

Dr.KEVIN<sup>c</sup>Snyder

# PAID TO \$PEAK

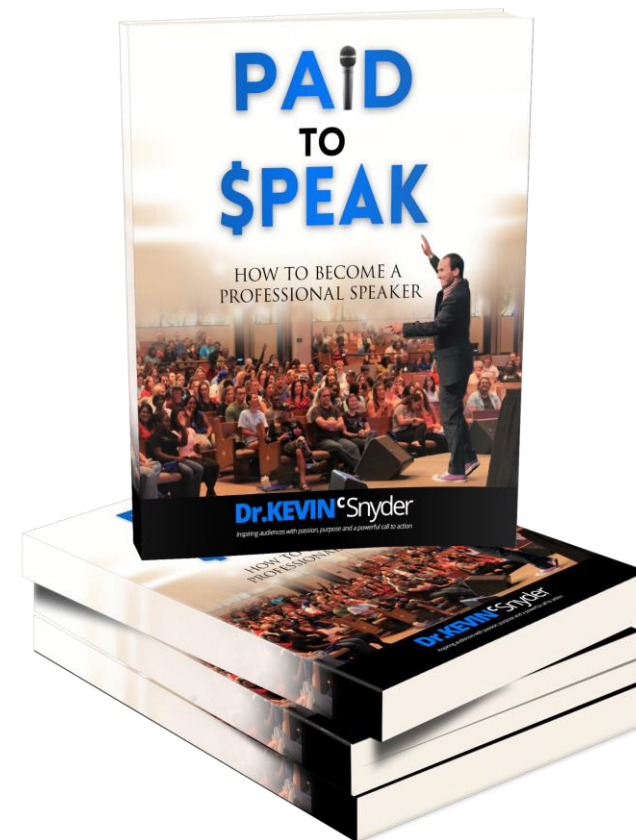
MODULE ONE  
Where to Start

MODULE TWO  
Program Development

MODULE THREE  
Speaking Opportunities

MODULE FOUR  
PAID to \$PEAK

MODULE FIVE  
Consistent PAID Bookings



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@KevinCSnyder

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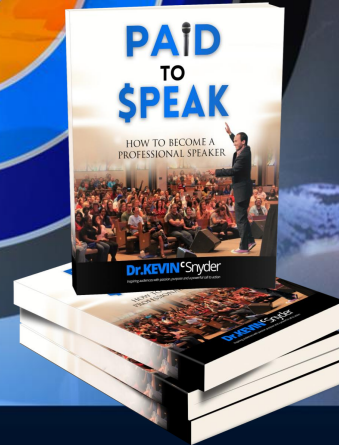
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# FOUNDATION *of* HOPE

*Breakthrough Research  
for Mental Illness*

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@KevinCSnyder



HIGH POINT  
UNIVERSITY



**EMBRY-RIDDLE**  
Aeronautical University



UNIVERSITY OF  
SOUTH CAROLINA



University of  
**Central  
Florida**



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# Dr. KEVIN<sup>c</sup> Snyder



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



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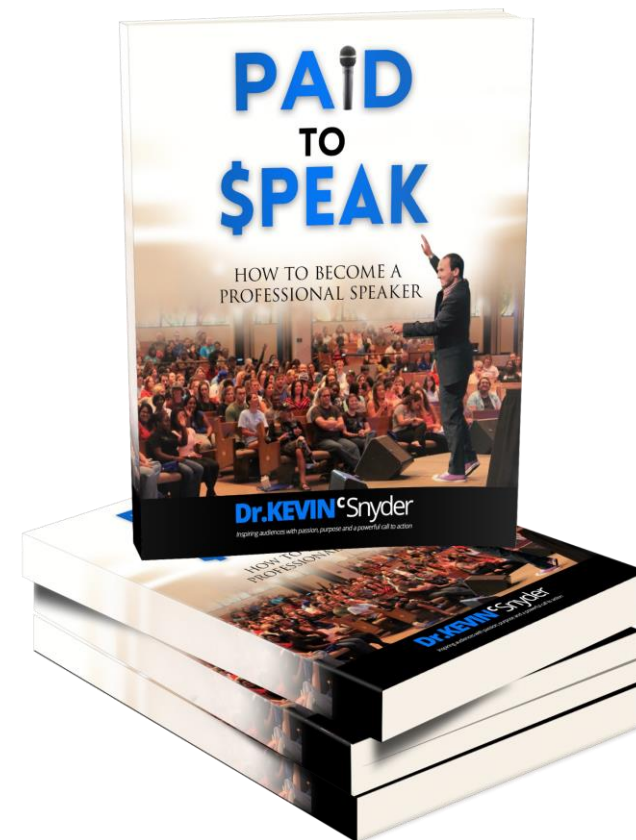
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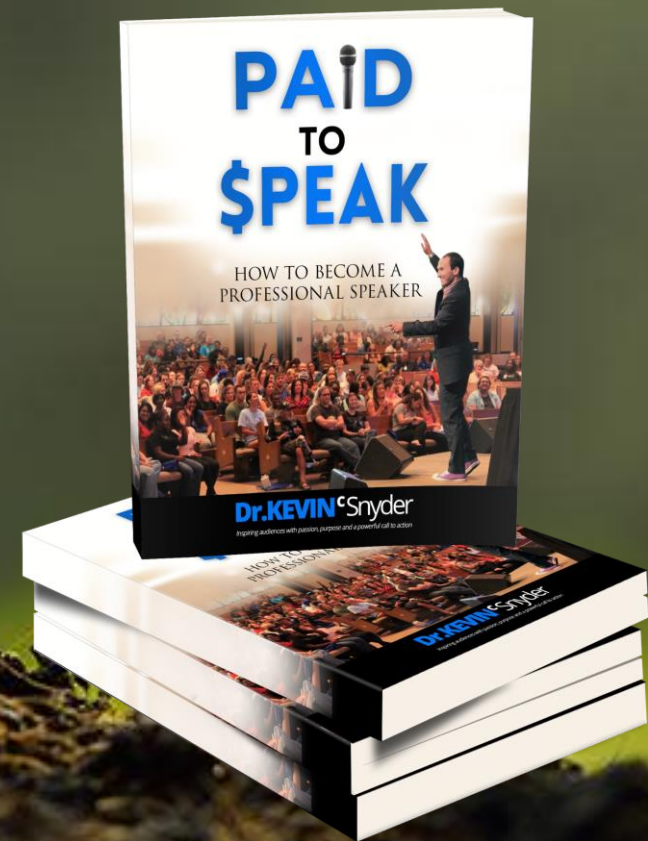


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# PAID to \$PEAK!

