

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

# PAID TO \$PEAK

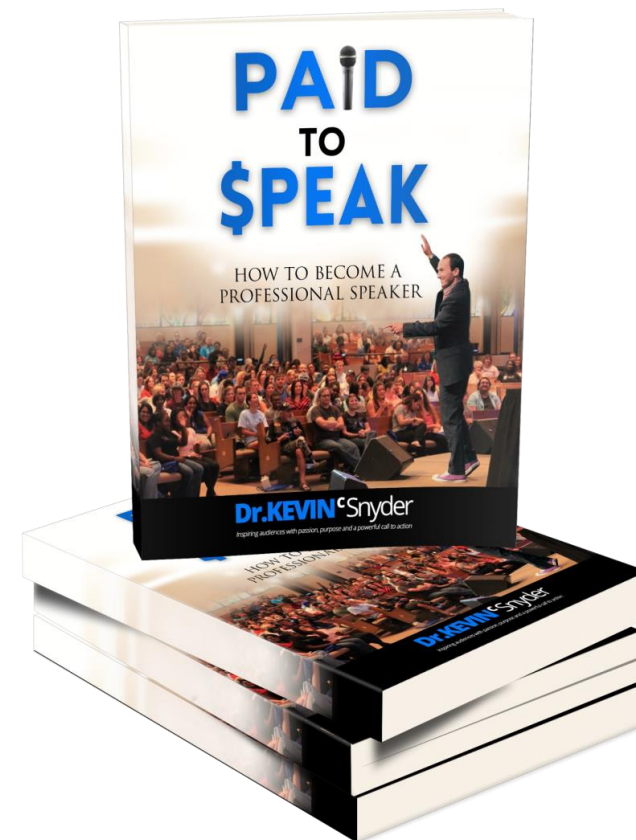
MODULE ONE  
Where to Start

MODULE TWO  
Program Development

MODULE THREE  
Speaking Opportunities

MODULE FOUR  
PAID to \$PEAK

MODULE FIVE  
Consistent PAID Bookings



[WWW.PAIDtoSPEAK.BIZ](http://WWW.PAIDtoSPEAK.BIZ)

[WWW.KEVINCSNYDER.COM](http://WWW.KEVINCSNYDER.COM)



@KevinCSnyder

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

# PAID TO \$PEAK

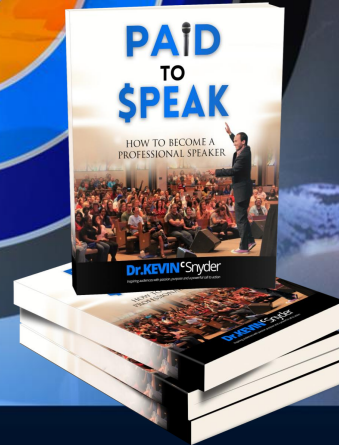
MODULE ONE  
Where to Start

MODULE TWO  
Program Development

MODULE THREE  
Speaking Opportunities

MODULE FOUR  
PAID to \$PEAK

MODULE FIVE  
Consistent PAID Bookings



# FOUNDATION *of* HOPE

*Breakthrough Research  
for Mental Illness*

[WWW.PAIDtoSPEAK.BIZ](http://WWW.PAIDtoSPEAK.BIZ)

[WWW.KEVINCSNYDER.COM](http://WWW.KEVINCSNYDER.COM)



@KevinCSnyder





HIGH POINT  
UNIVERSITY



**EMBRY-RIDDLE**  
Aeronautical University



UNIVERSITY OF  
SOUTH CAROLINA



University of  
**Central  
Florida**



[WWW.KEVINCSNYDER.COM](http://WWW.KEVINCSNYDER.COM)

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

KEYNOTE SPEAKING. LEADERSHIP WORKSHOPS.



