

Dr.KEVIN^cSnyder

PAID TO \$PEAK

MODULE ONE
Where to Start

MODULE TWO
Program Development

MODULE THREE
Speaking Opportunities

MODULE FOUR
PAID to \$PEAK

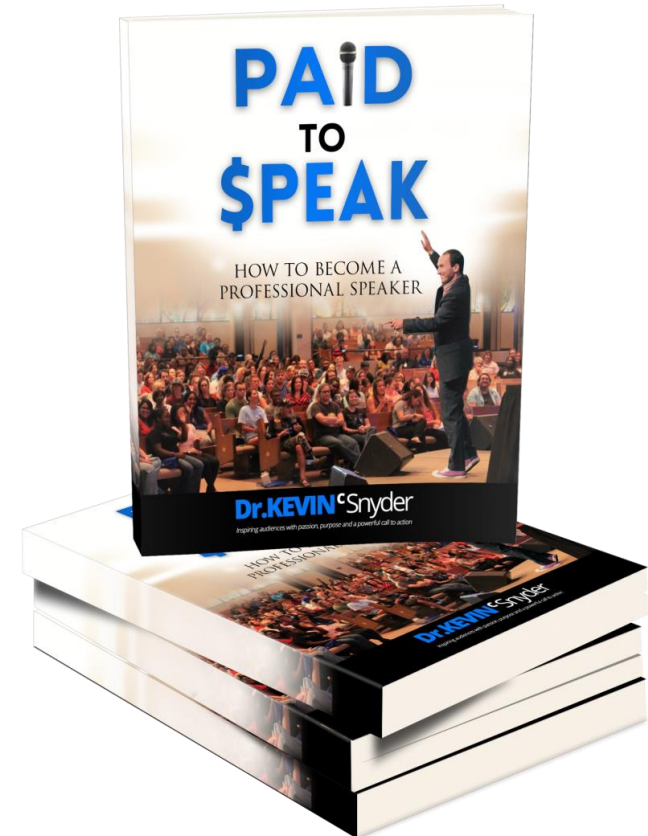
MODULE FIVE
Consistent PAID Bookings

WWW.PAIDtoSPEAK.BIZ

WWW.KEVINCSNYDER.COM



@KevinCSnyder



Dr.KEVIN^cSnyder

PAID TO \$PEAK

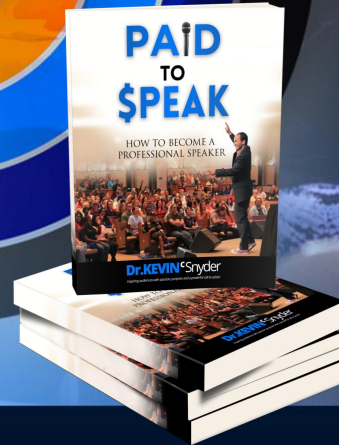
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FOUNDATION *of* HOPE

*Breakthrough Research
for Mental Illness*

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The NSA CSP logo is prominently displayed in the center, featuring the text "NATIONAL SPEAKERS ASSOCIATION" and "CERTIFIED SPEAKING PROFESSIONAL" around the perimeter, with "NSA" and "CSP" in the center. Below the logo are several circular portraits of speakers, each with their name and "CSP" designation below it.