- Home
- Blog
- Mentorship Program
- Coaching Options
- PAID to \$PEAK Book
- Contact

*... coaching services to help speakers build a successful, PAID speaking business*

## Audiobook files

- [Recommendations Before Beginning](#)
- [Author's Preface. Part 1](#)
- [Author's Preface. Part 2](#)
- [Overview of each Module](#)
- [Module 1. Where to Start](#)
- [Module 2. Developing Your Program](#)
- [Module 3. Finding Speaking Opportunities and Getting Found](#)
- [Module 4. Getting PAID to \\$PEAK](#)
- [Module 5. Getting PAID \\$PEAKING Bookings Consistently](#)
- [Bonus Module. How to Write and Publish Your Book in 90 Days](#)

## eBook files

- [MOBI file \(Kindle - Amazon\)](#)
- [EPUB file \(everyone else!\)](#)

## PDF copy

- [PDF version \(eReaders can now import PDF\)](#)

Click Module titles below to download FREE worksheets to help work through the book!





# Module 1

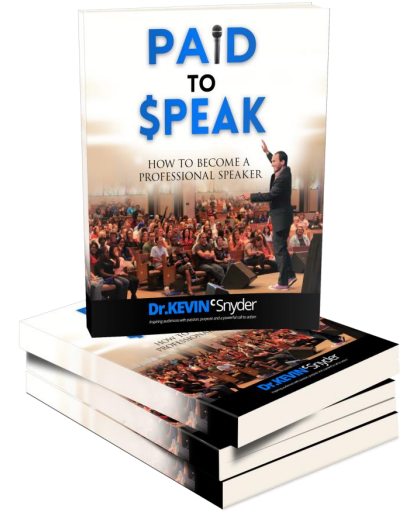
*PAID To \$PEAK™: How to Become a Professional Speaker*

## **MODULE 1 CHECKLIST**

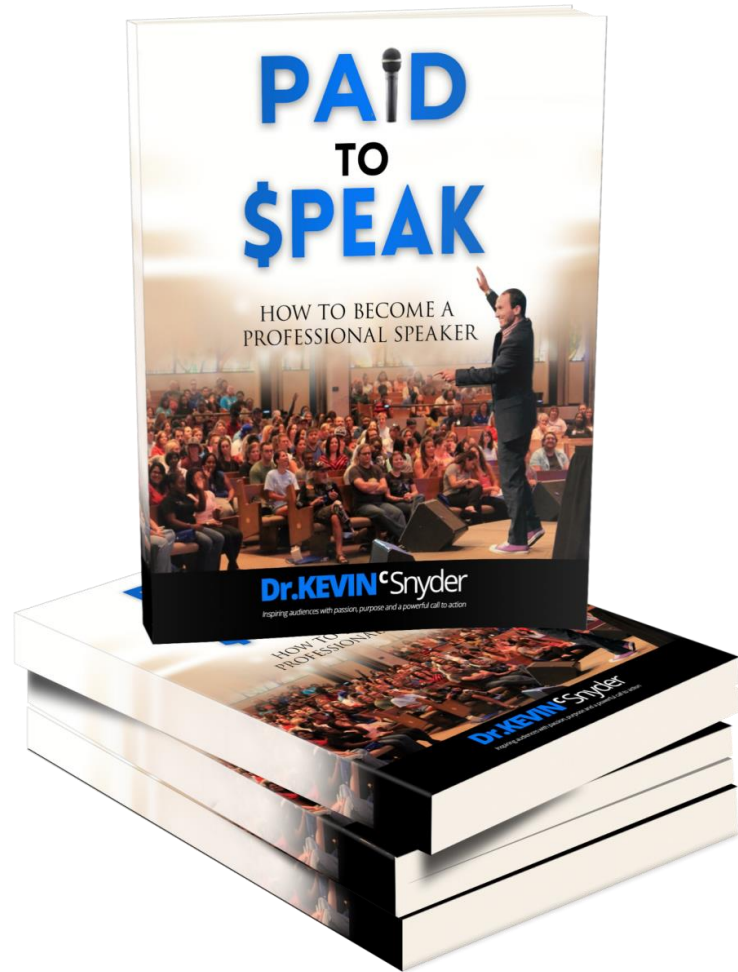
- |   |         |        |
|---|---------|--------|
| I feel confident about my vision for speaking                                       | Yes ___ | No ___ |
| I have reflected on possible limitations and I have clarity on frequency/geography. | Yes ___ | No ___ |
| I am clearer about the different types of formats I could be PAID to SPEAK.         | Yes ___ | No ___ |
| I know what problem I am helping solve.   | Yes ___ | No ___ |
| I know what differentiates me as a speaker.   | Yes ___ | No ___ |
| I have a signature story to share.  | Yes ___ | No ___ |
| I understand what my Call to Action will be.  | Yes ___ | No ___ |
| When someone asks me what I speak on, I have a powerful answer.                     | Yes ___ | No ___ |
| I am ready for Module 2.  | Yes ___ | No ___ |

*If you have checked 'YES' on all the items above, proceed to Module 2!*

*\*\* As a reminder, I have provided a free worksheet for each Module to help you work through the most important exercises. Visit [www.paidtospeak.biz/worksheets](http://www.paidtospeak.biz/worksheets) to download (password: paidtospeak). If you find yourself stuck or need some help working through any module, reach out to me for help or questions. I offer discounted coaching for readers of this book! Also, check out "The Vault" on [www.paidtospeak.biz/vault](http://www.paidtospeak.biz/vault).*



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# Complimentary Coaching Call