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

[WWW.KEVINCSDYDER.COM](http://WWW.KEVINCSDYDER.COM)



@KevinCSnyder







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

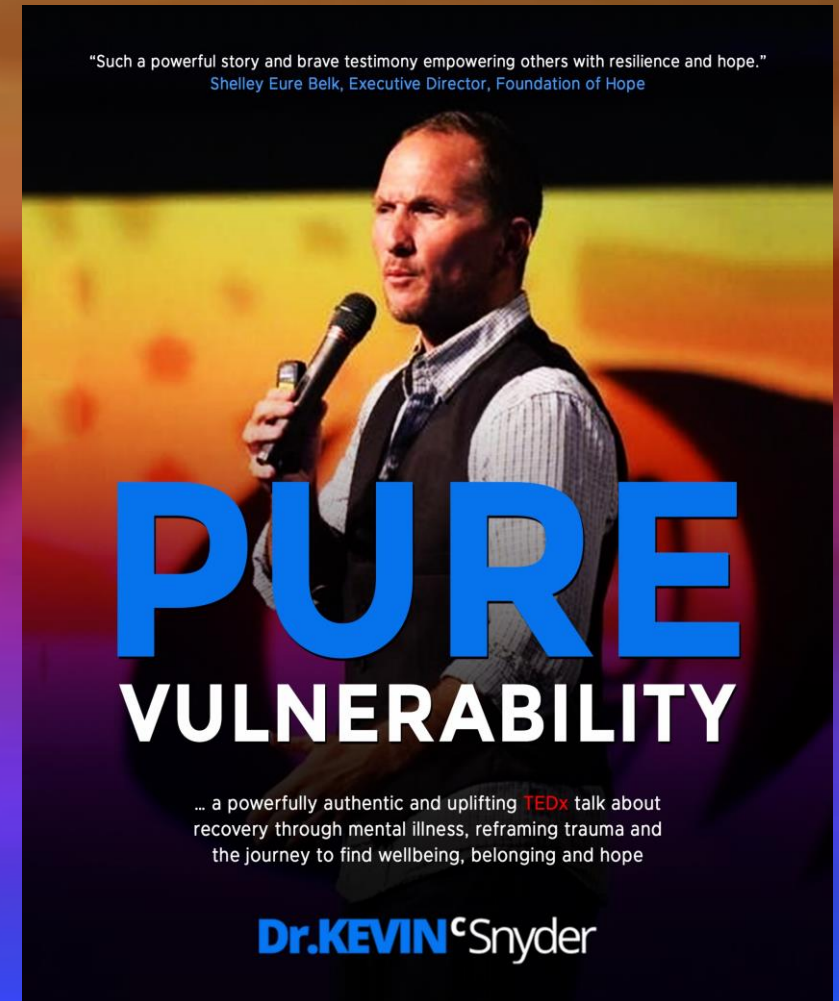
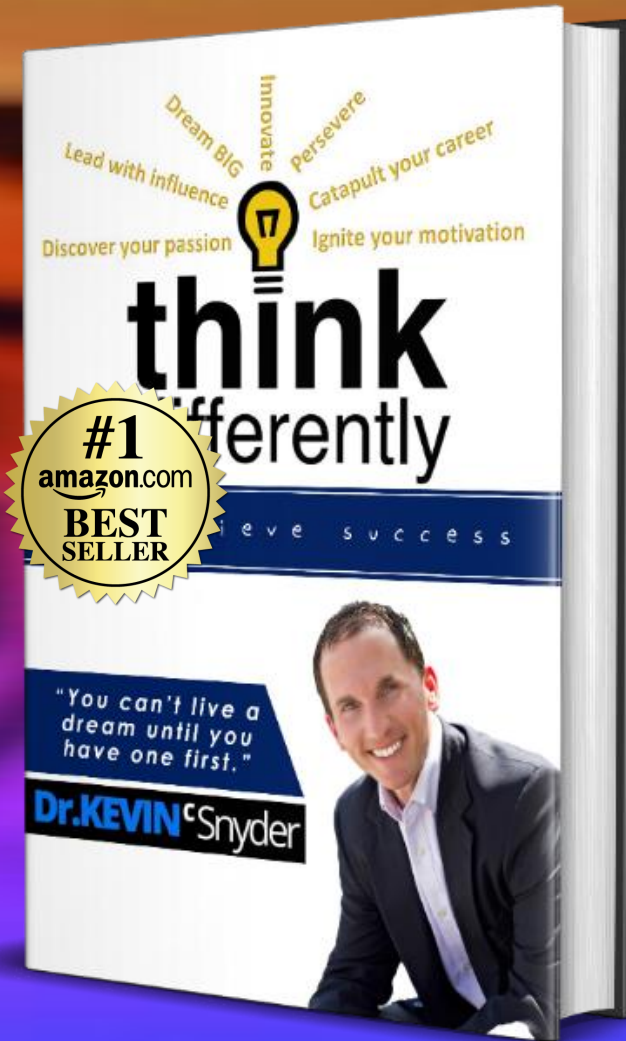