Joni Peddie, CSP

Celina Peerman, CSP

Tanis Roeder, CSP

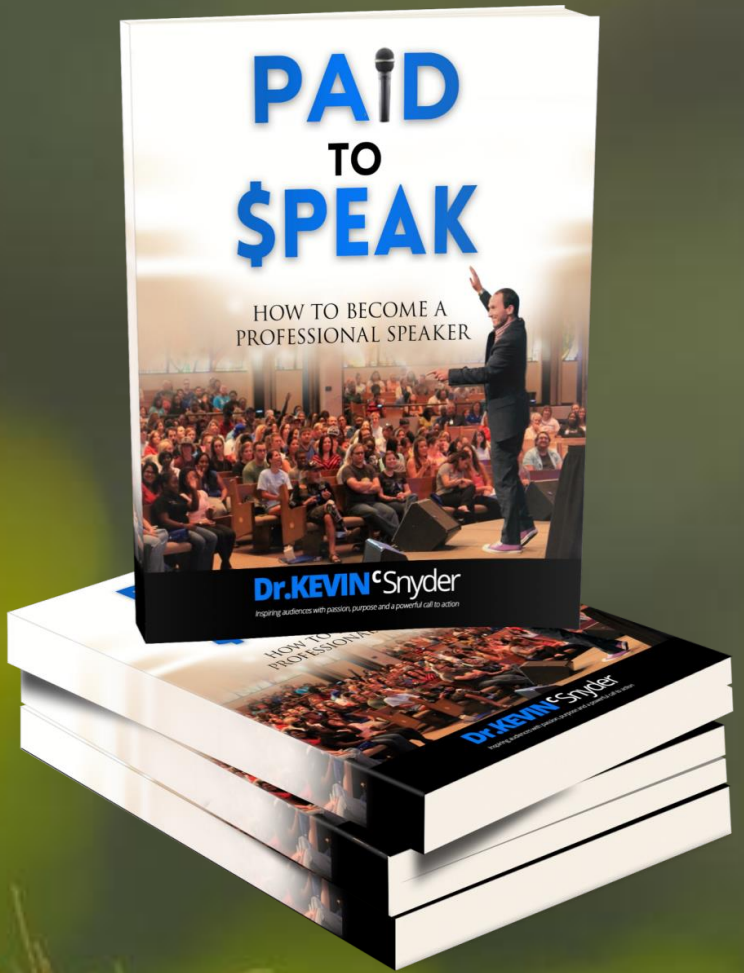
Theresa Rose, CSP

Kevin Snyder, CSP

Christian







PAID TO \$PEAK

HOW TO BECOME A
PROFESSIONAL SPEAKER

Dr. KEVIN Snyder

Inspiring audiences with passion, purpose and a powerful call to action

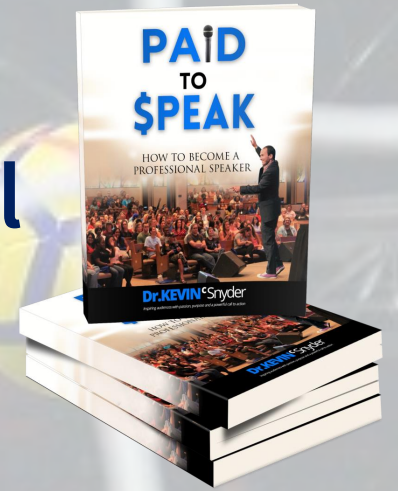


1. Pre-requisites to earning a speaker fee

2. Why options matter in a speaker proposal

3. Why having a book matters

4. My recommendations on target audiences

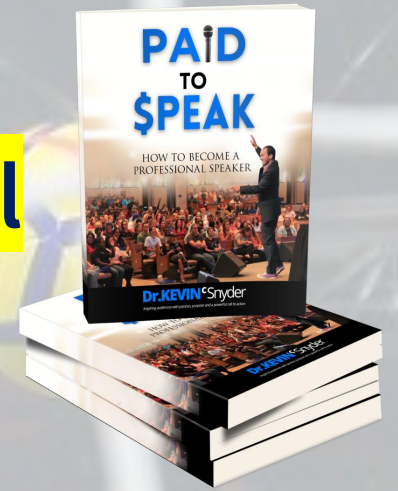


1. Pre-requisites to earning a speaker fee

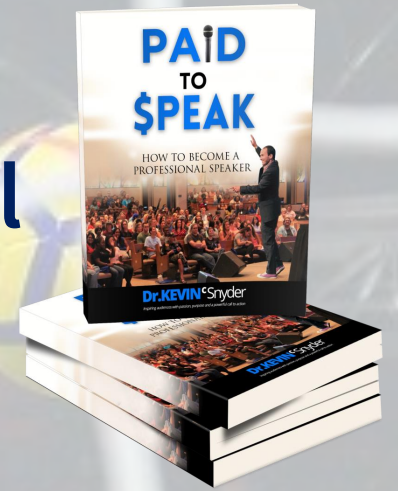
2. **Why options matter in a speaker proposal**

3. Why having a book matters

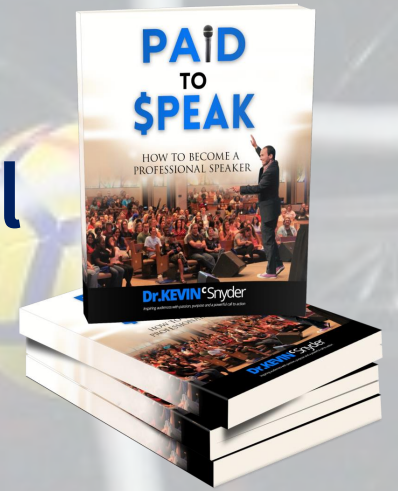
4. My recommendations on target audiences



1. Pre-requisites to earning a speaker fee
2. Why options matter in a speaker proposal
3. Why having a book matters
4. My recommendations on target audiences



1. Pre-requisites to earning a speaker fee
2. Why options matter in a speaker proposal
3. Why having a book matters
4. My recommendations on target audiences



Module 1



Dr.KEVIN^cSnyder

Module 1

PREREQUISITE



PREREQUISITE

Know how to get
the engagement



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PREREQUISITE

Be ready to get
the engagement



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PAID to \$PEAK

Dr. KEVIN Snyder

... teaching speakers how to build a successful, PAID speaking business!

SPEAKING BUSINESS CHECKLIST

How do you know what meeting planners need? Is your speaking set up like a business to earn \$1,500, \$2,500, and \$3,500+ per speech? Take my quiz below to see if you're ready!

YES	NO	(1 point each)
<input type="radio"/>	<input type="radio"/>	I understand there are multiple types of professional speaking & revenue streams.
<input type="radio"/>	<input type="radio"/>	As compared to 10 other speakers on my same topic, I'm clear what differentiates me.
<input type="radio"/>	<input type="radio"/>	I have a "One Sheet," meaning my program is typed and includes a program description, learning outcomes, bio, testimonials, & professional headshot.
<input type="radio"/>	<input type="radio"/>	Right now I could present that program to an audience of 100 people for 60 minutes.
<input type="radio"/>	<input type="radio"/>	My program is typed up in a narrated script as well as a one-page outline. (i.e. "Speaker Storyboard", Module 2 in "PAID to SPEAK")
<input type="radio"/>	<input type="radio"/>	I have a signature story that is inspiring, universal for multiple audiences & polished.
<input type="radio"/>	<input type="radio"/>	I know what meeting planners & event organizers need for hiring me to speak.
<input type="radio"/>	<input type="radio"/>	I am crystal clear what industry my program is most relevant.
<input type="radio"/>	<input type="radio"/>	Within that industry, I have identified at least two associations to focus.

Speaking Business Checklist

PAID to \$PEAK

Dr. KEVIN Snyder

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SPEAKING BUSINESS CHECKLIST

How do you know what meeting planners need? Is your speaking set up like a business to earn \$1,500, \$2,500, and \$3,500+ per speech? Take my quiz below to see if you're ready!

YES	NO	(1 point each)
<input type="radio"/>	<input type="radio"/>	I understand there are multiple types of professional speaking opportunities.
<input type="radio"/>	<input type="radio"/>	As compared to 10 other speakers on my same topic, I'm clear & concise.
<input type="radio"/>	<input type="radio"/>	I have a "One Sheet," meaning my program is typed and includes outcomes, bio, testimonials, & professional headshot.
<input type="radio"/>	<input type="radio"/>	Right now I could present that program to an audience of 100 people.
<input type="radio"/>	<input type="radio"/>	My program is typed up in a narrated script as well as a one-page script (see Module 2 in "PAID to SPEAK")
<input type="radio"/>	<input type="radio"/>	I have a signature story that is inspiring, universal for multiple audiences.
<input type="radio"/>	<input type="radio"/>	I know what meeting planners & event organizers need for hiring me.
<input type="radio"/>	<input type="radio"/>	I am crystal clear what industry my program is most relevant.
<input type="radio"/>	<input type="radio"/>	Within that industry, I have identified at least two associations to focus on.