Dr.KEVIN<sup>c</sup>Snyder

# PAID TO \$PEAK

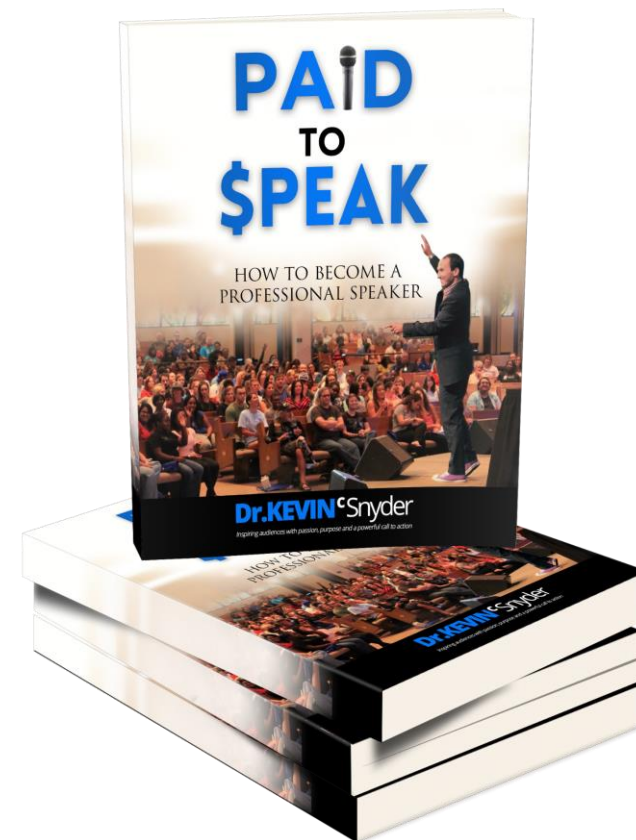
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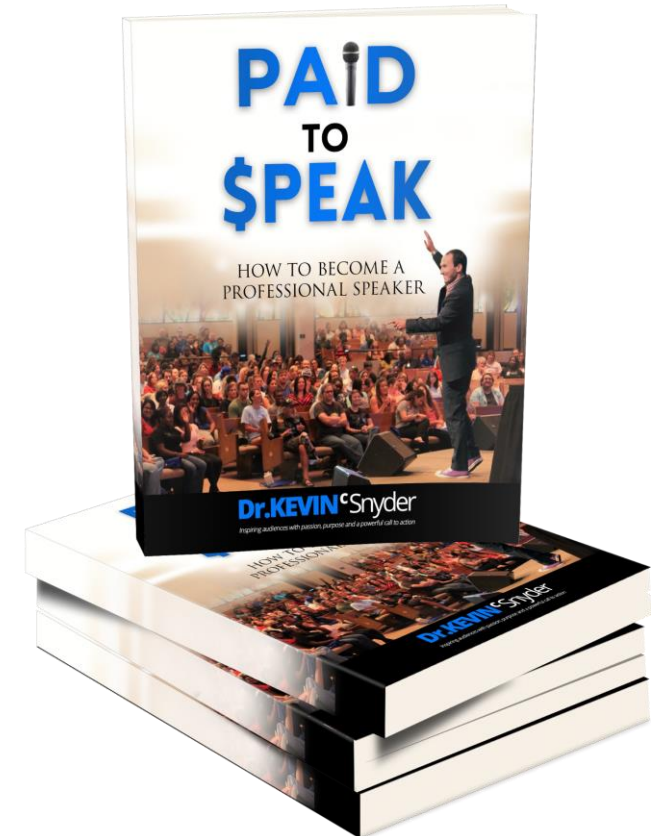
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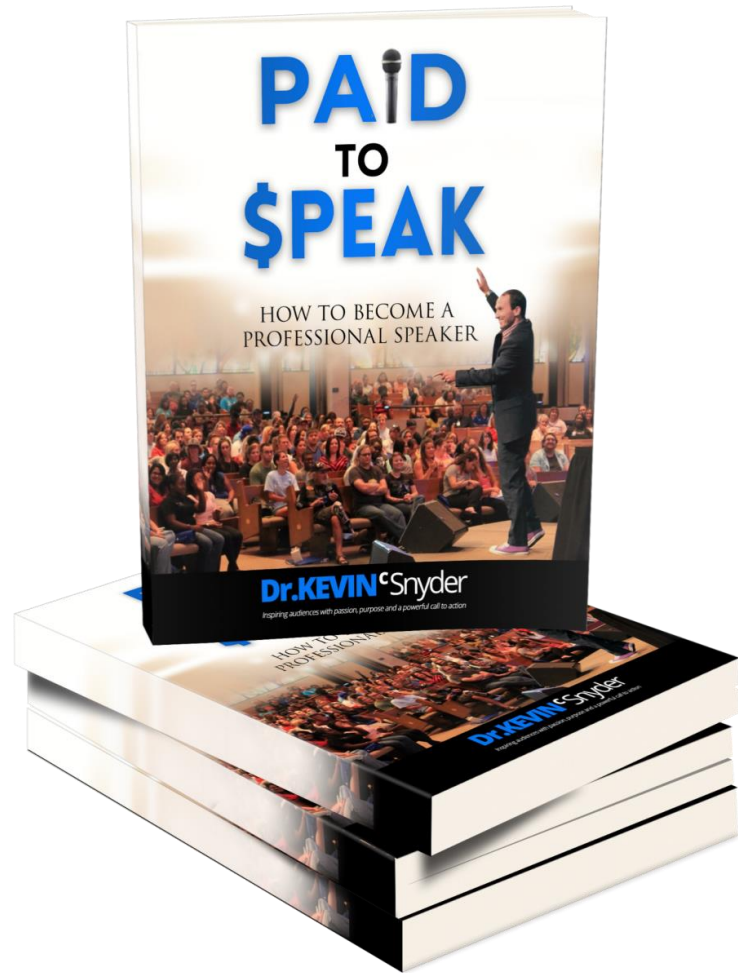


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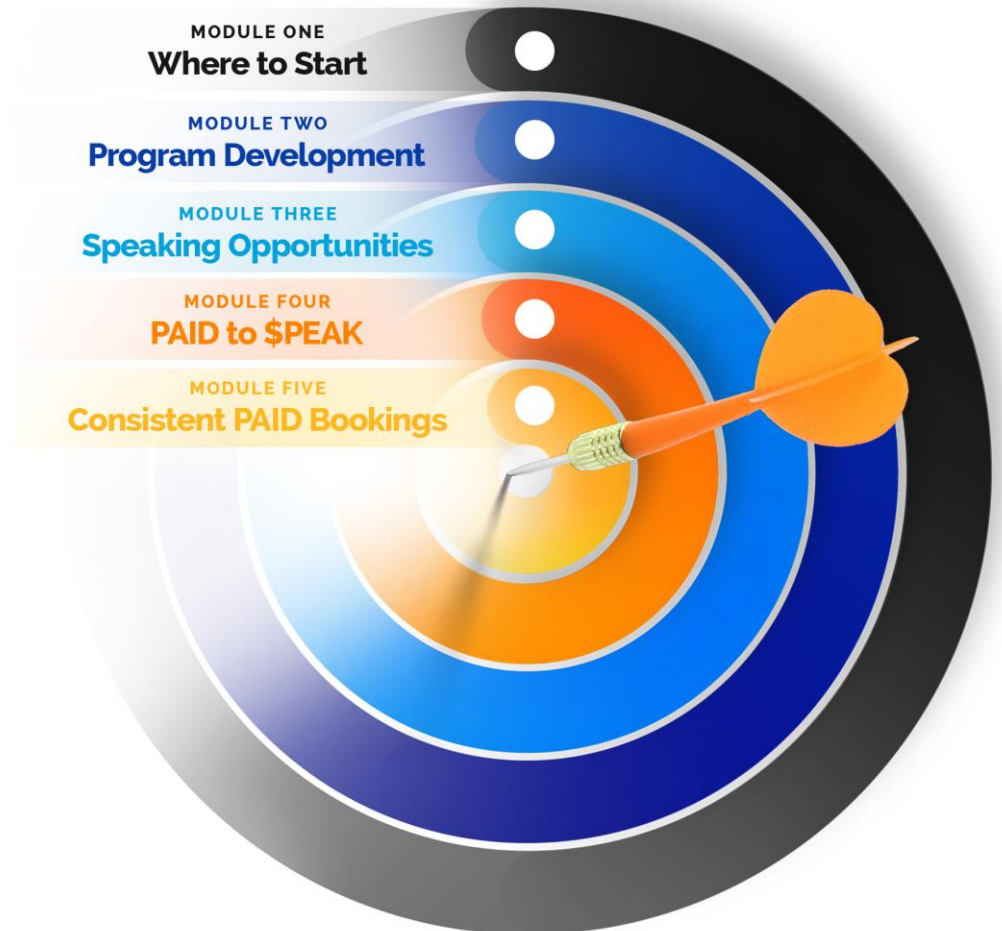
June 7

