

Dr.KEVIN^cSnyder

PAID TO \$PEAK

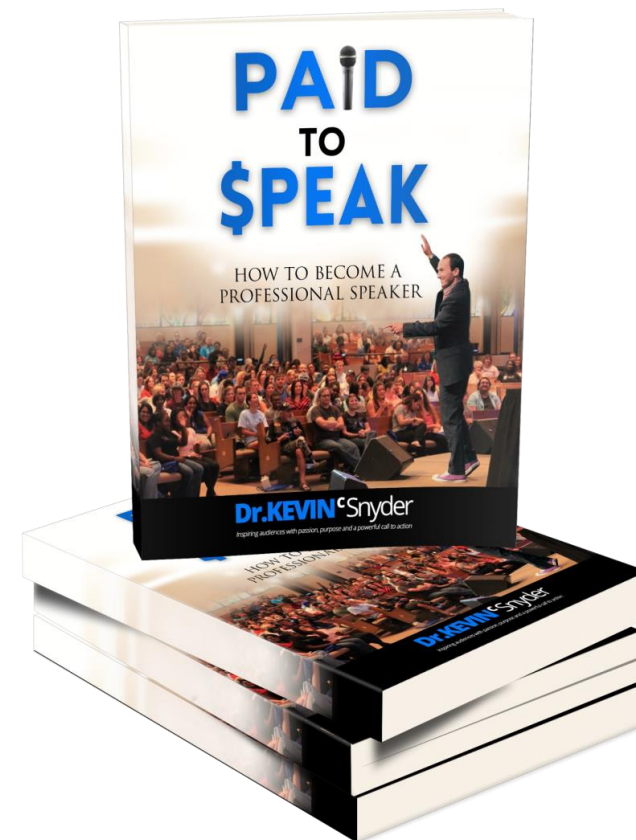
MODULE ONE
Where to Start

MODULE TWO
Program Development

MODULE THREE
Speaking Opportunities

MODULE FOUR
PAID to \$PEAK

MODULE FIVE
Consistent PAID Bookings



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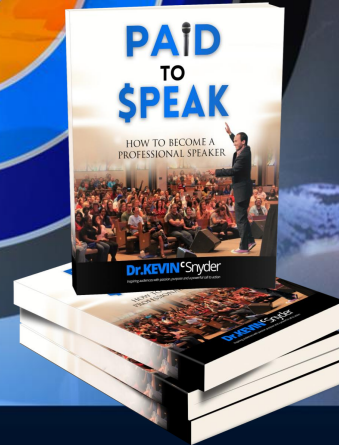
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FOUNDATION *of* HOPE