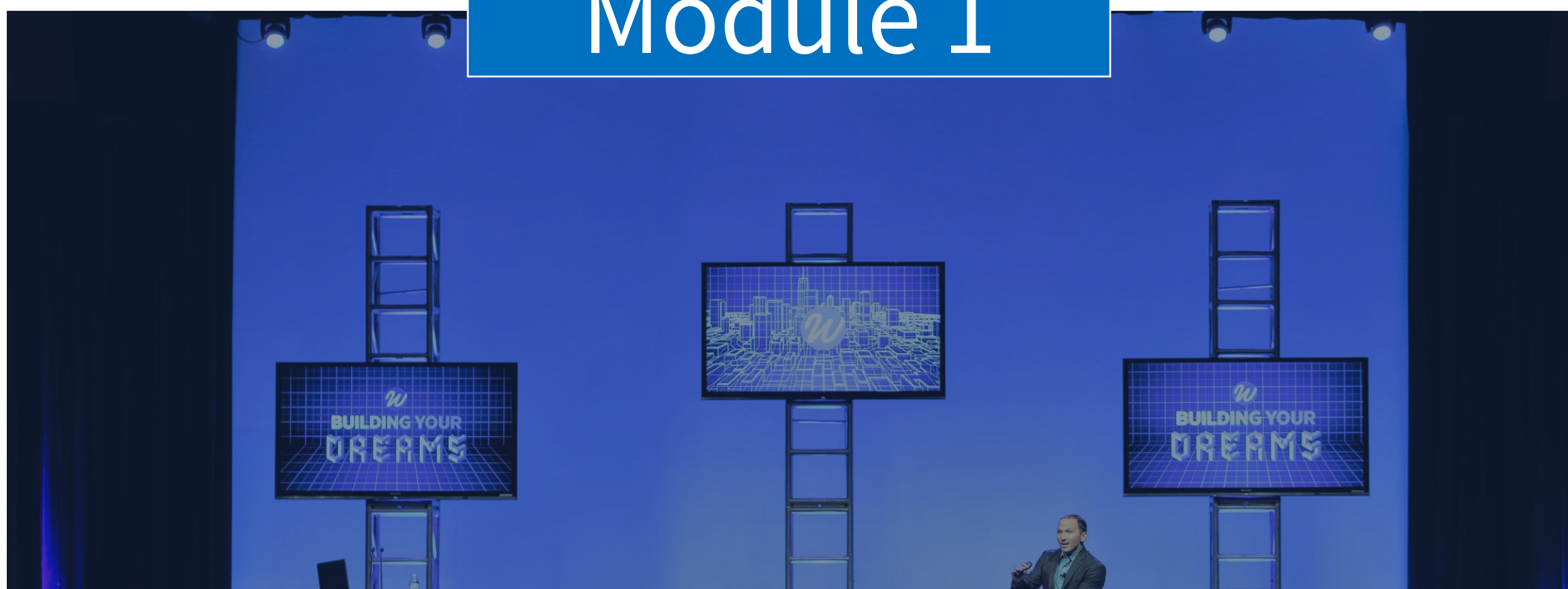
Speaking Business Checklist

PREREQUISITE



Multiple Ways
Speakers Are PAID

Module 1

A speaker in a suit is standing on a stage, gesturing with his hands. Behind him are three large screens. The two side screens display the text "BUILDING YOUR DREAMS" with a stylized "W" logo above it. The central screen displays a cityscape with a large "W" logo in the center. The stage is lit with blue light, and there are spotlights visible at the top. The audience is visible in the foreground, seated at tables.

What type of speaker will you be?

Module 1

A large audience of people is seated at round tables in a conference room. Many people are clapping and raising their hands in excitement. A man in a dark suit is standing in the center of the room, looking towards the audience. The room has a warm, professional atmosphere with wood-paneled walls and white tablecloths.

What type of speaker will you be?

Module 1


What type of speaker will you be?

Module 1

What type of speaker will you be?

Dr.KEVIN^cSnyder

Module 1



What type of speaker will you be?

Module 1



What type of speaker will you be?

PREREQUISITE

Bloom Where You're Planted

Have a Professional Speech



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Module 4

Speaking But No Inquiries?

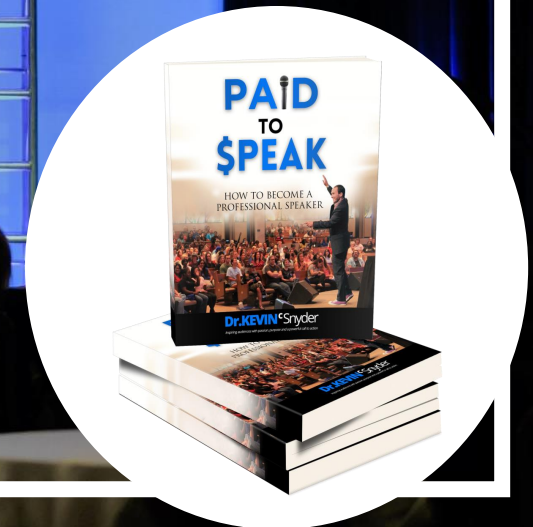


Module 2

Program Elements

- Title
- Description
- Outcomes
- Bio
- Headshot

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Module 2

Program Outline

- Opening
- Problem Statement
- P.S.A. approach x 3
- Signature Story
- Power Close

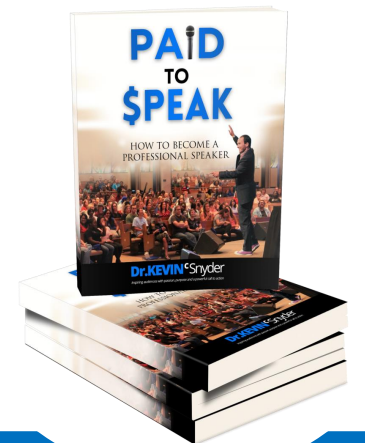


Module 1



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Module 1

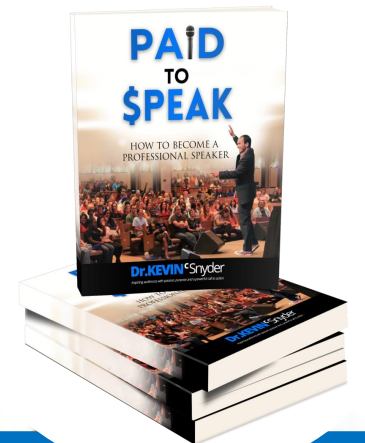


Dr.KEVIN^cSnyder

Module 1

What
differentiates
you?