*How to Become a Professional Speaker  
(PAID to \$PEAK overview)*





# PAID TO \$PEAK

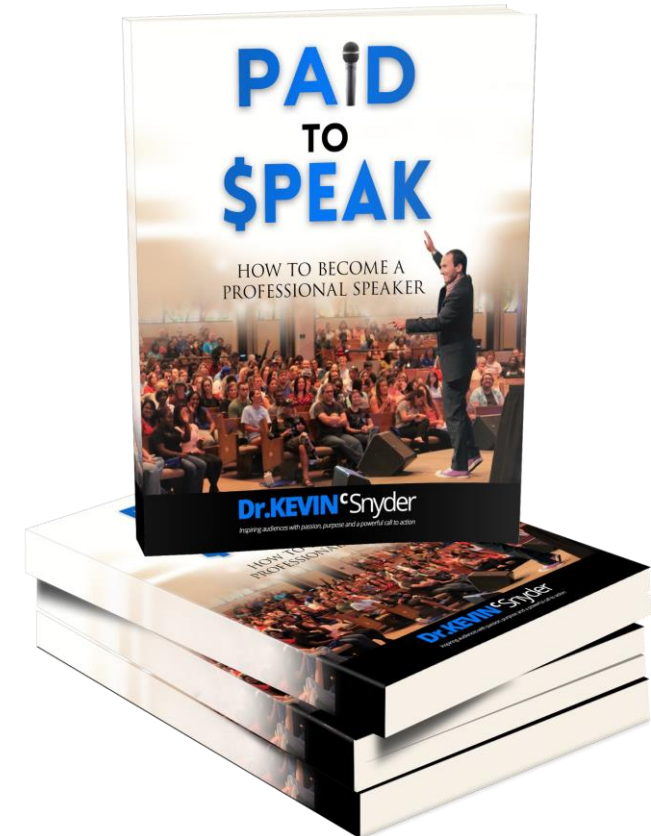


June 7

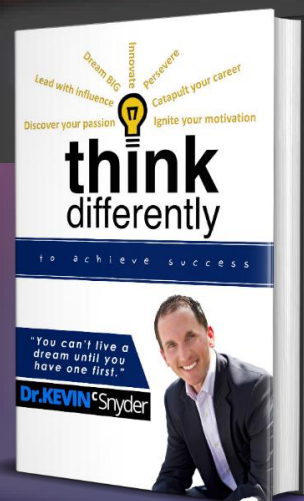
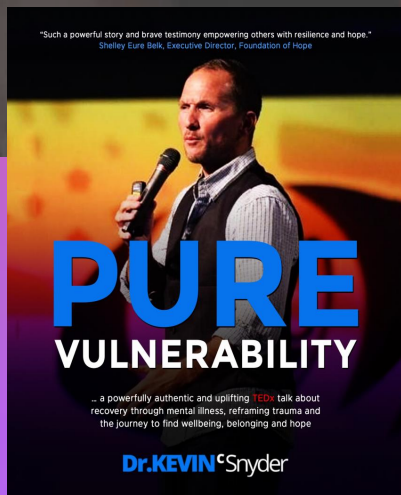
*How to Become a Professional Speaker  
(PAID to \$PEAK overview)*

June 21

*How to Become a TEDx Speaker*







[PureVulnerability.com](http://PureVulnerability.com)



June 7

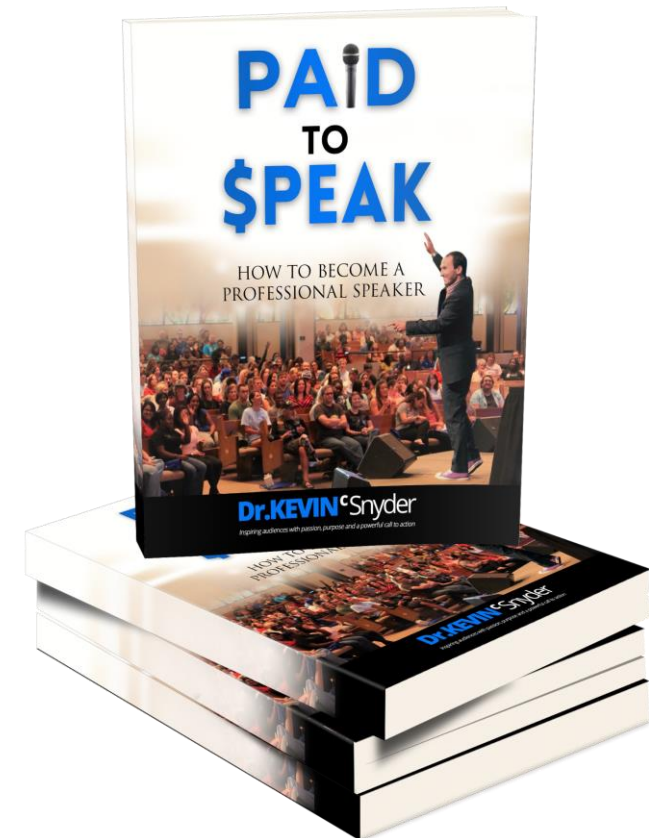
*How to Become a Professional Speaker  
(PAID to \$PEAK overview)*