*Breakthrough Research
for Mental Illness*

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HIGH POINT
UNIVERSITY



EMBRY-RIDDLE
Aeronautical University



UNIVERSITY OF
SOUTH CAROLINA



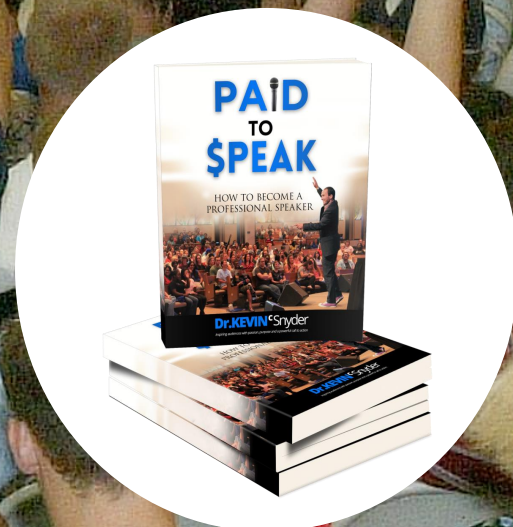
University of
**Central
Florida**



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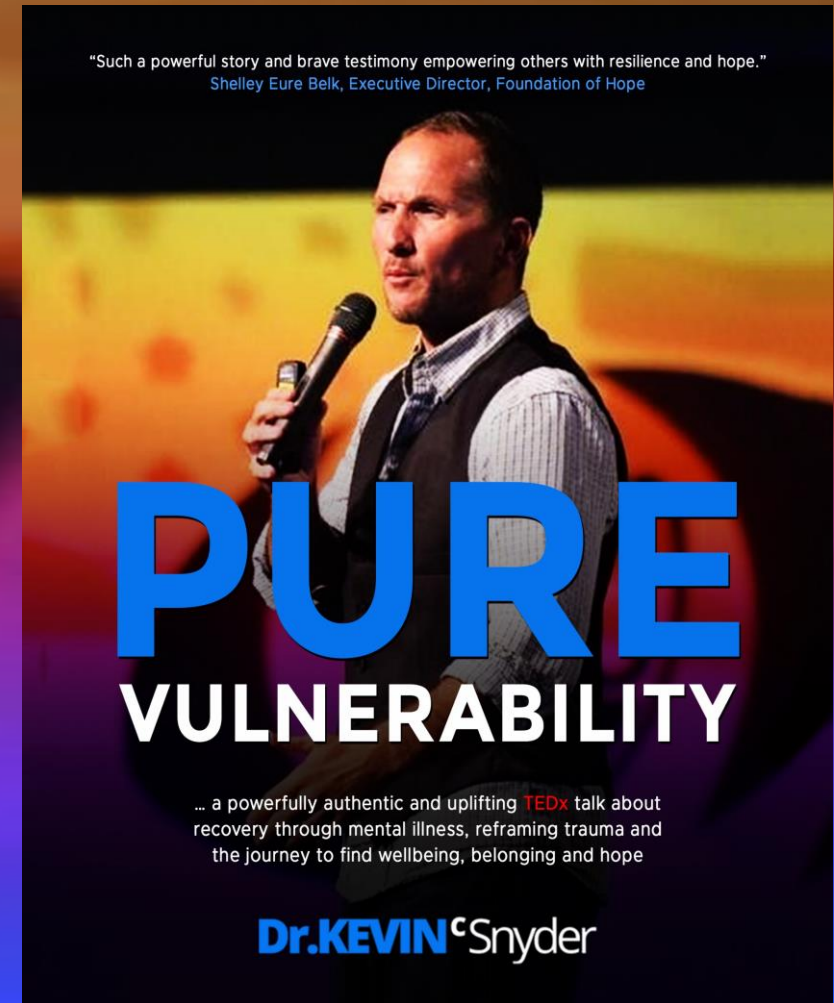
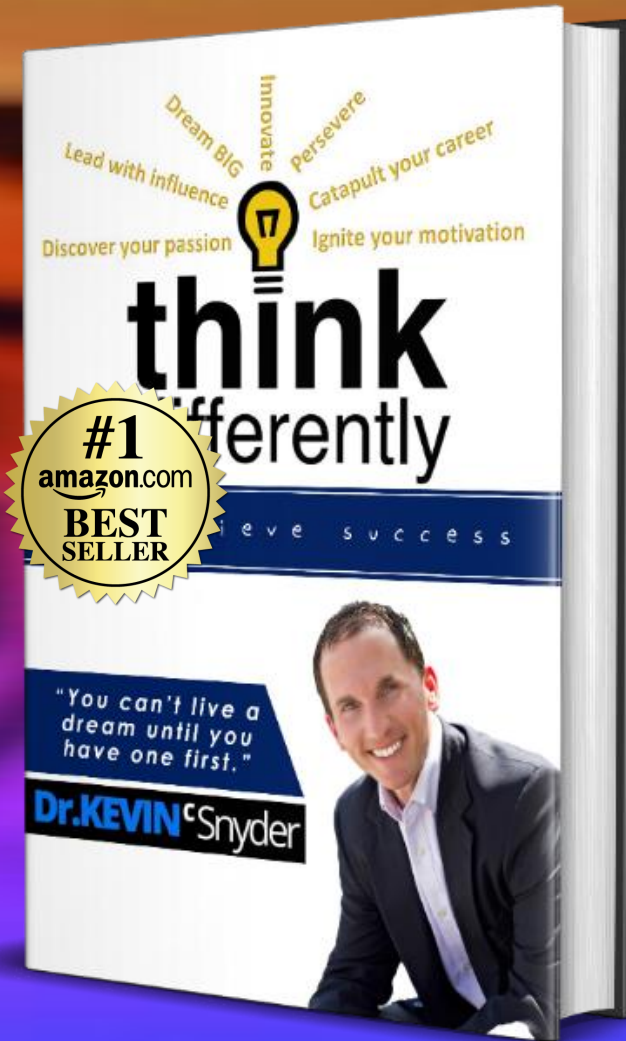
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College and university clients include ...

Alpha Tau Omega
Arkansas State University
Association of Florida Colleges
Association of Fraternity Advisors Conference
BACCHUS General Assembly keynote
Barry University
Bentley College
Boise State University
Cadet Officer Training
Canisius College
Christopher Newport University
Clarion University
Clemson University
College of Charleston
Colorado State University
Duke University
Eastern Kentucky University
Edonboro University
Elon University
Embry-Riddle Aeronautical University
Emerging Leaders Conference
FARH, Housing Conference
Father Lopez High School
Florida Institute of Technology
Florida International University
George Mason University
Grand Valley State University
Hugh O'Brian Youth Leadership(HOBY)
Illinois State University
James Madison University
Kansas State University
Kent State University
Kings College

Louisiana State University
Loyola University
Maine Maritime Academy
Mainland High School
Marshall University
Mercer University
Meredith College
Michigan State University
Miller-Motte College
Millersville University
Mississippi State University
Monmouth University
MREAL Housing Conference
Nat'l Center for Student Leadership
Nicholls State University
North Carolina State University
North Hampton Community College
Northeast Greek Leadership Association
Paperclips Communications Institute
Pittsburgh State University
Purdue University
Quinnipiac University
Rockhurst University
Saint Leo University
San Diego State University
San Jose State University
Southeastern Panhellenic Association
Southern Regional Orientation Wkshp
St. Jude's Children Research Hospital
St. Marys College of Notre Dame
St. Thomas Aquinas College
State University of New York
Stetson University
SUNY Cortland

SUNY Oswego
Texarkana College
University of Akron
University of Alabama
University of Alaska-Anchorage
University of Buffalo
University of Central Florida
University of Connecticut
University of Dayton
University of Houston
University of Kansas
University of Mississippi
Univ of North Carolina - Wilmington
University of South Carolina
University of South Florida
University of Tampa
University of Tennessee
University of Texas
University of Texas - Pan American
University of Texas-Dallas
University of Virginia
University of Washington
VACURH Housing Conference
Washington State University
Western Carolina University
Western Greek Regional Association
Western Illinois University
Western Kentucky University
William Peace University
Wingate University
Worcester Polytechnic Institute



may create a
ripple.”

