated to use them to helps others with healthcare.
- They will understand the basics of digital marketing and new media ranging from podcasting, email marketing, content creation, social media marketing, launches, ads, and more.

What You Can Expect When Hiring Me

- Prompt and professional replies to all of your messages.
- A personal phone consultation with me prior to your event. I want to better understand how I can best serve your audience.
- A major announcement about your conference on my network. (Assuming your event is open to the public and you want to sell extra seats.)

- A professionally, innovative, and actionable presentation focused on achieving results for your audience.
- A custom document page created for your attendees. It will include my slides, along with links to resources I think will be helpful.
- A follow-up session after the event with me to make sure you are satisfied.

I would love 10-15 minutes of your time on the phone or on Skype to show you in more detail how I could help your conference and the attendees. I have the knowledge, experience, and drive. I'm confident your audience would walk away with clear takeaways.

Thank you,
Kimanzi Constable

Before you get into the pitch, you come up with the subject line. You want to create curiosity and show you've done your research like you do with large publication pitches.

First, you start with specific research about the event. Google to find out if there has been any press. Look at their website. Look at what speakers have said about the event. That is what the first paragraph or two is made up of.

Second, you want to go with your bio/social proof. Your goal is to show you're an expert. List everything that's relevant to showing you're an expert. This should be one to three paragraphs. Try not to make it longer than that. List off anywhere that you have spoken before.

Third, list your signature talks. It should include the title, what each talk is about, and what the clear takeaways are from each talk. Bonus points if you have a picture to go with the talk—a picture of the title slide of the presentation.

Fourth, specific information about how you would be a good fit for their event and why. Do your research on the event from previous years. Look at who attended and who spoke before.

Talk about why your talk is a good fit for the event based off of the research. If they didn't have an event, look at their website from this year and talk about why.

Fifth, talk about what the event can expect from you. Some things should include: being prompt with your interaction with the event, a personal consultant to see their needs, promotion of their event on all your networks, custom resource page for the attendees, a follow up call.

End with a call to action. Your goal is to get them on the phone for a proposal call. You don't want to try to sell to them on the first interaction. On the call is when you'll talk about your fee. Give them a reason to want to talk to you.

Finding ways to contact:

If you can't find the email address, you can use several services to find email addresses of organizers: <https://hunter.io/> and anymailfinder.com/ are a few examples.

Google also helps, and the big daddy one is <https://rocketreach.co/>

You can use <http://mailtester.com/> to make sure it's a valid email address.

Your fee:

You should be getting at least \$2,500 per keynote and at least \$1,200 per break out session plus all of your expenses covered for each when starting out. Make your number a general fee. Add what it would take for you to travel and the fee together. Events like it better that way.

To a more specific idea of what you can charge, take a look at what happened at the event last year. Look at a combination of ticket sales, how they hired last year, and what they say the attendance is so far.

Here is an interesting tool to determine fees: [https:// grantbaldwin.typeform.com/to/mKgF8q](https://grantbaldwin.typeform.com/to/mKgF8q).

Just be aware that you'll be added to an email list and they will try to sell to you.

Creating slides:

Your slides are just a visual aide to your content. There should be very few words and more pitches. I will share an example of slides in the members area. There should be no more than 15 words on each slide and no more than 25 slides.

You can use software: <https://www.google.com/slides/about/> and <https://www.canva.com/create/presentations/>.

You can hire services: <https://www.empoweredpresentations.com/>

Reader's Legacy, Inc.

Speakers Agreement

Company: Reader's Legacy, Inc. **Date of Contract:** 4/9/2015

Event Name: Reader's Legacy Choice Awards and Writer's Conference

Date(s) of Event: June 4-7, 2015

Speaker Requested: Kimanzi Constable

Fee: \$2,500

Speaker Presenting on: Friday, June 5th, 2015 at 7:15pm to 7:45pm

Terms of Agreement

INTELLECTUAL PROPERTY/COPYRIGHT/VESTED INTEREST

Required Items:

1. I affirm that the material used in my presentation is original work.
2. I affirm that any needed copyright permission has been obtained to use copyrighted materials. The original source of the materials will be given full credit.
3. I represent that I have the right to grant to Reader's Legacy, Inc. the rights and benefits set forth herein, without violating the intellectual property or other rights of any third party, and I am not aware of any claim against me by a third party for a violation of any such rights. In the event that a third party makes a written claim and files a lawsuit against Reader's Legacy, Inc. claiming that my materials or any reprint of my materials has infringed upon its rights, I agree to reimburse Reader's Legacy, Inc. for any loss, cost, liability or expense that it must expend in defending such a claim.
4. I am aware that if anyone contests in writing the ownership or credibility of the material, the material will be removed until the parties involved resolve the conflict.

CONSENT TO PHOTOGRAPH AND VIDEO

Required Items:

1. I permit Reader's Legacy, Inc. to post still photographs of me or to use the photograph that I have supplied. I give my permission for Reader's Legacy, Inc. to publish my image in print or electronic forms, including publication in the Internet.

Documents:

In the members area: <https://bit.ly/2GZ36BV>

You will find speaking pitch templates, a sample contract, a real life signed contract, examples of slides.

2. I permit Reader's Legacy, Inc. to post the video that I have supplied to place on Reader's Legacy, Inc. web page. I give my permission for Reader's Legacy, Inc. to publish my video in electronic format for the purpose of providing a video of my capability as a speaker.
3. I permit Reader's Legacy, Inc. to use my name, my photo and/or my video for the purpose of entering paid speaking engagements.
4. I release Reader's Legacy, Inc. and its personnel from any and all liability which may or could arise from the taking or use of these pictures and or video.

CONSENT TO DISTRIBUTE

Required Items:

1. I release Reader's Legacy, Inc. and its subsidiaries from any and all liability which may or could arise from the use of my image, name or information.

Travel and Hotel Arrangements:

Reader's Legacy, Inc. is responsible for booking and paying for travel and hotel accommodations for the extent of the speaker's stay at the Reader's Legacy Choice Awards and Writer's Conference event.

Performance/Code of Conduct:

I agree and state that all my speaking materials and content presented does not infringe or violate any copyright, trademark patent or intellectual property rights of any person or entity.

Independent Contractor Relationship:

I agree and understand that I am an independent contractor. I agree that I am not an employee, servant, agent, partner or joint-venture of Reader's Legacy, Inc.

Risk:

I shall indemnify and hold harmless Reader's Legacy, Inc. any claim, demand, loss, liability, damage or expense arising in any way from the my performance of services. I hereby agree to release the Reader's Legacy, Inc. members from any claims for injury or damages resulting from my participation in the Speakers Bureau.

Cancellation:

I understand that either party may terminate this agreement without cause. I agree to fulfill any outstanding obligations I have between Reader's Legacy, Inc.

Agreement:

My signature below indicates that I have read the contract, understand and will abide by the contract.

King J. Castelli 4/13/15
 Speaker's Signature Date

Shannon Dwyer 4/13/15
 Reader's Legacy, Inc. Signature Date