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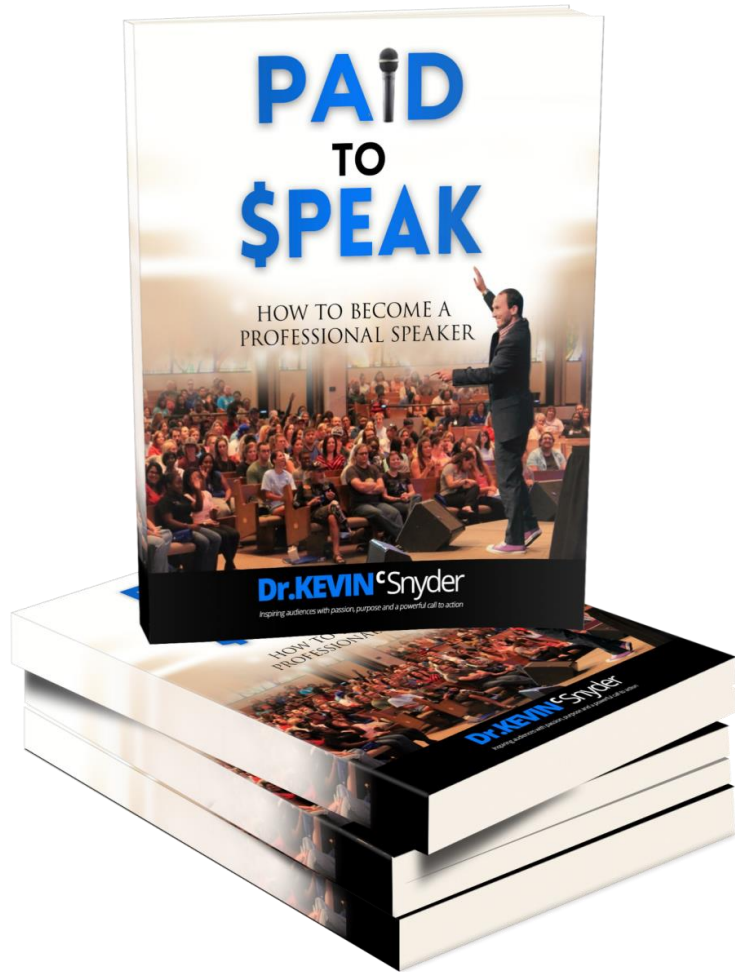


Module 1

**CALL TO
ACTION**

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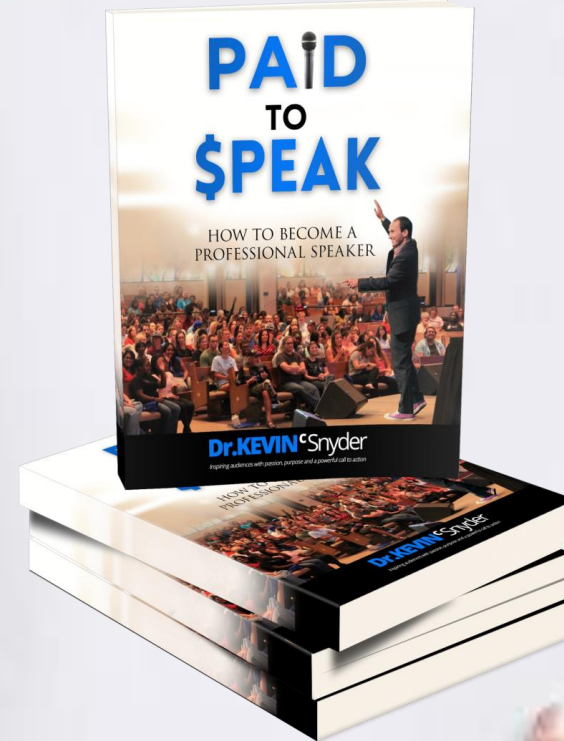


PAID TO SPEAK



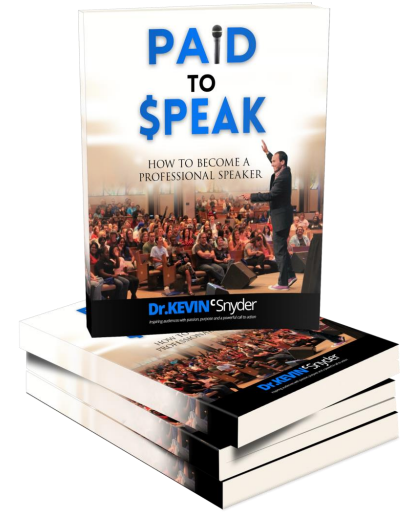
MENU

**Always
Provide
Options**



Module 4

Speaker Tip: Offer a three-tiered speaking proposal. Most speakers only offer one tier which just includes their speech. When they do this, they end up leaving money on the table. I'll share more about speaking proposals later in this module.



Page 100

OPTION 1

- Tailored presentation design and delivery (45-90 min) tailored with your goals and objectives

OPTION 2

- Tailored presentation design and delivery up to 90 minutes
- Additional keynote or workshop (ideal for ½ day trainings and conference events)
- 50 autographed print books, eBooks or audiobooks of Kevin's best-selling leadership book, *Think Differently to Achieve Success* or *The DOT*
- Book signing session

OPTION 3

- All features from Option #2 plus FULL DAY of availability from Kevin to help you moderate or emcee event portions (ideal for full day trainings and conference events)
- 150 autographed copies of Kevin's best-selling book, *Think Differently to Achieve Success* or *The DOT*
- Unlimited eBook and audiobook downloads for attendees/anyone throughout organization
- Customized book with organization logo and message inside page
- Pre-event welcome video
- Kevin provides slide deck and resource link to all attendees
- Pre-event or post-event podcast episode, webinar or article

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OPTION 2

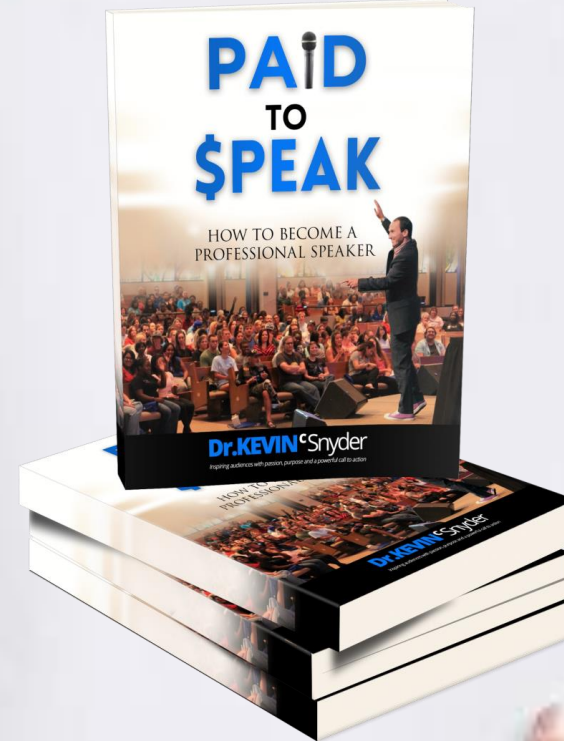
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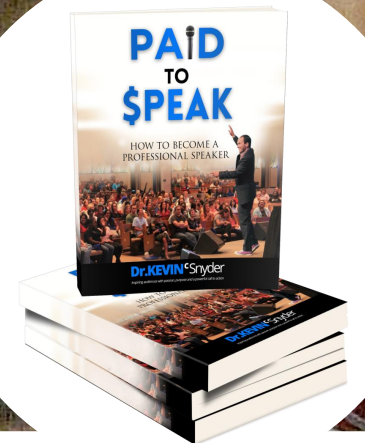
MENU