June 21

*How to Become a TEDx Speaker*

June 28

*How to Find PAID Speaking Opportunities*



# Module 4

# Getting PAID

**Dr.KEVIN<sup>c</sup>Snyder**



KEEP  
BELIEVIN'  
YOURSELF

site Chicago  
2017 CHAPTER OF THE YEAR

think

June 7

*How to Become a Professional Speaker  
(PAID to \$PEAK overview)*

June 21

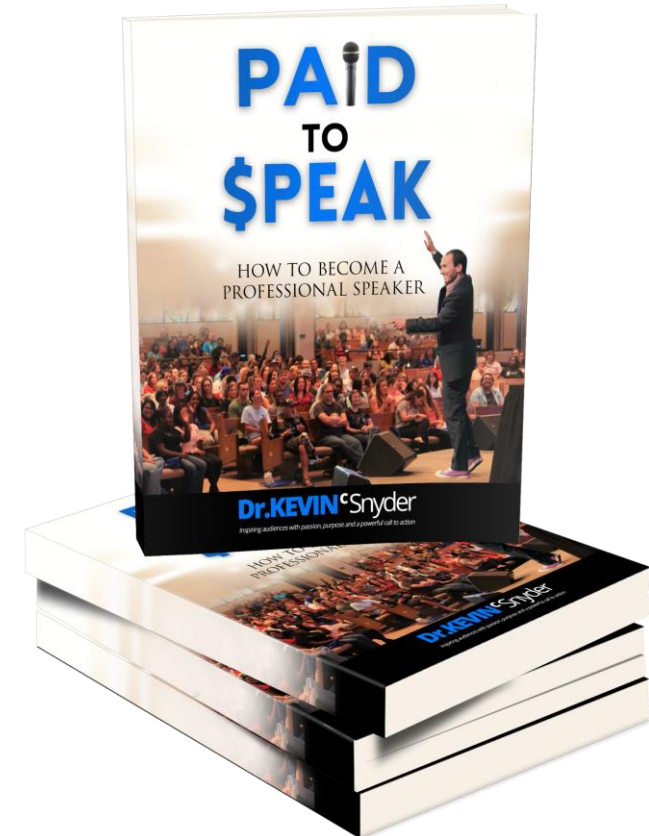
*How to Become a TEDx Speaker*

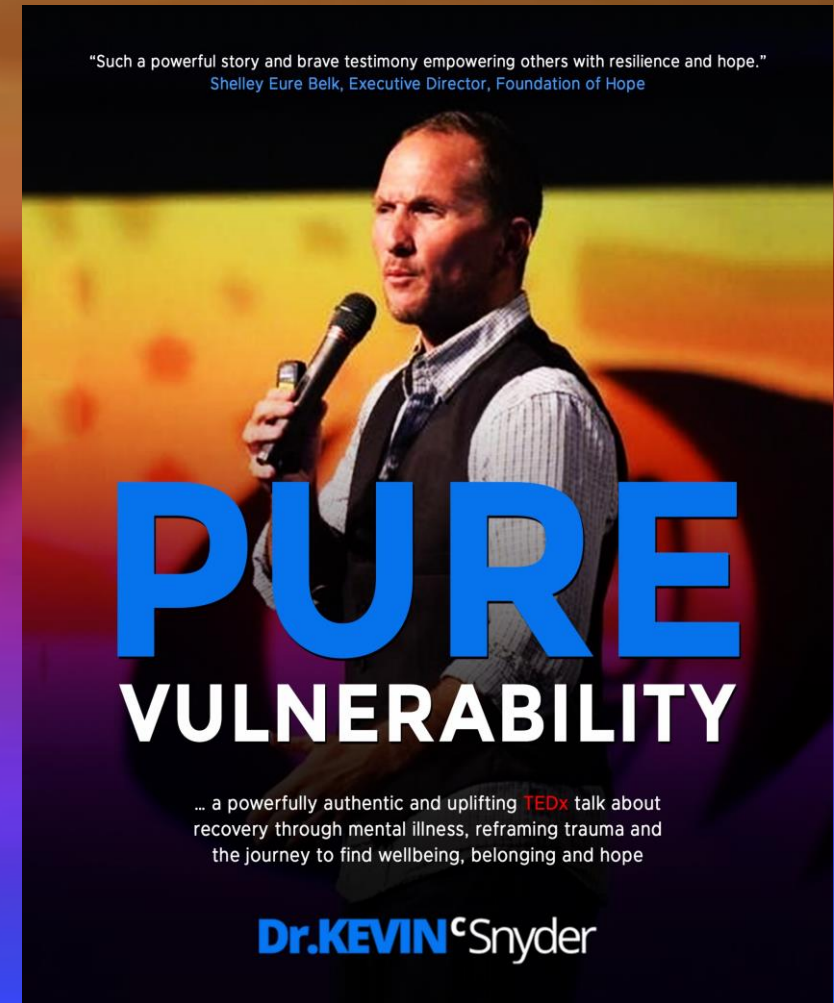
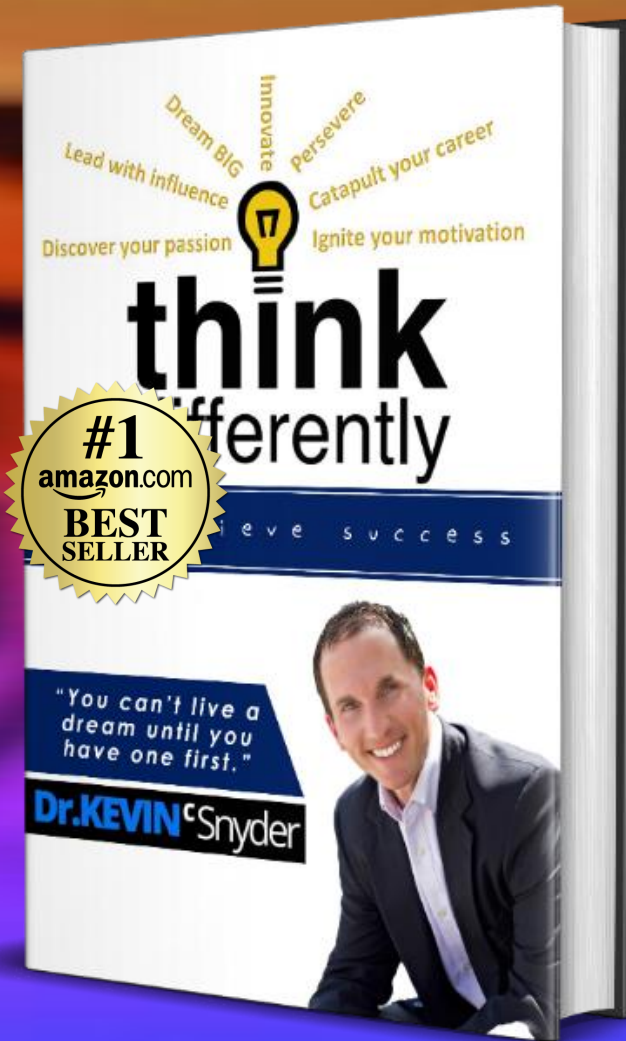
June 28