# A few of the **1,150+** organizations Kevin has spoken for..















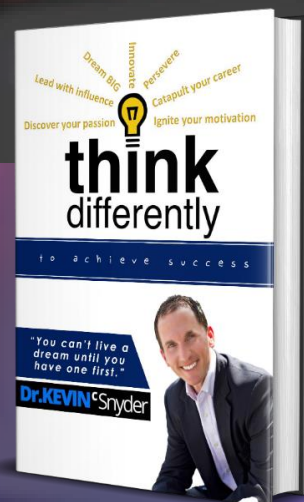
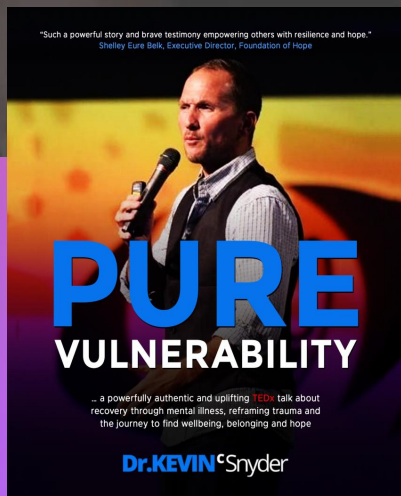
Recovery from depression, eating disorder and sexual assault as a male | Kevin Snyder | TEDxCapeMay



TEDx Talks ✓

37.1M subscribers

Subscribe



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



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



[WWW.PAIDtoSPEAK.BIZ](http://WWW.PAIDtoSPEAK.BIZ)

[WWW.KEVINCSNYDER.COM](http://WWW.KEVINCSNYDER.COM)