**Always
Provide
Options**



Tip TWO

Gotta Have a Book



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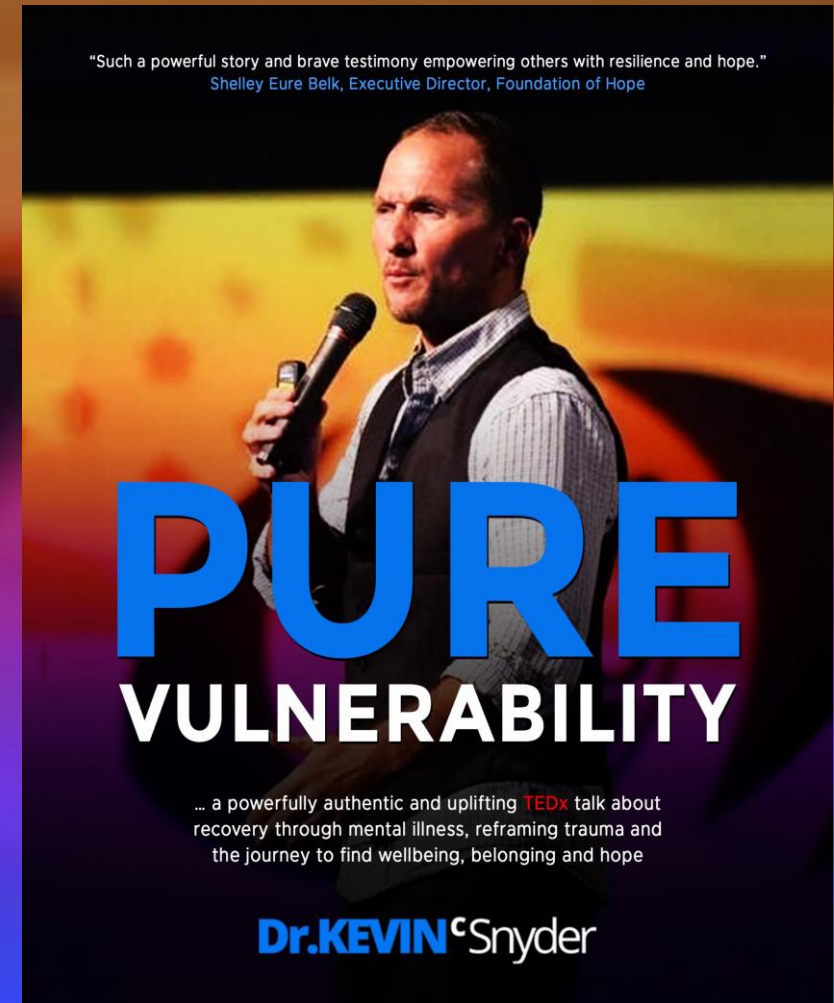
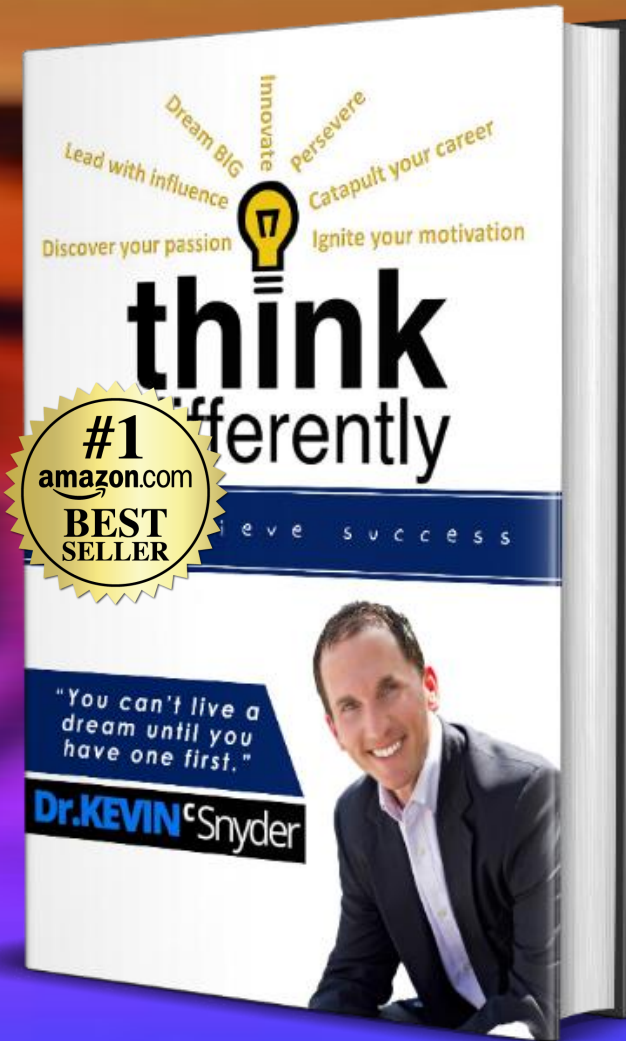
BONUS Module

How to WRITE & PUBLISH Your Book in 90 Days!

After having success publishing my first book in 2007, I've been asked countless times for help from speakers who also wanted to become authors. That interest, similar to why this book was written, combined with meeting an extraordinary editor who worked with me on *PAID to \$PEAK* would evolve into the creation

of publishing a book. As a speaker, publishing a book will differentiate you and should lead to boosting your speaking business. Books sell speaking and speaking sells books!





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Tip THREE

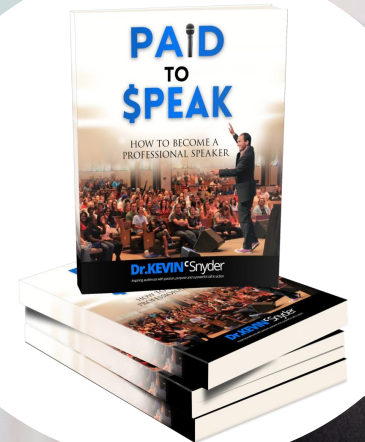
Great Speech



Module 4

WHEN to Charge?

- Are they contacting me?
- Seen me speak / Referred?



Module 5

Keep in Touch?