*How to Find PAID Speaking Opportunities*

July 5

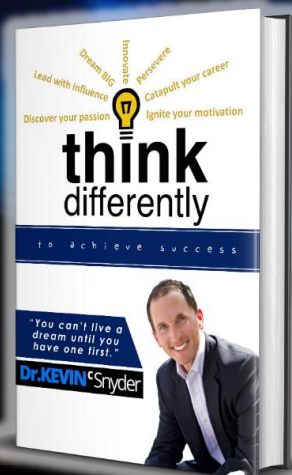
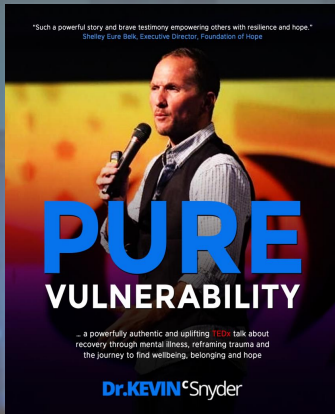
**How to Become a Published Author and  
Leverage Books in Speaking Contracts**





## 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 1/2 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)
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# BONUS Module

## *How to WRITE & PUBLISH Your Book in 90 Days!*

**A**fter 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!





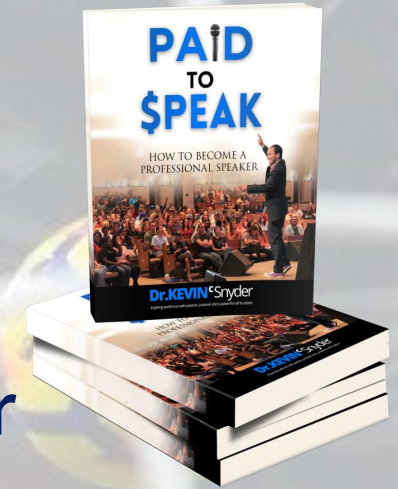
1. **Reasons why speakers SHOULD have a book!**

2. Reasons why authors SHOULD be speakers!

3. Learn the steps of becoming a published author

4. Kindle Direct Publishing (KDP), Ingram Spark & traditional

5. How to leverage books with your speaking engagements!





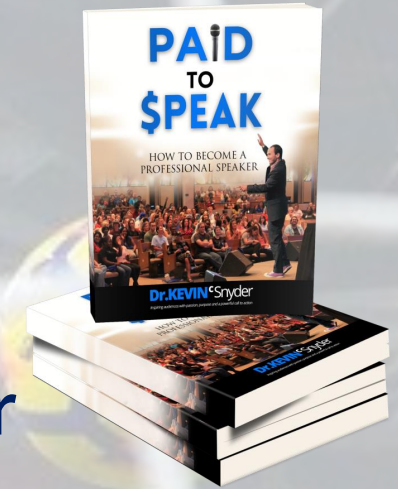
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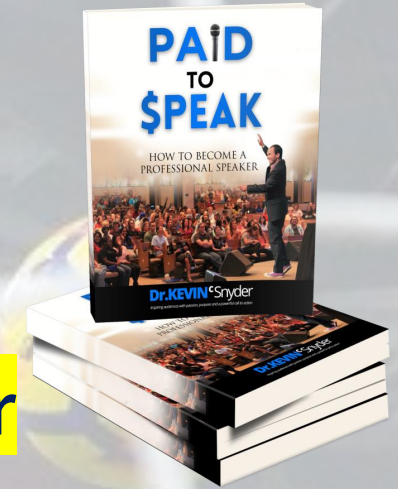
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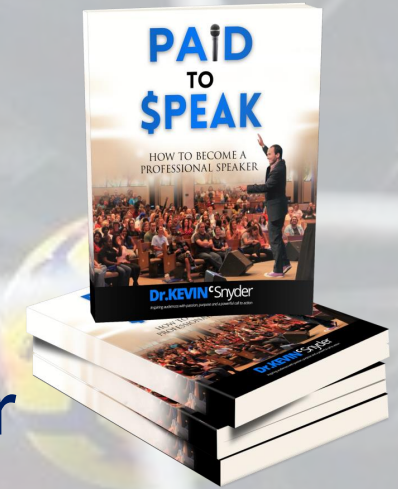
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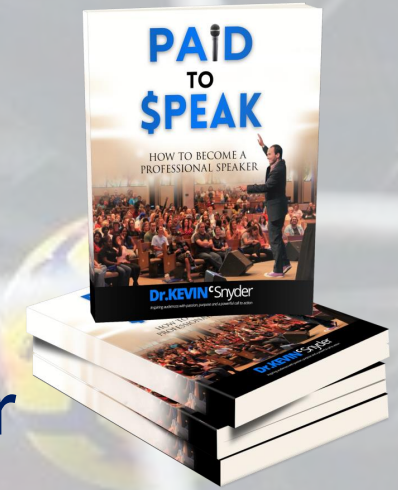
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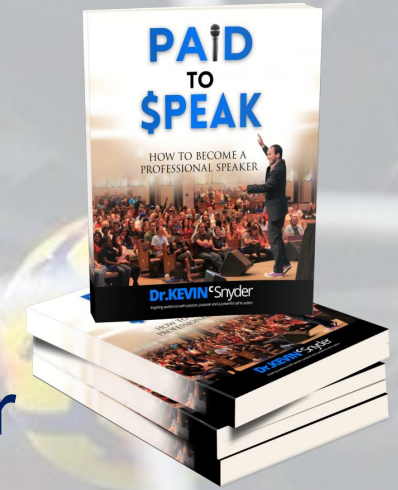
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WHIT?

# BONUS Module

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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!



## KNOW YOUR PURPOSE FOR WRITING

**K**nowing your ‘why’ for writing your book and anchoring to this purpose will help you persist and complete the book-writing marathon. There will be times of frustration and times of writer’s block, times of doubt and times of feeling ‘over it.’

It’s during these times that you must press on, reminding yourself why you are writing, and, of course, thinking about the multitude of benefits you will receive once you become a published author. The work you do now and in an acute period of writing time will have a positive impact on not only your future in

many different ways, but also the future of your family, your speaking career and your finances!