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TEDx Wake Forest





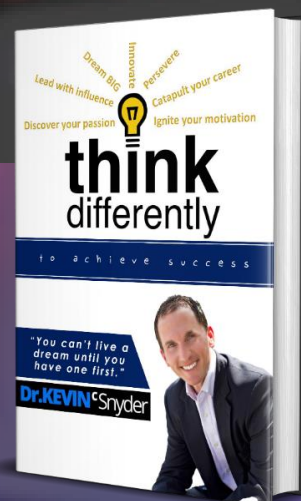
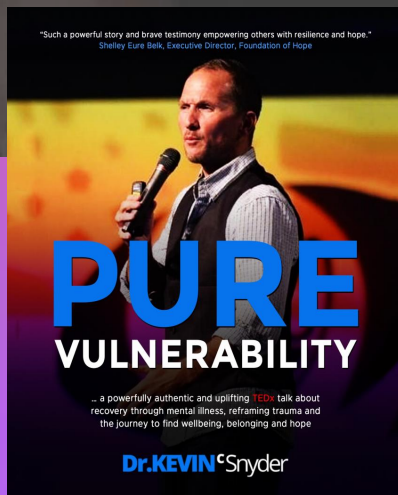
Recovery from depression, eating disorder and sexual assault as a male | Kevin Snyder | TEDxCapeMay



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



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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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PAID TO \$PEAK

MODULE ONE
Where to Start

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MODULE FOUR
PAID to \$PEAK

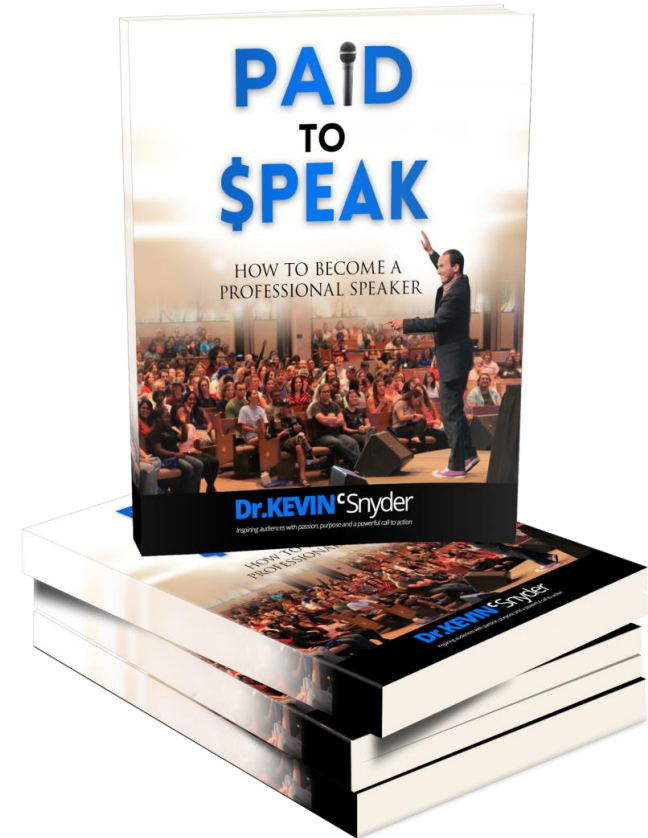
MODULE FIVE
Consistent PAID Bookings

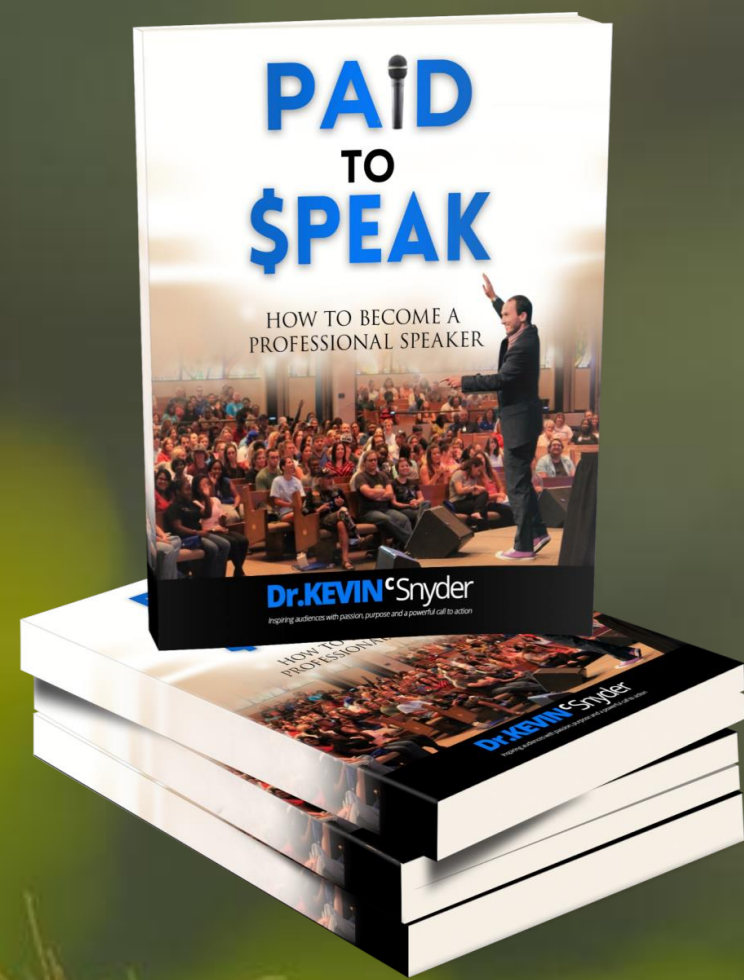
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PAID TO \$PEAK