- @KevinCSnyder (pg 80)
- Contact info (pg 81)
- Evaluation (pg 81)
- LinkedIn (pg 82)
- Immediate thanks (82)
- Website opt-in (pg 83)





Thumbtack

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Google
Alerts

 BombBomb™

 **airbnb**



YAMM

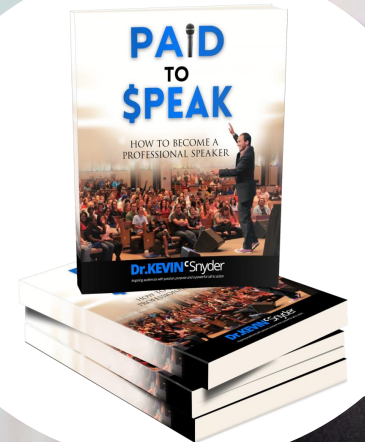
talkadot

Module 4

WHAT to Charge?

- Industry
- Psychology

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PAID
TO
\$PEAK





Tip 4

**FOLLOW
ONE
COURSE
UNTIL
SQUIRREL**



Module 3

FOCUS on Associations



Module 3

FOCUS on Associations

- Structure
- Events

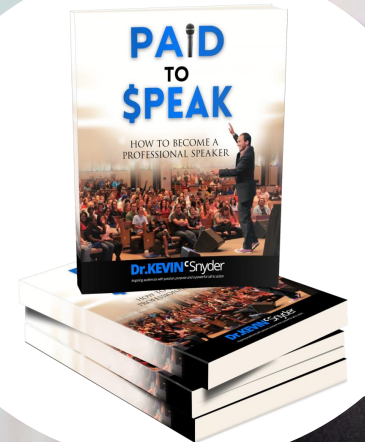


Module 4

WHEN to Charge?

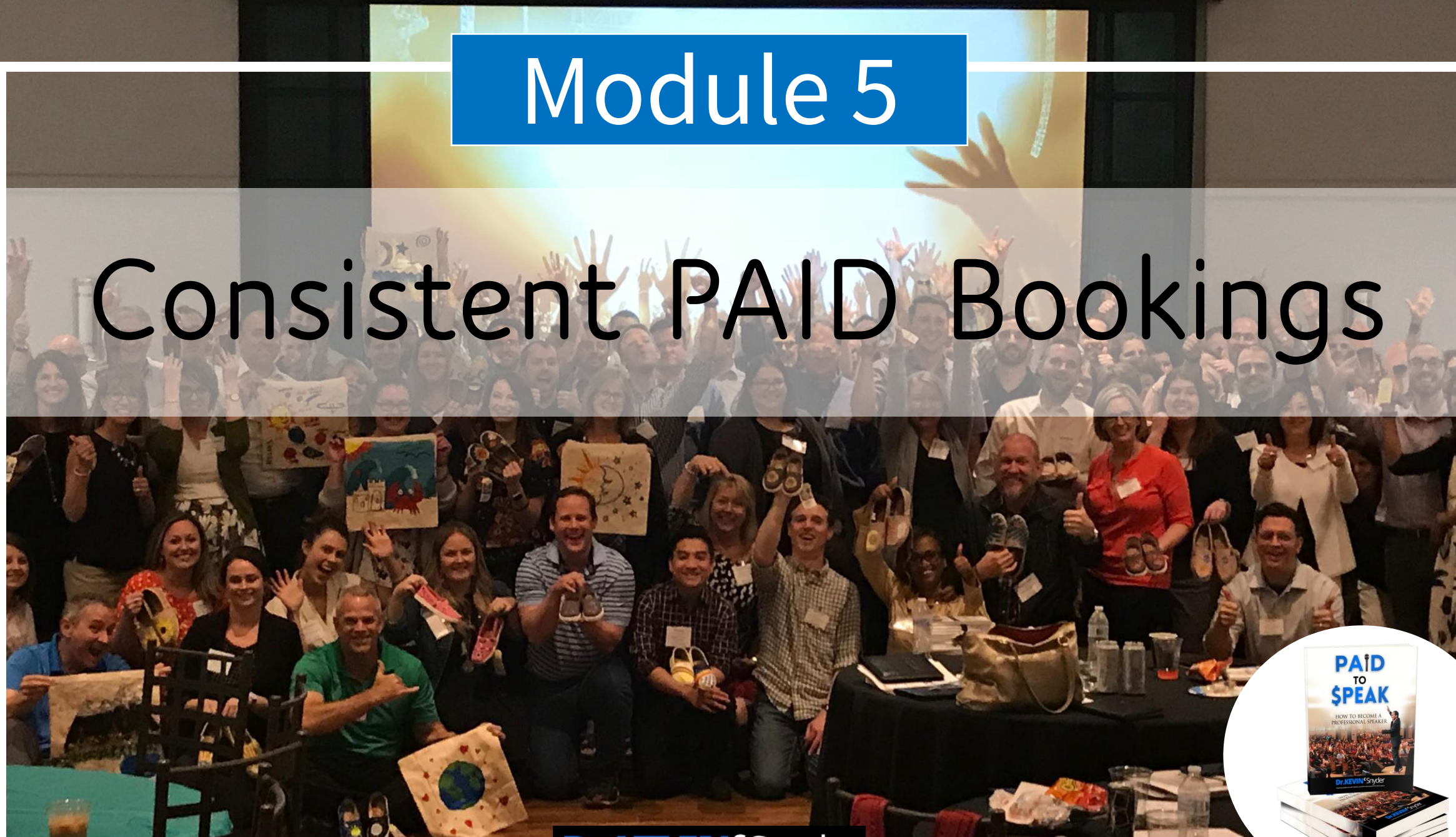
- Are they contacting me?
- Seen me speak / Referred?
- Conference / Registration fee?

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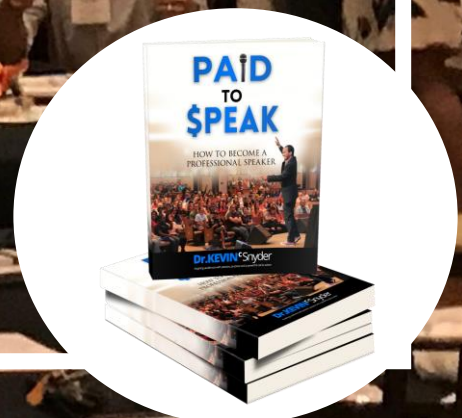