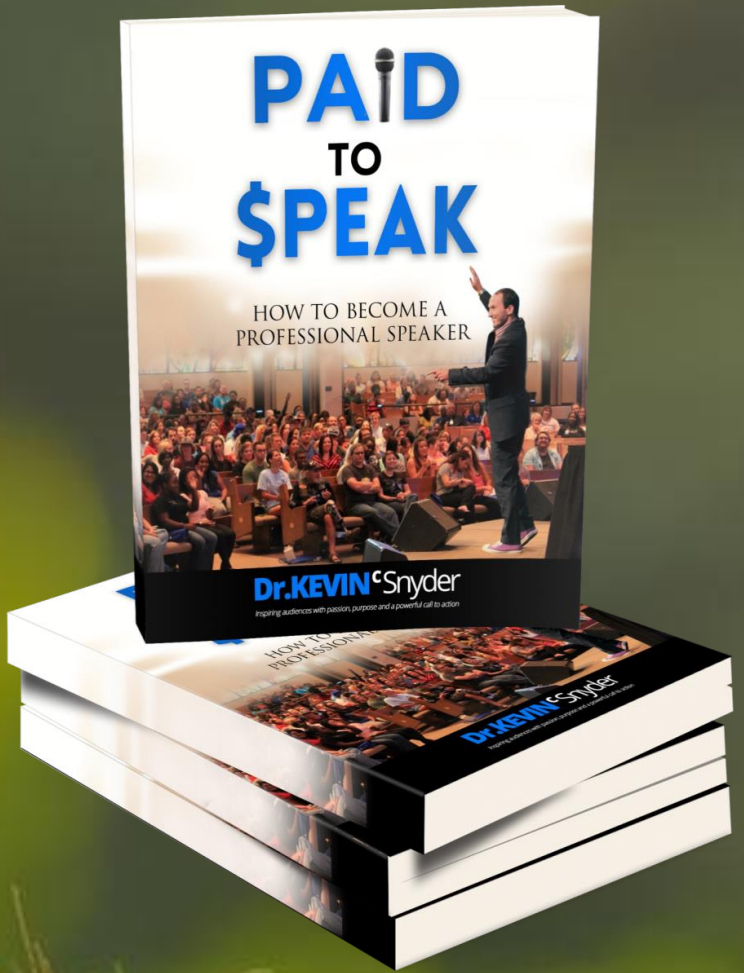


@KevinCSnyder



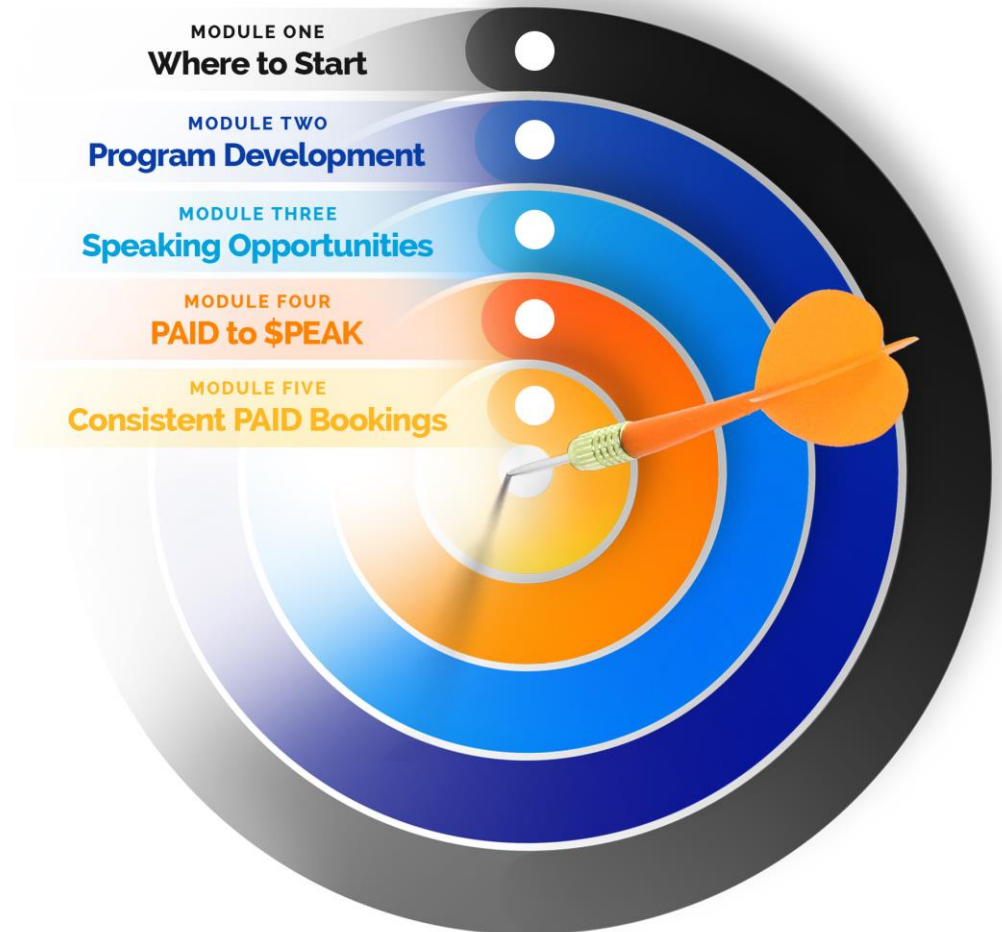




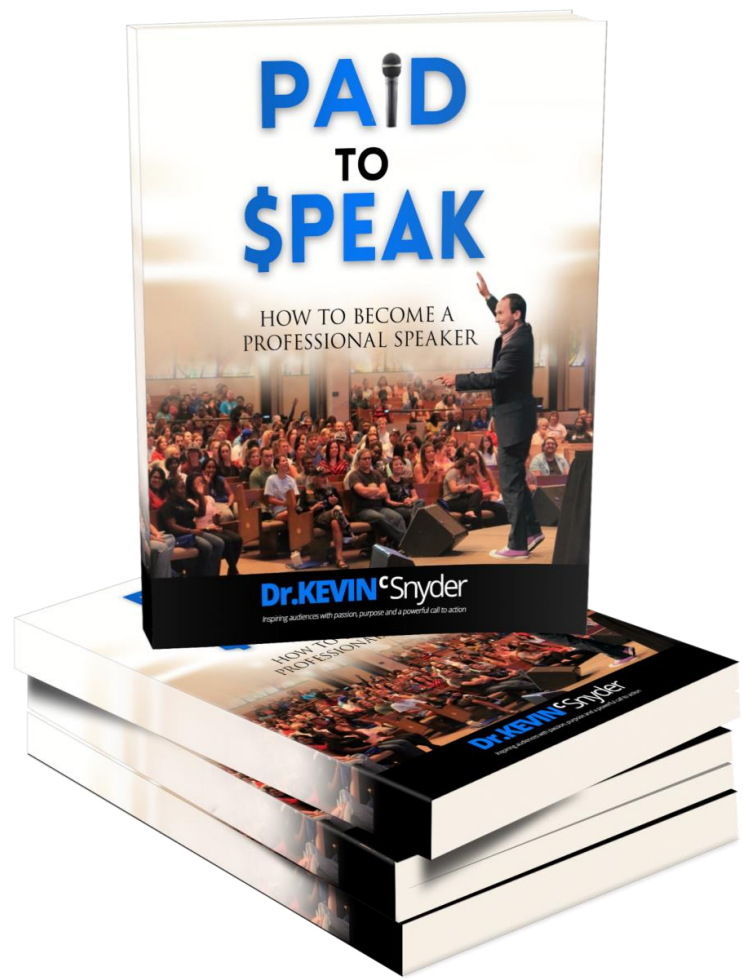




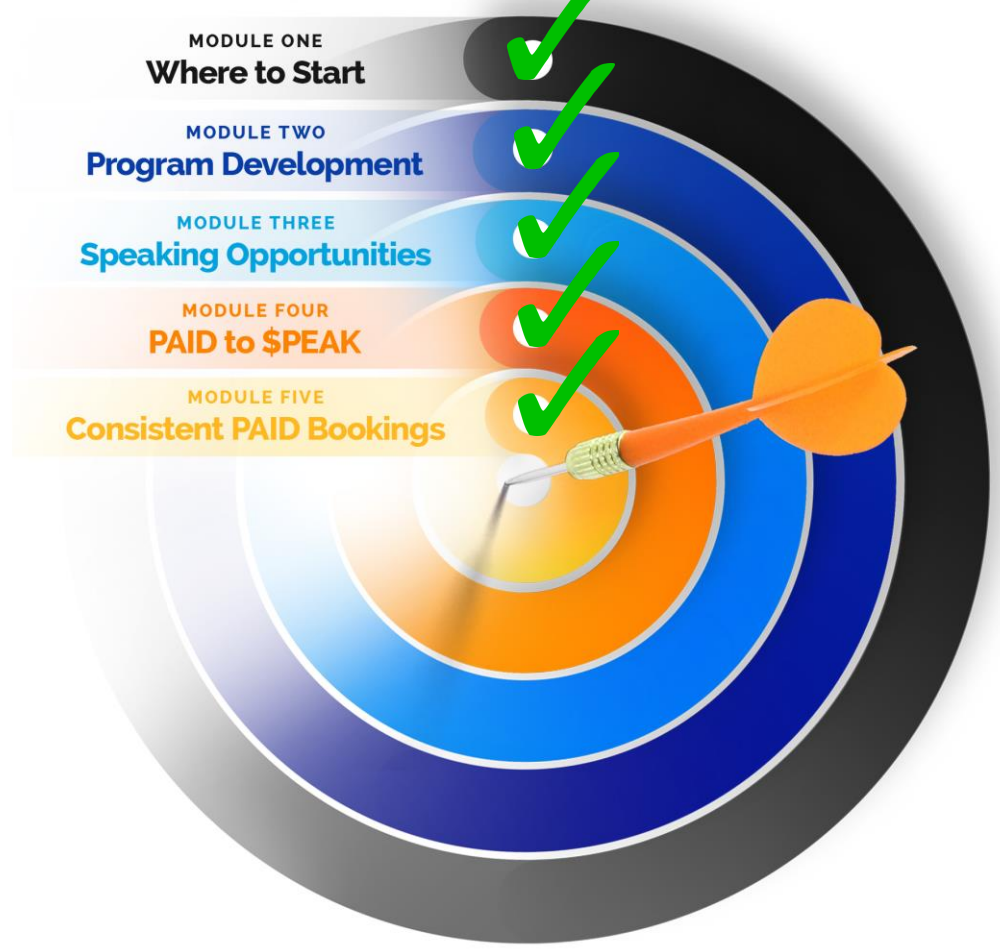
# PAID TO \$PEAK







# PAID TO SPEAK



# 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

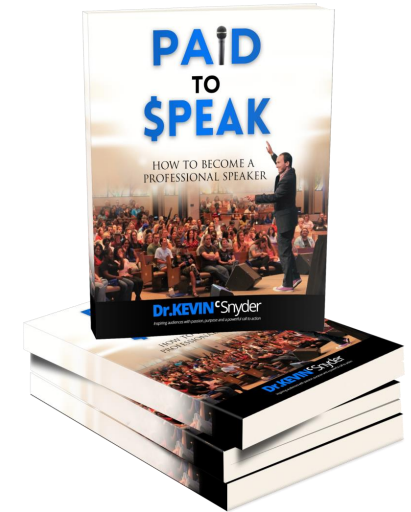
## MODULE 1 REVIEW

In this module, you have:

- **gained clarity in your vision for speaking**
- **forecasted possible speaking limitations**
- **reflected on what problem you will help audiences solve**