HOW TO BECOME A
PROFESSIONAL SPEAKER



Dr. KEVIN Snyder

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

HOW TO
PROFESSIONAL

Dr. KEVIN Snyder

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1. **Who hires college speakers?**

2. **What fees can you expect?**

3. **How to get hired?**

4. **How to get started?**

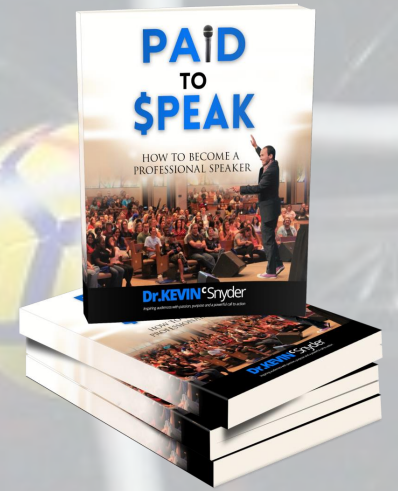


1. Who hires college speakers?

2. What fees can you expect?

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4. How to get started?



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1. Who hires college speakers?

2. What fees can you expect?

3. How to get hired?

4. How to get started?



Who hires?



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Who hires?

- Student Leaders
- Staff
- Faculty
- Associations



Student Leaders

- Student Gov't Exec
- Student Act / CAB
- Fraternity/Sorority Leaders
- Orientation Leaders
- Athletes



Staff

- Dean of Students / Assoc
- Directors of Departments
- Human Resources
- President's Office



Departments

- Student Gov't
- Student Activities
- CAB
- Fraternity/Sorority
- Orientation

- First Year Programs
- Athletics
- Multicultural
- Admissions (UG/G)
- Career Services

Faculty

- Academic Deans
- Provost



Associations

- APCA
- NODA
- AFLV
- NGLA
- AFA

- SEIFC
- SGLA
- NACA
- NACE
- ACPA

- NCAA
- NACDA
- NACADA
- NACDRAO
- ... and more!

Tip

**FOLLOW
ONE
COURSE
UNTIL
SQUIRREL**

A photograph of a speaker on a stage addressing a large audience in a gymnasium. The speaker is on the right side of the stage, wearing a light-colored shirt and pants, and is gesturing with his hands. The audience is seated in bleachers, filling the foreground and middle ground. The background features a dark stage backdrop and some lighting equipment.

“Who” books

- APCA
- NODA
- AFLV
- NGLA
- AFA

versus

- NCAA
- NACDA
- NACADA
- NACDRAO
- ...and more!

“What” books

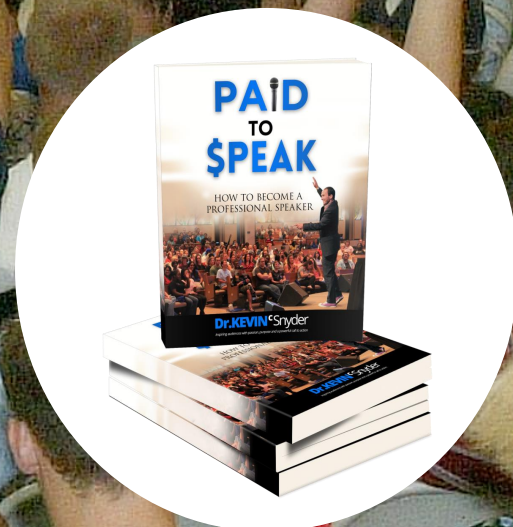
A photograph of two men smiling in front of a large crowd of people seated in bleachers at an indoor event. The man on the left is wearing a grey suit jacket, a purple and white checkered shirt, and a dark tie. The man on the right is wearing a grey button-down shirt. A white text box is overlaid on the right side of the image.