Module 5

Consistent PAID Bookings



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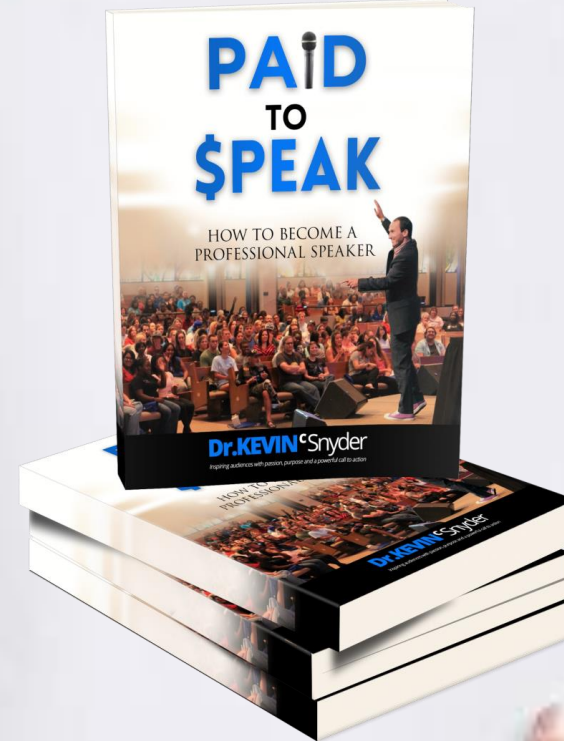
Module 1

PREREQUISITE



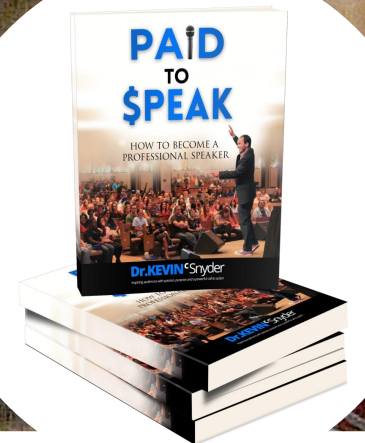
MENU

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Provide
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Tip TWO

Gotta Have a Book



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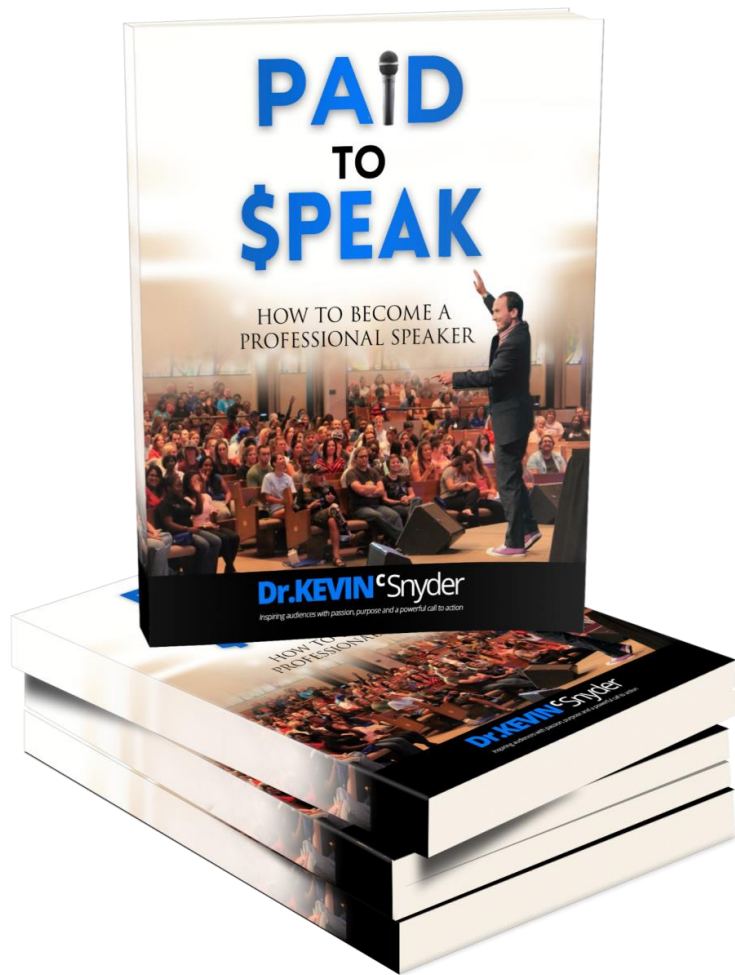
Tip THREE

