

PAID TO \$PEAK

Launch a successful speaking business!



KEVIN'S COACHING PHILOSOPHY & VALUES

Agreement

We agree to partner together so I can help you build your speaking business (keynote, trainings, workshops, etc.) and achieve your speaking goals. I will guide you through my book, *PAID to \$PEAK*, to customize my speaking business model as yours. The result will be you knowing exactly how to earn consistent, PAID speaking engagements and operate a successful speaking business. I will provide customized feedback on every aspect of your speaking business and I will also take you behind-the-scenes for keynotes, prospect calls, email inquiries, and contract discussions within my own business.

Investment Philosophy

Your investment in my coaching program should pay itself within its first year. I stand behind my 5- and 10-session coaching program so much that you should recoup your investment within your first few speaking engagements, if not the first alone! So if one speaking engagement could recoup your investment and ensure you benefit from a lifetime of knowledge on how to run a successful speaking business, is that a smart investment and business decision? Absolutely! I stand behind my program producing results for you as long as you're following the process and doing the work. Also, keep in mind any investments you make in a business (i.e. coaching) are legitimately considered business expenses and are tax deductible.

My Coaching is Customized with Your Goals in Mind

The beauty of my 1:1 coaching is that it is personalized with your goals in mind. I'm not passing you off to someone else or giving you pre-recorded videos to watch that I made for the masses. Instead, you have me as your coach, guide, and mentor for open Q&A every step along the way. Prior to each session, you send me your 'Module homework' and any questions so I can provide feedback and answers. I will personally review your information and provide feedback to you as if it was my own speaking business. I customize my process for you which is why I only can work with a limited number of people.

Mentorship - trust the process!

My coaching is focused on you identifying a clear path toward achieving, and excelling beyond, your speaking goals. I am blessed to have achieved every speaking goal I have ever set, but it's in part because of transparent mentors that have helped me along the way. Like my mentors and coaches did for me, I will help you avoid the pitfalls I've already made! My role as your coach is to support, teach, guide and push when needed, but I also envision my role being a speaking mentor that you can ask any questions. At times, I will ask, and remind, you to trust the process for this coaching program and my expertise. I know it can work for you because it has worked for many people and continues to work for me now. As Dr. John Maxell once said to an attendee who approached him after a speaking engagement with a desire to become a professional speaker, "If you want to do what I do, then do what I've done!"

Partnership

Not only is this program about mentorship and coaching, but it's also an accountability agreement between us. I'll be alongside you each step of the way not only to answer questions, but also to review your material and provide feedback from my personal perspective and a meeting planner perspective.

Commitment – an Acute Period of Time!

This program will require a commitment from you, but not so extraordinary that you cannot complete it. Our time together will be an acute period of time that outlines a model you can apply for a lifetime. Our time will also progress very quickly and we both commit to each other during this timeframe. Success in any business is challenging and developing a speaking business is exceptionally challenging. However, I'm confident you will be successful if you commit to push through! By enrolling in my coaching program, you commit to our sessions for the duration of the program and completing the Module material in advance of our meetings. I also commit to reviewing your materials and providing constructive feedback as needed.

Scheduled Calls/Zoom meetings

You agree and commit to making our meetings a priority. We agree to a weekly or bi-weekly, consistent scheduled session in advance. Sessions are normally held on the same day and time. It is understandable that conflicts do arise but I hope you remind yourself that you have a limited amount of time with me and you are building a business! I block my schedule for you and I ask you to do the same.

Assignments

You will need sufficient time to complete the assignments before/after our sessions and I will need sufficient time to review your material and provide proper feedback. You agree to provide your completed assignments to me by 48 hours prior to each scheduled meeting. Just like a college course, you should expect to invest 2-3 hours minimum each week on assignments I provide for you. I schedule 2-3 hours of my own time as well to review your material and provide feedback. If your assignments are not sent to me within 48 hours of our scheduled session, we will still discuss the assignment during the scheduled session. Important: our meeting will not be postponed or canceled due to assignments not being completed. Postponing our session will jeopardize the entire flow of the coaching program and likely result in a pattern. (see next statement)

Program Length / Meeting Cancellations

This program requires an acute timeframe of commitment from both of us. I only work with a limited number of coaching clients due to my own speaking business activities and family. Meeting cancellations are not allowed unless absolutely necessary due to health or emergency. I highly, *highly* encourage us to keep on a consistent schedule to keep momentum, ensure accountability, and push through challenges.