Events
pay
speakers

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Departments

- Student Gov't
- Student Activities
- CAB
- Fraternity/Sorority
- Orientation

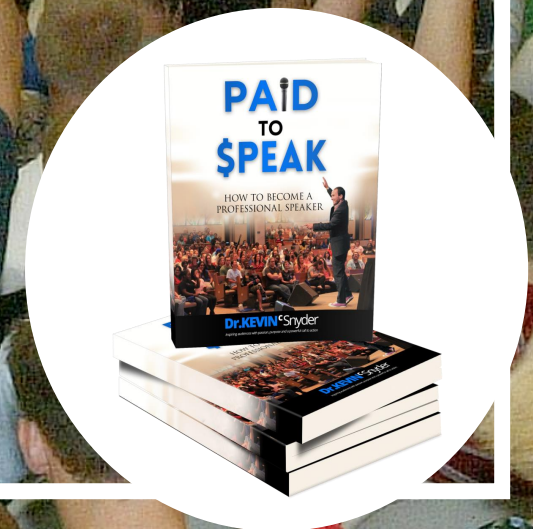
- First Year Programs
- Athletics
- Multicultural
- Admissions (UG/G)
- Career Services

A photograph of two men smiling in front of a large crowd at an event. The man on the left is wearing a grey suit jacket, a purple and white checkered shirt, and a dark tie. The man on the right is wearing a grey button-down shirt. They are both looking towards the camera. The background shows a large crowd of people sitting on bleachers in a gymnasium or arena. A semi-transparent white box with blue text is overlaid on the right side of the image.

Events
pay
speakers

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How do they find you?



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Bloom Where You're Planted

Where to Start?

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PREREQUISITE

Bloom Where You're Planted

Have a Professional Speech



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Bloom Where You're Planted

Volunteer your speech

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Every time you speak:

- Experience
- Feedback
- Testimonials
- Pictures
- Video
- Int Referrals
- Ext Referrals
- Stay in touch



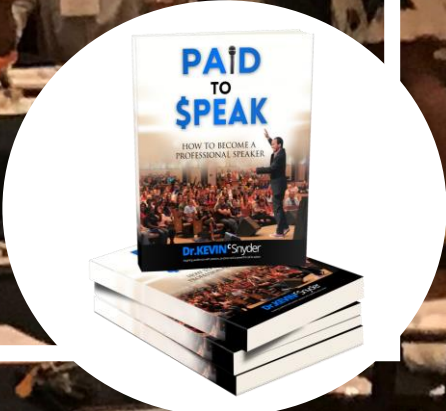
Fee expectations



Topics?



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Departments

- Student Gov't
- Student Activities
- CAB
- Fraternity/Sorority
- Orientation

- First Year Programs
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- Multicultural
- Admissions (UG/G)
- Career Services

Tip

**FOLLOW
ONE
COURSE
UNTIL
SQUIRREL**

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

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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 and 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

A man in a blue suit is standing on a stage, holding a microphone and gesturing with his right hand. Behind him is a large projection screen displaying the text "KEEP BELIEVIN' YOURSELF". To the right, a banner reads "site Chicago 2017 CHAPTER OF THE YEAR". In the foreground, the backs of several audience members' heads are visible. A large, semi-transparent dark blue banner with the word "Questions?" in white text is overlaid across the center of the image.

Questions?



Simply scan QR code to instantly receive this presentation slide deck!