Great Speech



Tip 4

**FOLLOW
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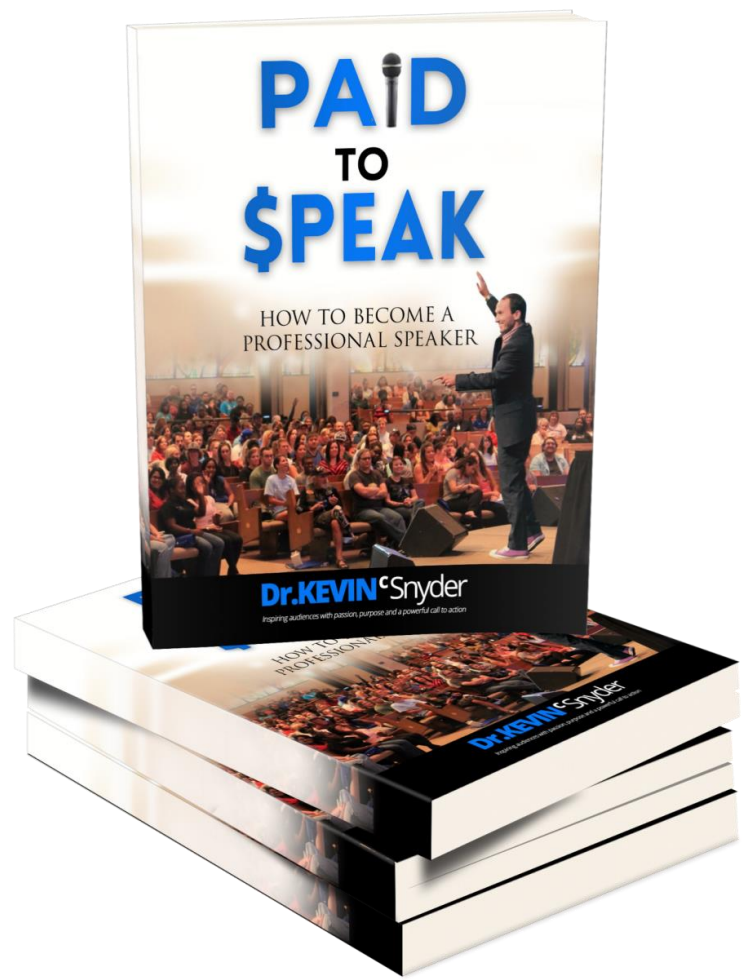


KEEP
BELIEVIN
YOURSE

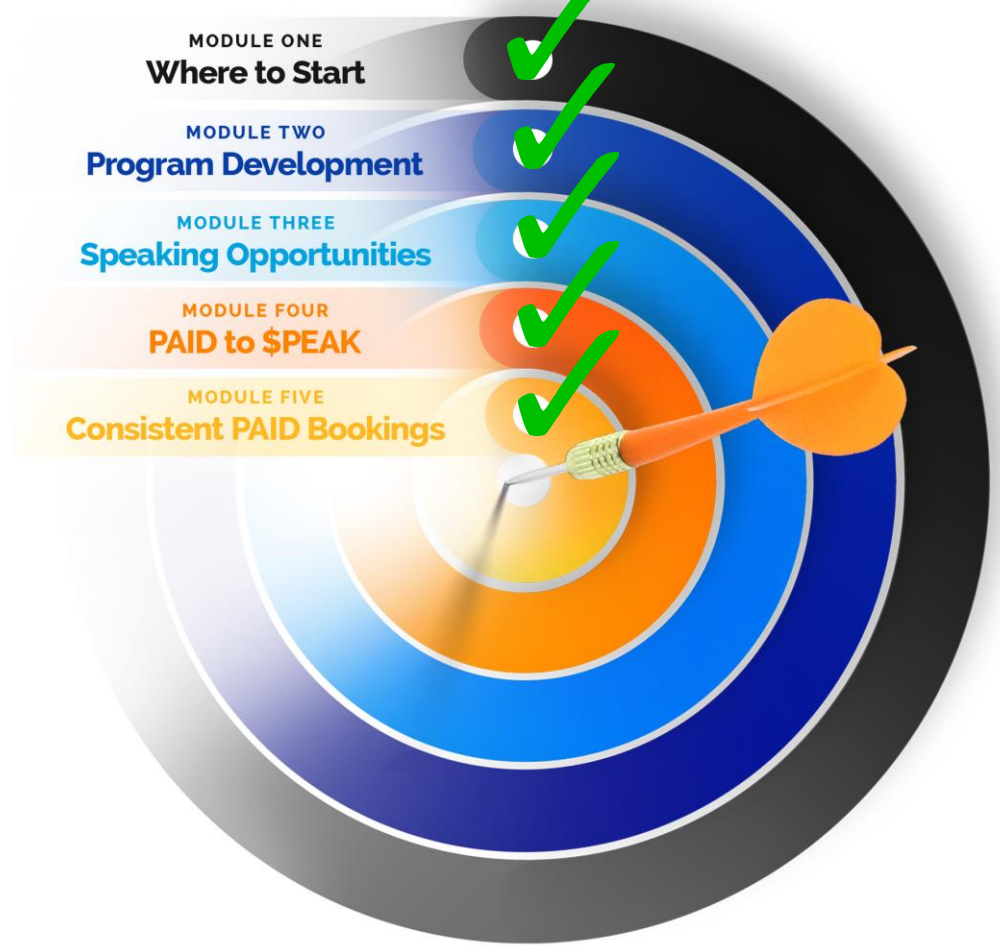
site Chicago
2017 CHAPTER OF THE YEAR

Citylab

think



PAID TO SPEAK



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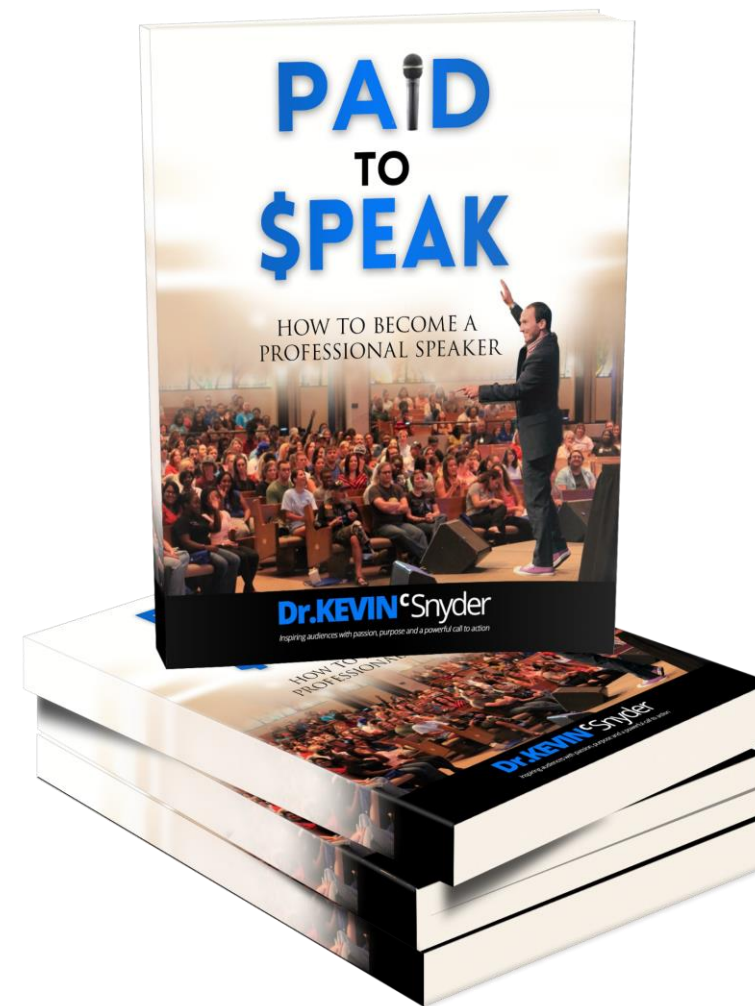
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@KevinCSnyder

#1 New Release



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KEYNOTE SPEAKING. LEADERSHIP WORKSHOPS.



1,000,000+ people across
1,150+ organizations
in all 50 states and around the world.

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BECOME A MEMBER



UPCOMING EVENTS



NSACarolinas.org





Launch a successful speaking business!

- Home
- BLOG
- Coaching Options
- Speciality Programs
- Online Trainings
- #1 Book!
- Contact

PAIDtoSPEAK.biz

Watch this short video for an overview of my coaching programs as well as my coaching philosophy. Then view my coaching programs below.



Friends, I would not be where I am today as a speaker without the coach I hired to guide me, support me, hold me accountable and answer



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PAID TO \$PEAK

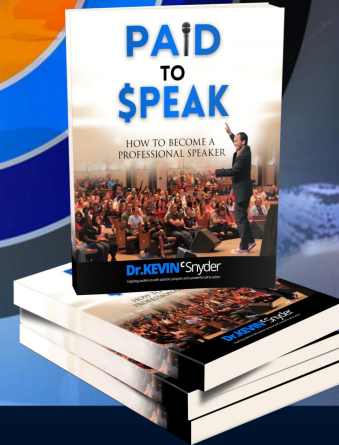
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FOUNDATION *of* HOPE

*Breakthrough Research
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talk.ac/kevinsnyder

If needed, enter code

MAX