So what is your ‘why?’ Is it for personal fulfillment, to build business credibility, to generate additional income for your business, to leave a legacy, to inspire others, to share your knowledge, all of the above, etc.? Knowing your ‘*why*,’ your purpose in writing, will help provide the motivation you need to get out of bed at 4:00 a.m. or keep you writing at night until 4:00 a.m. Knowing my ‘why’ and anchoring to it when I needed it the most is how I was able to write my first book, finish my Doctorate degree, and build a successful speaking business.

**Circle below some of your ‘why’s’ for writing your book. Why is it important to you to publish?**

*Share content to help others*

*Legacy project*

*Support speaking business*

*Other:*

*Establish credibility*

*Extra income*

*Personal interest*



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Drive

Search in Drive

My Drive > "The Vault" > Customized B...

Files

Thank you

Customized Book Sampl...

How to call

Storage

127.5 GB of 1 TB used

Buy storage

Admin console

Orkin Team,

As we look to finish off this year with some momentum and have an outstanding start to next year, we must think differently. We are excited to bring in Kevin Snyder to support us with his visionary leadership and his ability to allow us to look at our challenges differently. This is a great opportunity for each of you as sales leaders, to help us grow and emerge as the leader in the pest control industry in your branches.

Thinking Differently will be a team effort, none of us have all the answers, but as a team we can move with speed and adopt change much quicker. I am counting on each of you to embrace this concept of Thinking Differently and making Orkin, North Carolina the provider of choice in all North Carolina markets.

Thinking Differently isn't hard if you know how.

~ Bill LaMarche



Google Suite

Navigation icons: back, forward, search, etc.

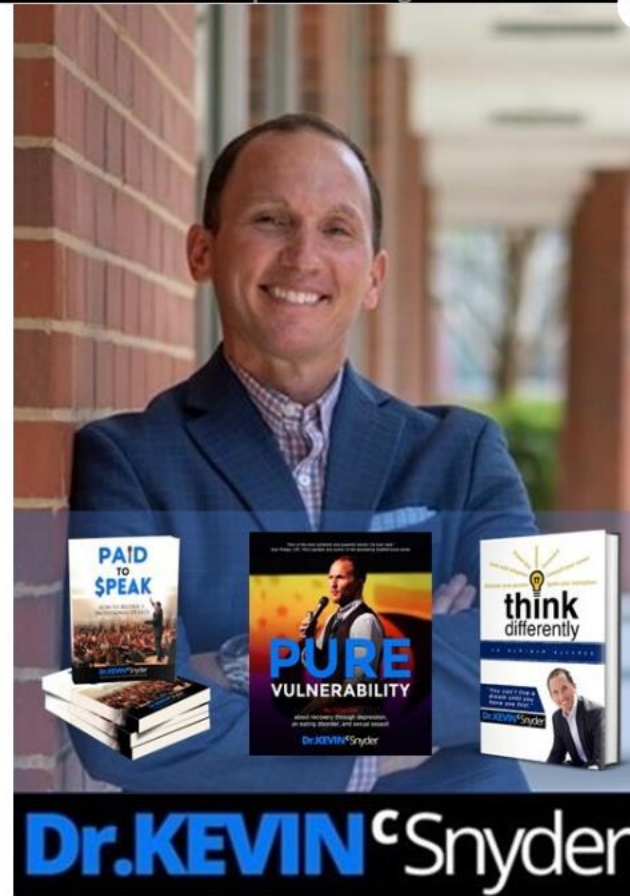
## LET'S STAY CONNECTED

I am humbled to have 1,000+ audiences and 2 best-selling books with another, hopefully, on the way based on my most recent TEDx talk, "**PURE Vulnerability.**" Enter your email to receive news updates and when I offer complimentary copies!

Prove that you are a human

3 + 3

SEND ME KEVIN'S FREE BOOK!



Share

KevinCSnyder.com





**amazon**

The Amazon logo, consisting of a thick orange curved arrow pointing from the letter 'a' to the letter 'n', is positioned below the word 'amazon'.

Dr.KEVIN<sup>c</sup>Snyder

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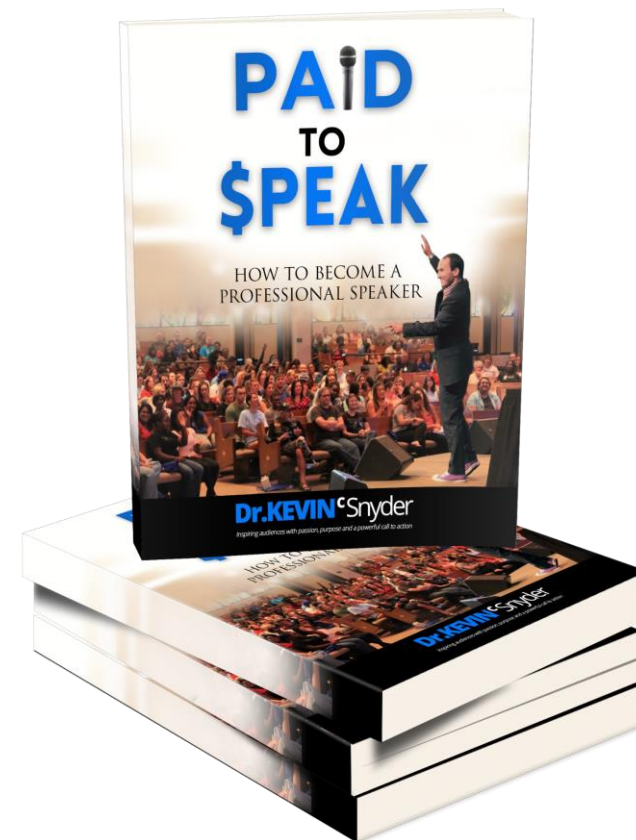
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@KevinCSnyder

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Ready. Aim.  
Write....



your already busy schedule. Focus only on being mentally ‘in the zone’ so you can write, and finish, the manuscript draft. You have nothing for an editor to look at, nothing to publish, and nothing to sell on Amazon or during a speech if the manuscript never gets finished. Is this clear? So, just like in speaking, take this one step at a time. Follow the guidance in these short few pages.

Getting your mind ‘write’ means you identify a writing system that works for you. Don’t start writing before you are ready. Don’t FIRE, AIM, and then get READY! Instead, get READY. AIM. Then WRITE...!



The main components of our recommended system to help you get your mind ‘write’ and ready are:

- *Know when you’re most productive and alert*
- *Schedule consistent blocks of time to write without distractions*
- *Expect frustrations*
- *Be realistic with expectations*



**READY.**

**WHAT TIME OF DAY ARE YOU MOST PRODUCTIVE?**

**W**hen are you most alert and at your best? Are you a morning person, a night person, both or nei-

# Ready. Aim.

## **READY. AIM.**

### **THE POWER OF THE DEDICATION**

**T**he book dedication is powerful, and needed, inspiration for finishing your manuscript. By writing the dedication upfront, you know you are writing in honor of someone or something

important to you. After you write your outline, or perhaps even before, write your dedication and put it somewhere visible, so you see it every time you write. Post it on your wall or tape it to your computer. Looking at it will inspire you to do your best and to push through challenges.