- **begun to discover what differentiates you as a speaker**
- **understood the power of your message and your signature story**
- **identified what your Call to Action will be**
- **developed a powerful answer when you are asked, “So what do you speak on?”**

If you have completed all the reflective questions in this module to your own satisfaction, then congratulations! You are ready for Module 2! However, if any portions are missing, I highly recommend you go back and complete them now. You will not be following my *PAID to \$PEAK™* blueprint by speeding through this book. Remember, what you are reading is designed to be a step-by-step coaching manual to help you grow your speaking business. Be your own accountability coach and complete the activities if you have not done so already! The checklist on the next page will help ensure you are ready.

*“If you don’t have time to do it right, when will you have time to do it again?”*



Page 16

# Module 1

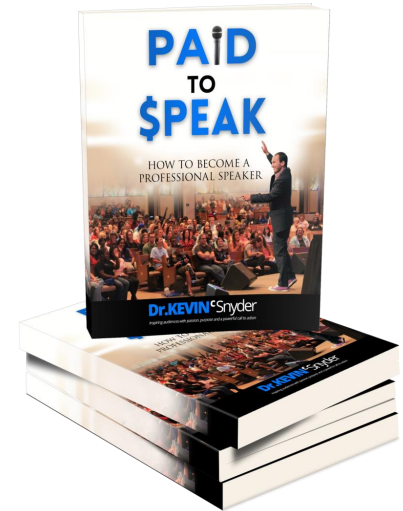
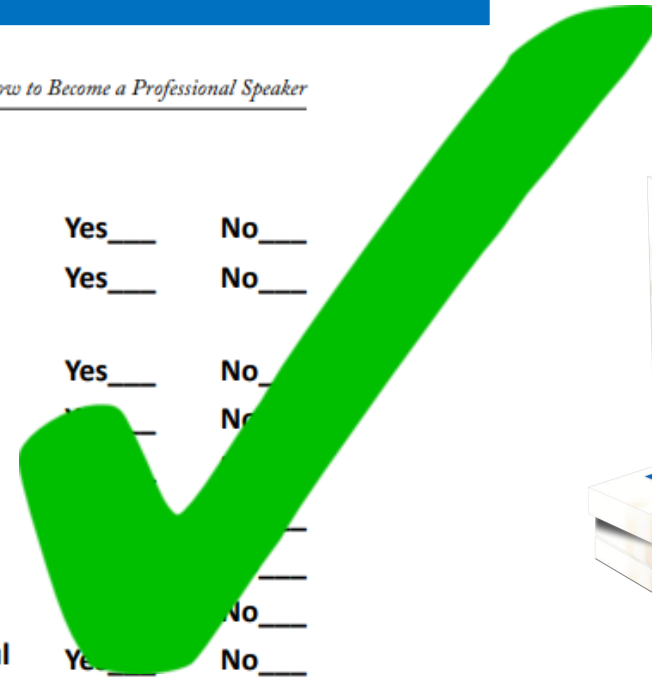
*PAID To \$PEAK™: How to Become a Professional Speaker*