Scan QR code or visit
talk.ac/kevinsnyder

If needed, enter code

College

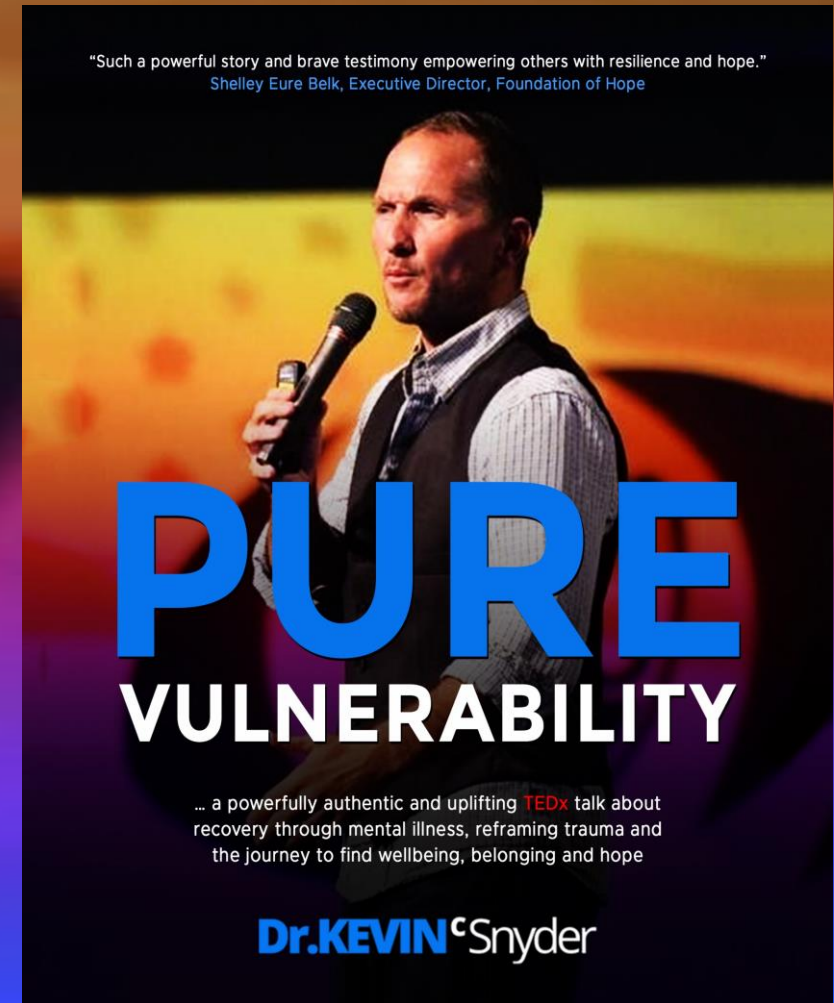
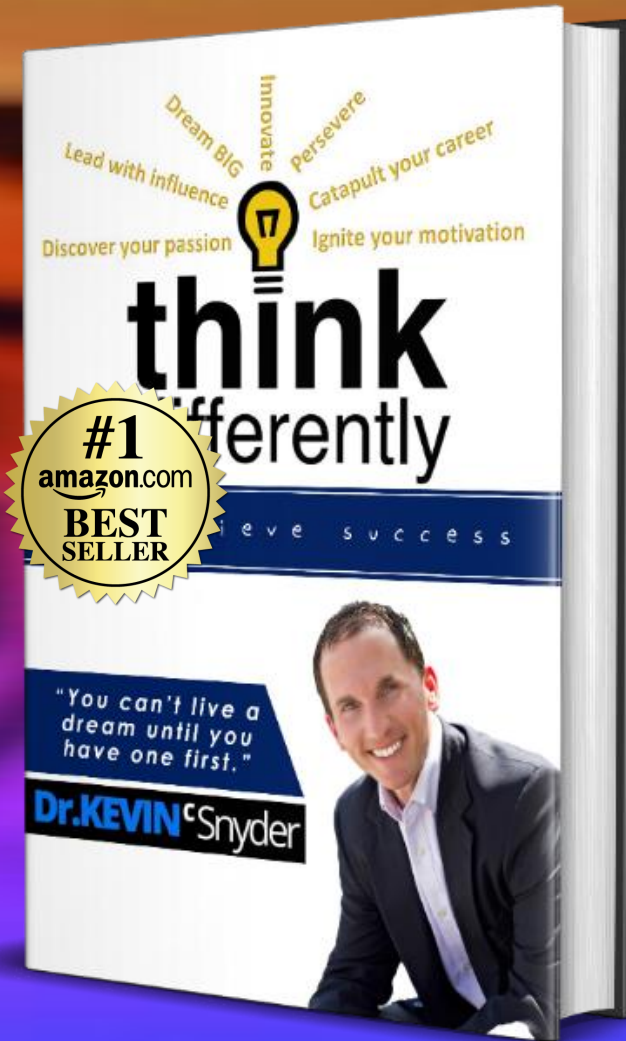
BONUS Module

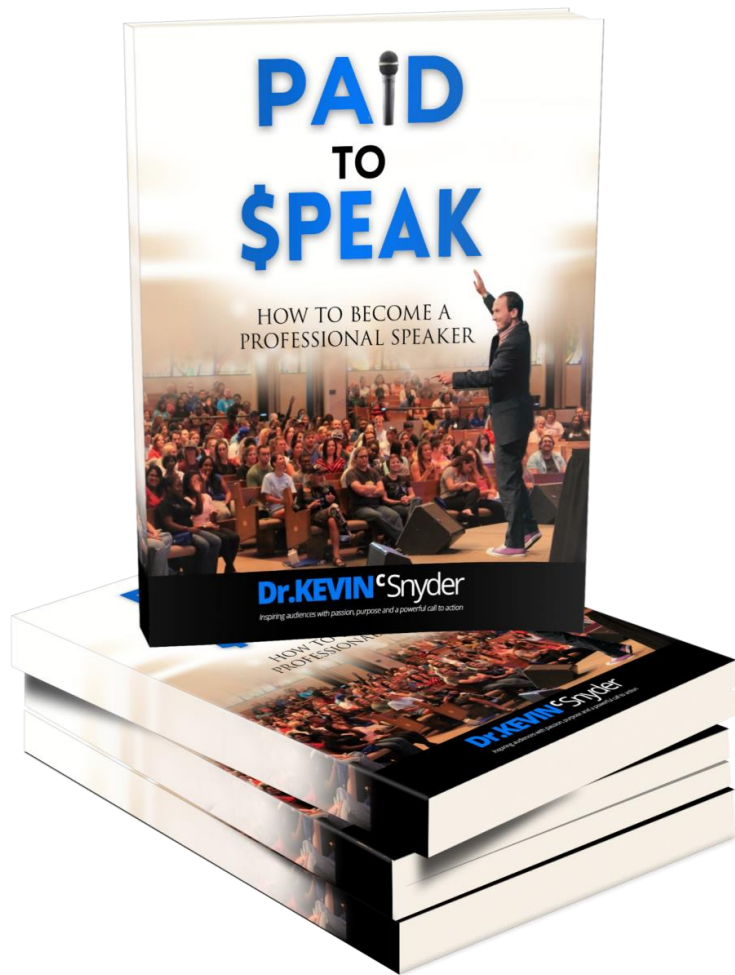
How to WRITE & PUBLISH Your Book in 90 Days!