**Who are you dedicating your book to? Write your dedication below:**

*Now That You Are **READY** & Have Your Mind 'Write,'  
It's Time To **AIM!***

**Ready. Aim.**

## **READY. AIM.**

### **CREATE YOUR OUTLINE**

**W**hen planning a trip to a specific destination, you need directions—a roadmap if you will. Likewise, in writing your book, you must know where you want to go and how to get there. Otherwise, you'll be driving around aimlessly.

A book outline is akin to a roadmap for writing your manuscript. It's important

that you have a general sense of how you want your book to be organized. Without an outline, there's a tendency to meander, forget relevant issues, or get lost trying to make your key points. The result is a lot of extra work for you and your editor.

If you have held yourself accountable to complete the questions up until now, then you at least understand how to get your mind 'write' already and have a schedule prepared. But before you begin writing your manuscript, you must create



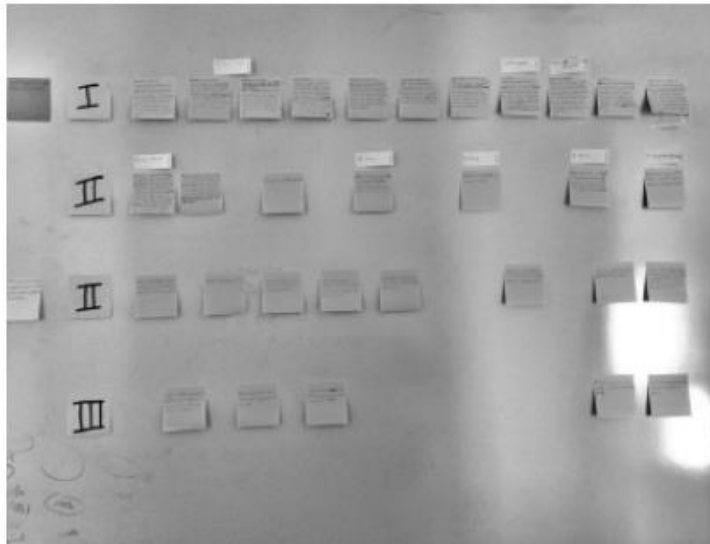
## Step 1: Brain Dump



## Step 2: Look for common themes



## Step 3: Organize and categorize



## Step 4: Decide order to write



## WHAT ABOUT INTERIOR LAYOUT AND FORMATTING?

**I**n what format should your book be written? How should the book be laid out? What font type and size should you use? What about margins? Headers and footers? What resolution is necessary for pictures or images, and how should they be submitted? What about color preferences and type of paper?

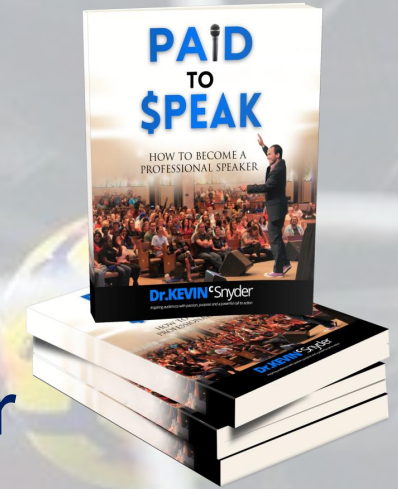
These are all great and important questions. There are many more considerations and decisions you should be making as well! A professional formatter will guide you through each one carefully. However, if you are just beginning to write your book, do not even think about formatting yet. There's no need to.

Focus only on your writing and finishing your manuscript. Once your manuscript has been edited and you and your editor agree it is the final polished product, then and only then is your manuscript ready for formatting.

A book not properly formatted will never be approved for publishing! Unless you are experienced with layout and formatting, let your publisher handle this for you. Formatting requires professional design expertise. Do not spend needless hours trying to format your book yourself. You need to know formatting specifications and how to properly set up your book for the printer who is publishing your book. Your job was to write the book. Let a professional formatter make it look great!



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5. How to leverage books with your speaking engagements!





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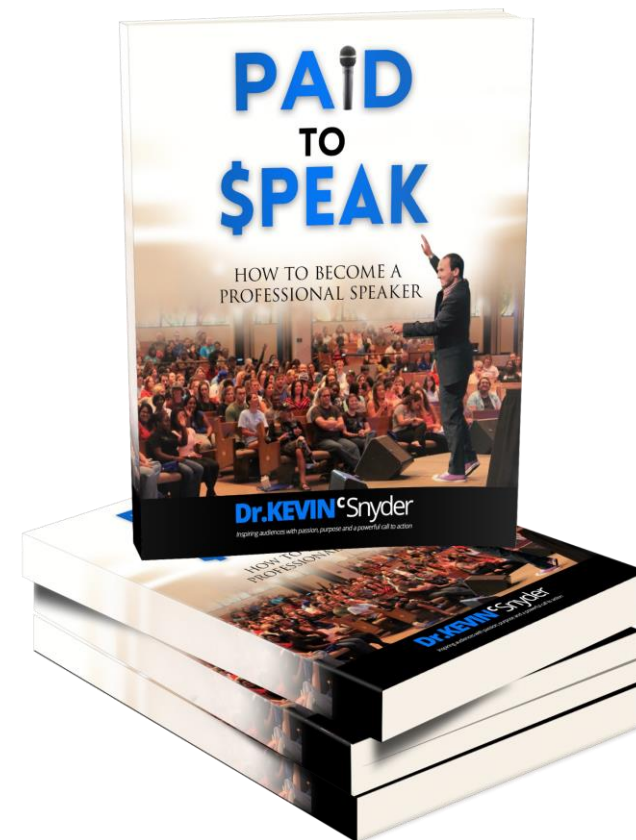
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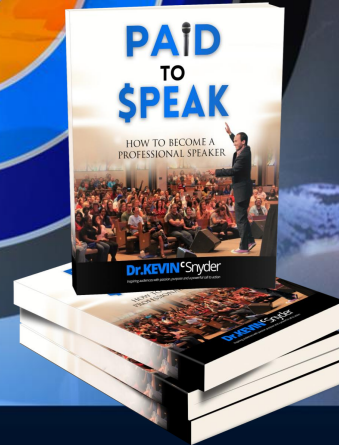
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