## **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                                   | Yes ___ | No ___ |
| 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 ___ |

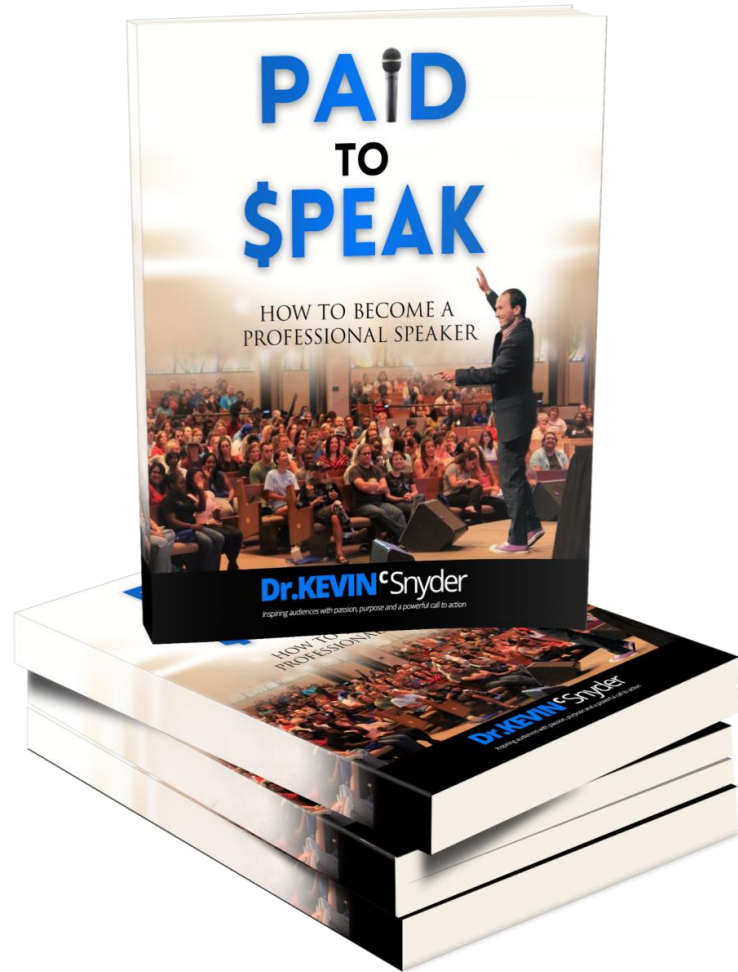
*If you have checked 'YES' on all the items above, proceed to Module 2!*