Response Time

One value of my private coaching program is that you have access to me in between our coaching sessions. You are always welcome to contact me via email or text with a question. If your question or comment impacts your ability to complete that week's session assignment, I will do my best to respond immediately. However due to my own speaking business, other clients I have responsibilities, and personal obligations with my family, responding within 24 - 48 hours is my commitment to you. If your question pertains to information we can address in our next coaching session, I suggest we add that to that following week's coaching session agenda. The value of 1:1 is we have dedicated time to answer all your questions and discuss in detail.

FUN

Believe it or not, this coaching program will be FUN! Let's have fun during this journey together. Trust me, the more fun we have together, the more that positive energy will exude in your materials and in your speech! So let's work hard – and play harder!

Knowledge for a Lifetime

The coaching you are investing in will provide you a lifetime of knowledge that you can take advantage of in perpetuity. In fact, one speaking engagement should pay for itself. You have to look at it that way ... because this is the way I view any investment in my own speaking business. I constantly invest in speaker conferences, video production, website enhancements, marketing collateral, speaker training (even now!), and much more. Your investment in learning from my guidance and speaker coaching model will provide dividends in return and have a lifetime of knowledge.

Time Investment

I view helping you build your speaking business as if it were my own. Every hour I invest with you is an hour I do not invest in my own speaking business. Therefore, I schedule and invest my time with you very seriously. Our coaching relationship is an extremely invaluable time investment for both of us. My guidance is helping you build a speaking business which requires time, dedication and hard work! My *PAID to \$PEAK* process will simplify what you need to know, how to avoid mistakes I've already made, include my feedback on everything you complete, and provide you with templates, scripts, and an incredible amount of resources you don't have to create yourself and on your own!

Exclusively Focused on You

Due to the extensive nature of my coaching, I only work with a limited amount of coaching clients at a time. This means I also turn down coaching clients to work with others. Also, I can only take a limited number of clients like you behind-the-scenes with me.

Coaching Is Tax-Deductible

Consult your CPA/tax attorney, but there should be no reason why your investment in our coaching program is not a business expense. You are investing in building a business and start-up expenses are always required for any business. Therefore, know that your investment in my coaching and consultations should absolutely be considered a business write-off expense. I can send you invoices before each payment is due and proof of payment. Use these invoices and my confirmation of payment to you as your business expense verification.

Coaching Installment Plans are OK

I understand budget limitations so payment plans can be arranged in installments. Check payments are preferred and our coaching program is non-refundable.

**Looking forward to working with you!
Six months from now you'll be glad you started today. I was.**

10-session, 1:1 coaching program includes:

- Personalized coaching sessions with me held on a weekly, bi-weekly OR monthly basis
- Additional access to me during our coaching period (* within reason – see next page)
- In between our sessions, 2-3 hours of my own time to review your material and provide feedback
- Guide and consult you in setting up your virtual speaking space/studio + equipment needs
- Complimentary *Speaker Assessment. 2.0* where I evaluate your current materials, website, marketing, demo video and provide feedback from a meeting planner perspective *(\$450 value)*
- *How to Become a TEDx Speaker* training, sample application + additional coaching session! *(\$250 value)*
- One-year access to “*The Vault.*” (sample copies and templates of everything I use as speaker; i.e. presentation slide decks, proposals, contracts, phone scripts, checklists, outreach templates, inquiry responses, and much more!) “*The Vault*” provides you with everything I use so you do not have to create it on your own. *(\$750 value)*
- My personal review of all your speaking materials, program info, demo videos, website, etc. – any materials you do not have I will help you create and build!
- My personal recommendations on how to respond to any speaking leads coming to you during our program. You’ll share any inquiries with me so you’d know exactly how I would respond!
- As I receive inquiries and submit contracts, I’ll share samples where appropriate so you see exactly how I respond to potential clients, schedule phone consultations, know budget, and get the speaking gig!
- Listen in behind-the-scenes on my own prospect calls and client calls to hear how I speak with prospects, how I close the deal to get the speaking engagement, and how I prepare for speeches
- Help you customize my 5-Module speaking business process to make it your own
- Help you identify, create and develop your signature story and/or keynote and/or training workshop
- Help you create your signature presentation speech outline
- Help you identify your ideal target market(s) to find organizations who pay speakers
- Review and assess how we can better monetize your speaking to lead to more gigs and more \$\$
- Develop a customized marketing strategy for your speaking business
- Priority travel behind-the-scenes with me to any destination to watch me keynote live or virtual
- Share online speaker resources that generate online speaking leads automatically
- Receive 1-year access to my Association Directory providing access to major associations *(\$999 value)*
- Receive 1-year virtual conference access so you can watch/listen to all keynotes and breakout sessions (35+ sessions!) *(\$499 value)*
- Receive 1-year access to all recorded webinars I have personally purchased *(\$799+ value)*
- Receive email recap from each of our sessions with specific action items and feedback
- Access to *PAID to \$PEAK* Mastermind Group *(\$350 value)*
- Full year membership in *Speaking Professionally Toastmasters* so you can practice your speaking and receive group constructive feedback. Accountability groups as well. *(\$1,000 value)*
- Access to my *PAID to \$PEAK* Online Course+ version *(\$450)*
- My introduction to at least two of my speaker bureaus/event organizers
- Receive a copy of my demo video storyboard template
(note: I was informed by the editing company this was the best outline they had ever seen. It saved me \$2,500 in editing fees.)
- Author resources to help you finish, promote and leverage your book with speaking contracts
- *Book Promotion Guide* and book publishing/promotion call w/ Write Way Publishing *(\$250 value)*

My shorter **5-session 1:1 coaching program** provides many of these items above as well!

See next page for comparison chart details.

Coaching Program Investment Breakdown

What you receive...	1:1 Coaching (10-session program)	1:1 Coaching (5-session program)
Coaching sessions	10 sessions	5 sessions
Additional access/touchpoints in between sessions	Full access	Limited
My prep work in between our coaching calls to review your material and provide customized feedback	Unlimited	Limited
Speaker Assessment. 2.0	(included) 450	(included) 450
Additional 60-min virtual studio consult and guidance + <i>How to Become a TEDX Speaker</i> training	(included) 250	Not included
PAID Event Database	1,000 association speaking leads	100 speaking leads
Access to "The Vault" (templates, forms & checklists)	(included for full year) 999	(included for 3 months) 499
<i>PAID to \$PEAK</i> Online Course	(included) 450	(included) 450
Inclusion in Speaker Mastermind Group	(included for 6 months) 350	(included for 6 months) 350
Inclusion in Speaking Professionally Toastmasters	(annual) 1,000	(included for 6 months) 500
Access to Online Association Directory	(included for full year) 750	(included 3 months) 350
Various speaker recordings	(included for full year) 499	(included for 3 months) 499
Recorded webinars I have previously purchased	799+	-
Book publishing resources, editorial review, and UPLOAD!	Amazon upload consult & Book Promo Guide	Amazon upload consult & Promo Guide
BONUS, additionally: <ul style="list-style-type: none"> • Behind-the-scenes prospect call invitations • Behind-the-scenes speech invitations • Sharing inquiries with you that come to me during our coaching agreement • Consult you on outreach and inquiry responses 	Unlimited	Limited
Total value	22,000+	10,000+
Your investment	12,500	7,250

COACHING GUARANTEE:

If we meet weekly or bi-weekly and you do the work, I GUARANTEE a \$2,500 speaking engagement within 10 months! If not, and you're not satisfied with my coaching program, I'll refund your money ... that's how confident I am in the *PAID to \$PEAK* process! Payment plans can be arranged. If we need to discuss a certain budget, we can consider taking items above OFF to better meet where you need to be. Your investment 'should be' a business expense and tax deduction. Consult a/your CPA.