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!







PAID TO \$PEAK

MODULE ONE
Where to Start

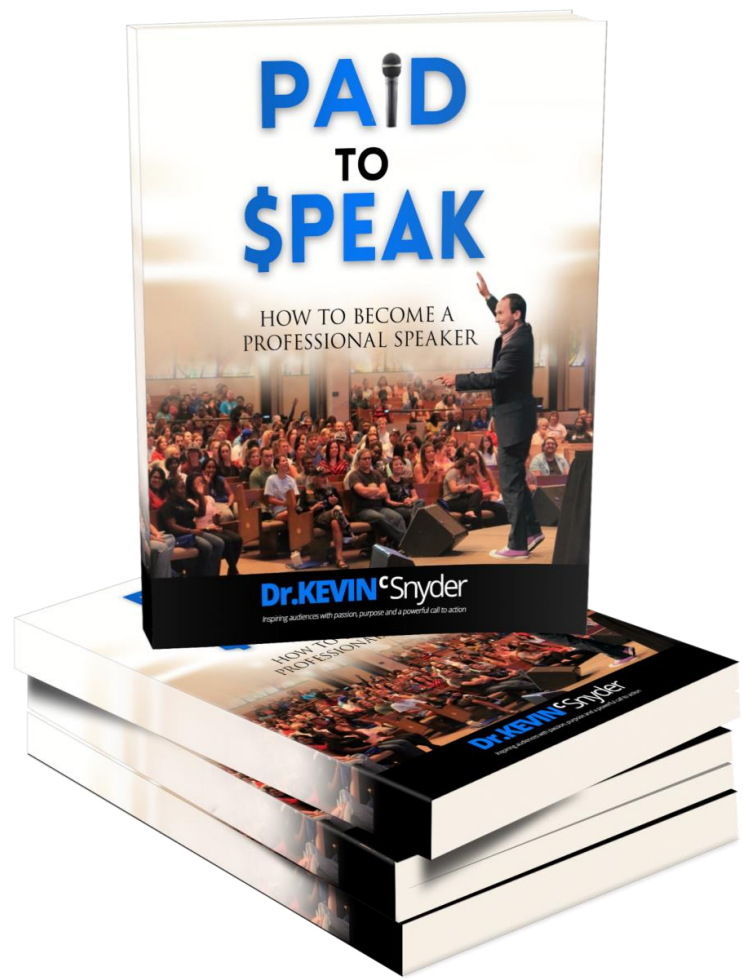
MODULE TWO
Program Development

MODULE THREE
Speaking Opportunities

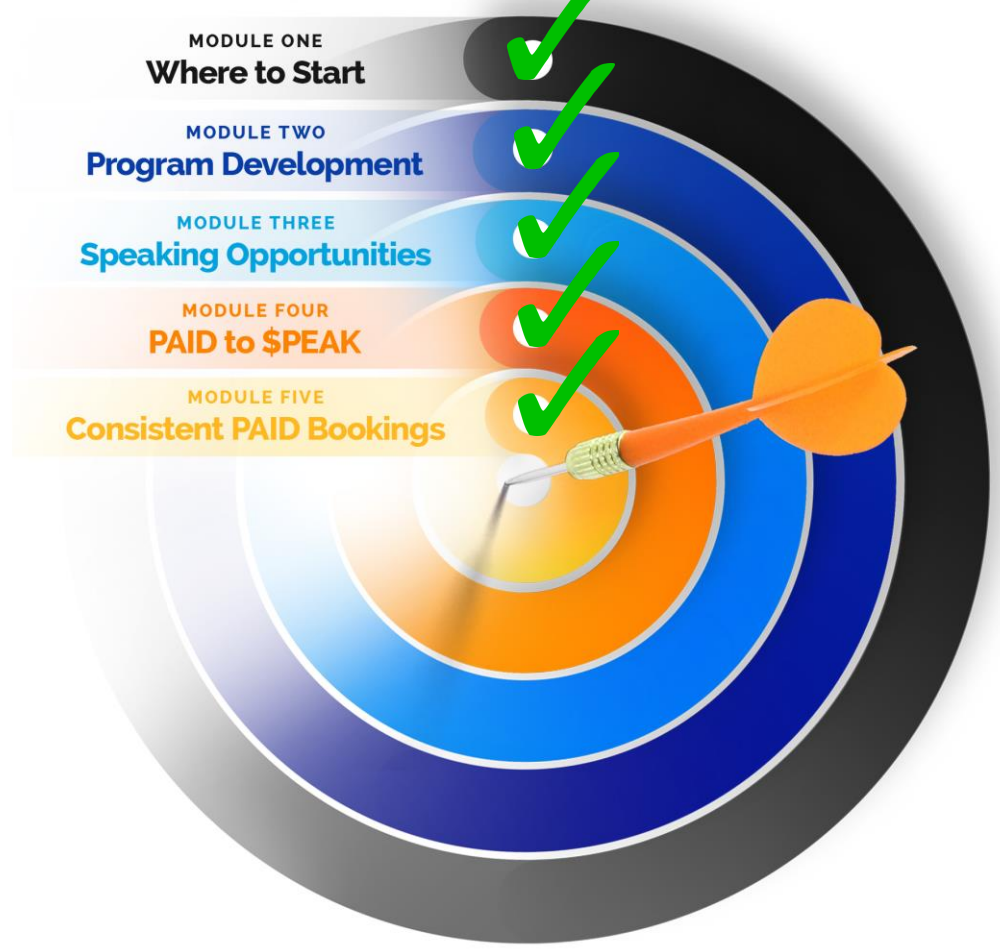
MODULE FOUR
PAID to \$PEAK

MODULE FIVE
Consistent PAID Bookings





PAID TO SPEAK



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PAID TO \$PEAK

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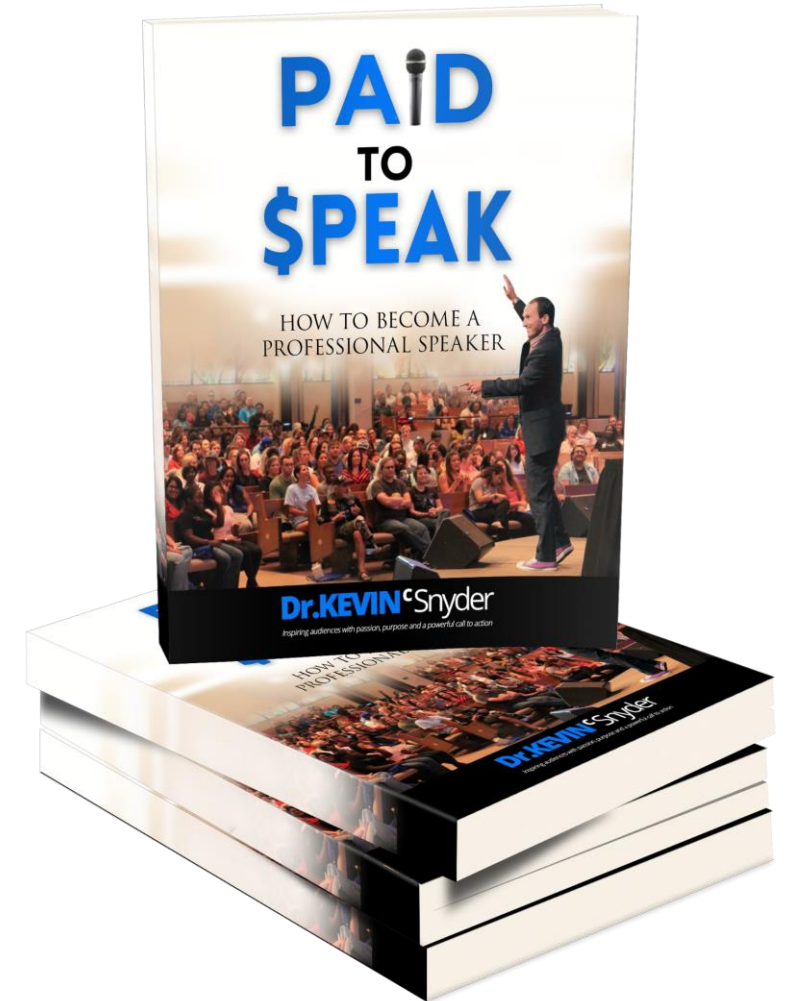
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#1 New Release



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

