

PAID to \$PEAK Coaching Program



*... a proven system
for PAID speaking*



by Dr. Kevin Snyder  

Coaching Program Overview & Philosophy

Partnership

Paul, our coaching is truly a 1:1 partnership. I'll walk with you through my PAID to \$PEAK framework, helping you launch your own speaking business. You'll get the same templates and strategies I use so you don't waste time reinventing the wheel or repeating mistakes I've already made. You will feel confident & clear about how to book paid speaking engagements and build a business you're proud of.

My Coaching is Unique and Customized with Your Goals in Mind

This isn't a cookie-cutter program. I review your work personally in between sessions and give you feedback as if it were my own business. Before each coaching session, you'll send me your assignments and questions so we can make the most of our time together. Because I pour so much into each client, I only work with a few people at a time. You'll have access to me in between sessions as well.

Mentorship – trust the process!

I believe in coaching through mentorship. Just like my mentors were honest and transparent with me, I'll share what really works and what to avoid. I'll guide, support, and sometimes give you that extra push when you need it. Most importantly, I'll encourage you to trust the process — it's worked for me and for many others, and it can work for you too. If you ever doubt or want to quit, I'll be by your side.

Accountability is Essential

This program also gives you accountability. Your preparation is what creates momentum, and I'll be right there to review your work and give feedback from both a coach's and a meeting planner's perspective to keep you moving forward. I was a meeting planner before I became a speaker!

Commitment – an Acute Period of Time!

Building a speaking business isn't easy or overnight, but our time together is focused and designed to set you up for lasting and continued success. By joining, you're committing to show up for our sessions and complete your assignments. In return, I'm committing to give you thoughtful feedback and all the support I can. To keep your momentum going, we'll stay consistent with our schedule and only postpone a session if it's truly necessary.



Launch a successful
speaking business!

Scheduled Calls/Zoom meetings

We'll pick a regular time that works best for you — weekly or every other week. I'll block my schedule just for you, so I ask that you do the same.

Assignments

Plan on 2–3 hours each week for assignments. I'll spend the same amount of time reviewing your work before our session. To make the most of our time, please send me your assignments at least 48 hours before our call. If life happens and you don't, no worries — we'll still meet as planned and work through things together.

Access In-Between Our Sessions

You'll also have access to me between sessions. If you're stuck or need clarity, you can always reach out by email or text. If it's urgent, I'll do my best to respond quickly; otherwise, we'll add it to our next session. I always respond within 24–48 hours.



This Should be Exciting 😊

This journey should be exciting — and fun! The more we enjoy the process, the more that energy will come through in your materials and your speaking. We'll work hard, but we'll also celebrate the wins along the way.

Knowledge for a Lifetime

Frame our coaching as an investment in not only yourself and your business but also a lifestyle that will return dividends in fulfillment, travel, impacting audiences and financial growth. Not only can one speaking engagement pay for the whole program, but you will also have the knowledge, tools, and strategies to serve you for a lifetime.

Time Investment

I treat your speaking business like it's my own. Every hour I spend coaching you is time I could spend on my business or with family, so I take our coaching very seriously. You'll get my full attention, feedback, and resources so you can move forward faster without years of trial and error.

Exclusively Focused on You

Because of the time and energy I invest in each client, I only work with a small number of people at a time. That way, you get my full focus and attention.

Coaching Is Tax-Deductible

Good news: coaching is usually a tax-deductible business expense. Check with your CPA, but I'll provide all the receipts and invoices you need for your records.

Coaching Installment Plans are OK

I know everyone has a budget, so payment plans are available. And if you'd like to pay in full by check, I'll even knock off \$500 to save us both some admin time.

A few of the **1,150+** organizations Kevin has spoken for...



**Looking forward to working with you!
Let's make my client summary YOUR
client summary 😊**

Program Options & Investment

Two coaching options are available: **(a)** the full 10-session program or the **(b)** shorter 5-session program. Both include personalized coaching, access to me between sessions, feedback on your work, all my templates and the core resources to build your speaking business.

10-session, 1:1 coaching program includes:

- Ten personalized coaching sessions with me — held weekly or every other week
- Written recaps after each session with specific action steps and feedback
- Ongoing access to me during our coaching period for questions and touchpoints (within reason, of course!)
- 2–3 hours of my own time between each session reviewing your work and providing detailed feedback
- Complimentary *Speaker Assessment* where I evaluate everything you have (\$450 value)
- “*How to Become a TEDx Speaker*” training + two(2) extra coaching session (\$250 value)
- A full year of access to *The Vault* — my private library of everything I use in my speaking (\$750 value)
- Guidance on responding to outreach, leads and inquiries — you’ll see exactly how I’d communicate!
- Behind-the-scenes access: listen in on my prospect calls and client discussions
- Step-by-step help customizing my 5-module process into your own speaking business model
- Support in developing your signature story, keynote, and/or workshop
- Help identifying your ideal target markets and strategies for finding organizations that pay speakers
- A customized marketing strategy to help you stand out and book more speaking engagements
- Priority travel opportunities to join me behind-the-scenes at live or virtual keynotes
- One-year access to my Association Directory (\$999 value)
- Access to the PAID to \$PEAK Mastermind Group (\$350 value)
- Full-year membership in Speaking Professionally Toastmasters — practice your speaking, get feedback, and stay accountable (\$1,000 value)
- Access to the PAID to \$PEAK Online Course+ version (\$450 value)
- Access to the PAID to \$PEAK Webinar Series (\$450 value)
- Resources and guidance for finishing, publishing, and promoting your book
- A Book Promotion Guide and private book publishing call with 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 Breakdown and Comparison

What you receive...	1:1 Coaching Program (10 sessions)	1:1 Coaching Program (5 sessions)
Number of Coaching sessions	10 sessions	5 sessions
Additional access/touchpoints in between sessions	Included	Included
My review of your work and research in between our coaching calls to provide customized feedback, recommendations and samples	Included	Included
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
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
PAID to \$PEAK Webinar Series	(included for full year) 499	(included for 3 months) 499
Book publishing resources, editorial review, and UPLOAD!	Consult & Book Promo Guide	Consult & Promo Guide
<p style="text-align: center;"><u>BONUS, additionally:</u></p> <ul style="list-style-type: none"> • Behind-the-scenes prospect calls and speeches • Sharing inquiries with you during our coaching • Consult you on outreach and inquiry responses 	Included	Included
	Total value = 22,000++	Total value = 10,000+
	\$15,000	\$10,500