

Starting & Scaling Your Speaking Business

Professional speaking is not a hobby or activity to feed your self-worth. Professional speaking is a business and revenue stream. You will spend more time on administrative tasks & travel than on stage.

Are you coachable?

Dr. Romie Real Talk about the speaking biz:

1. First & foremost: you are running a business (not a side-hustle or vanity hobby)
2. There is no fantasy sales-agent to book speaking gigs for you
3. You don't get paid to tell your personal story, but storytelling is a crucial skill that differentiates the content speakers from the outstanding speakers
4. Avoid using the phrase motivational, empowerment, inspirational...content is King & Queen.
5. Are you a road warrior? Do you have time in your business to travel? One speaking engagement requires 2-3 days of travel time.
6. Unless you are a celebrity/influencer you will not make high 5 figures or 6 figures per speaking event
7. Do you have time & money to invest in improving your skills & business in speaking?
8. Virtual presentations are much more than showing up for a zoom call.

How would you like to use speaking for your business?

1. Speaking at events to gain clients in your brick & mortar business (doctor, lawyer, healer, therapist, web developer, marketing agency that offers services)
2. Speak as a primary source of revenue/income

What industries are you targeting? Where is your target audience?

- Speaking styles are different for corporations, associations vs public educational events, womens' conferences, local business groups.
- Edutainment versus direct marketing

Biz Assets Every Speaker Needs

- **1-3 Keynote presentations**
 - Clear titles
 - Descriptions (what's in it for the audience)
 - Take-away points
 - Graphic designer for slides & assets
 - Edutainment above all else
- **Speaker one-sheet**
 - Bio
 - Topics
 - Testimonials
 - Client list sample
 - Media
- **Videos of you speaking on stage (and virtually)**
 - Entire video included
 - short & long keynote
- **Professional website (not DIY)**
 - Includes speaking assets
 - Testimonials
 - Videos
 - Client list
 - Media
 - Articles on your expertise
- **Social proof**
 - does your social media show proof of speaking? Are there pictures of you speaking on stages?
 - What is the proof of your expertise?

brainWORK for Speakers

1. What broad topic areas do you speak about & is your authority/expertise?

Example: Dr. Romie is hired to speak on wellness, workplace health & wellness, stress management, mindfulness, women leaders.

Other key area examples: leadership, sales, women's leadership, DEI, healthcare, economics, politics, entrepreneurship.

2. My programs _____ for _____ in order to _____.

Example: Our programs create a culture of wellness for your people to manage stress, improve mental well-being, & optimize performance. Our bottom line results boost team morale, reduce health insurance costs, & stop the revolving door by improving engagement with your mission.

3. What credentials, authority, experience, or expertise do you provide in this area?

Example: Dr. Romie is a triple board-certified physician, award-winning speaker, and the founder of brainSHIFT Institute. She also serves as Chief Wellness Officer for Evolution Hospitality, where she has successfully scaled a mindfulness & wellness program for over 7000 employees. Her programs bring together over 20 years of authority in neurology, integrative medicine, & mindfulness.

4. Who else has hired you on this topic, & what results did you deliver for them?

Example: Dr. Romie is hired by Fortune 500 companies, global organizations/associations, & professional athletes. Since the start of the global pandemic, over 300 teams/institutions have been introduced to brainSHIFT. Our Busy Brain Test results of over 17,000 adults showed....

Are you ready to start speaking?

- **Join the National Speaker's Association**, sign up for the Speaker's academy, attend annual conference
- **Hire a speaker coach for the following:**
 - structure of your keynote
 - messaging
 - storytelling
 - business development/marketing
- **Podcasts:**
 - Speakernomics
 - Wealthy Speaker Podcast
 - Speaker U Podcast
- **Books:**
 - Book More Business by Lois Creamer
 - Presence by Amy Cuddy
 - Resonate by Nancy Duarte