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EVENTS ▶

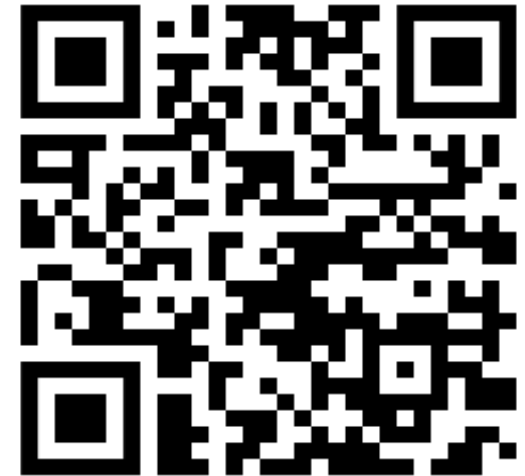
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BECOME A MEMBER



UPCOMING EVENTS



NSACarolinas.org





Launch a successful speaking business!

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

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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

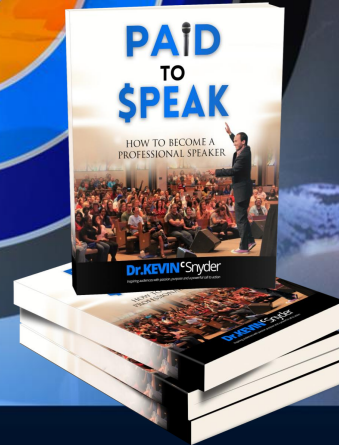
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FOUNDATION *of* HOPE

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College