*\*\* 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).*

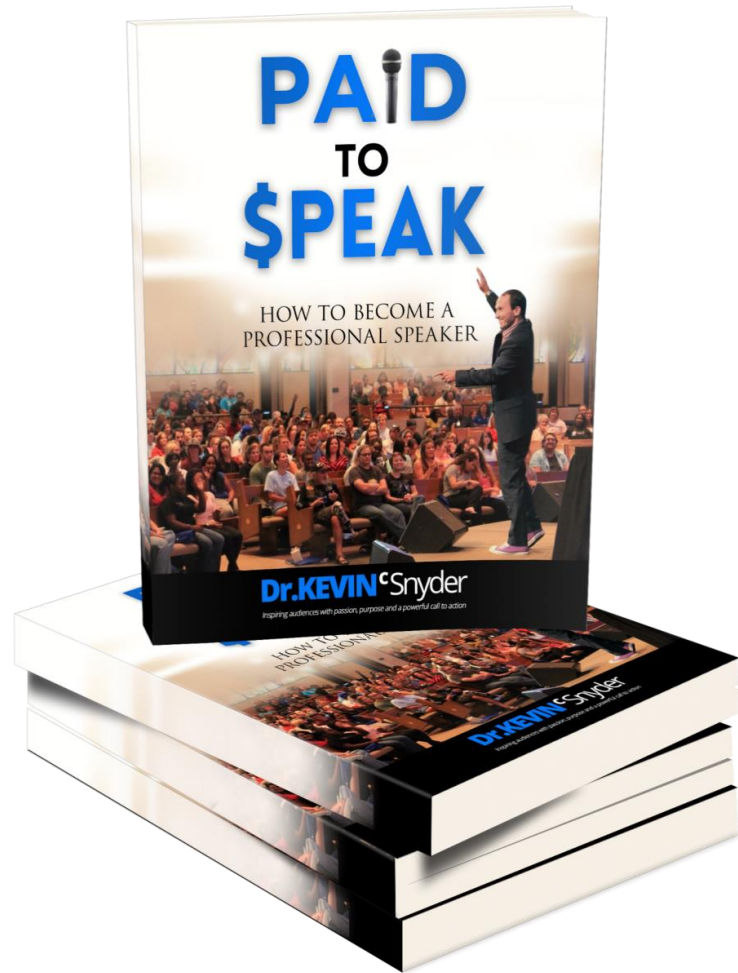


Page 17

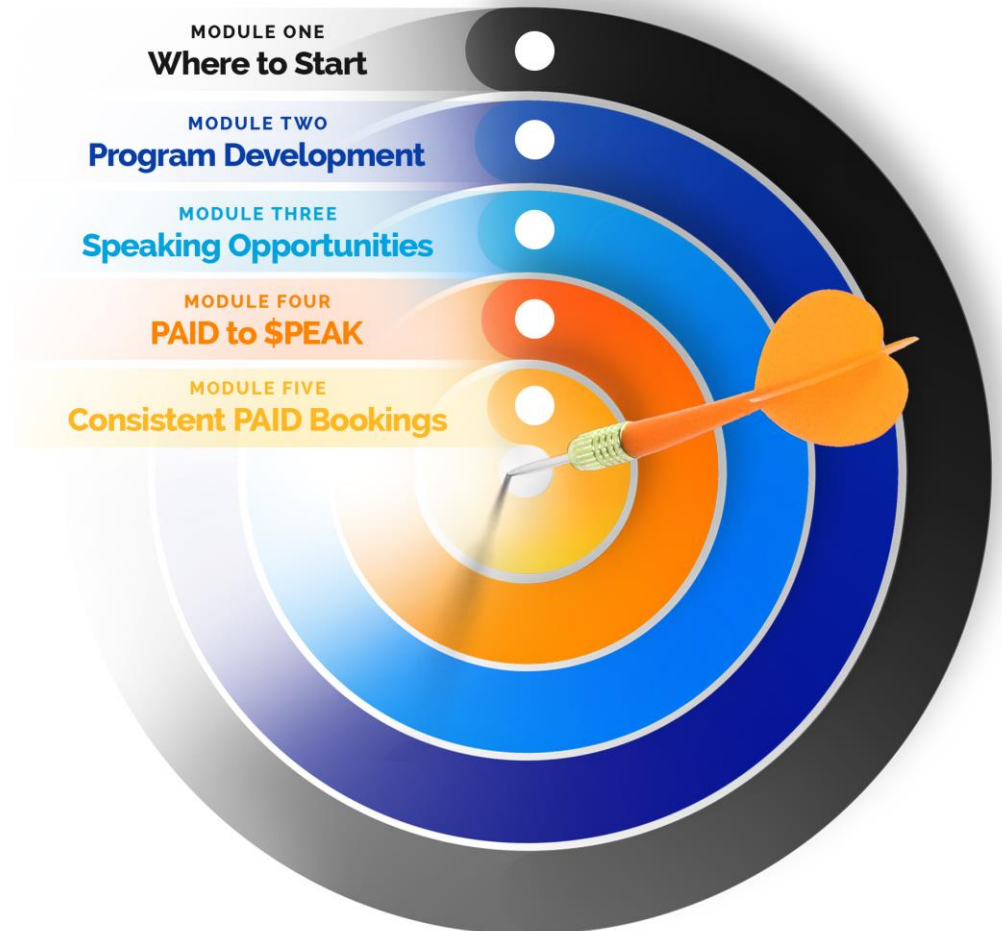




# Complimentary Coaching Call



# PAID TO \$PEAK





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

# PAID TO \$PEAK

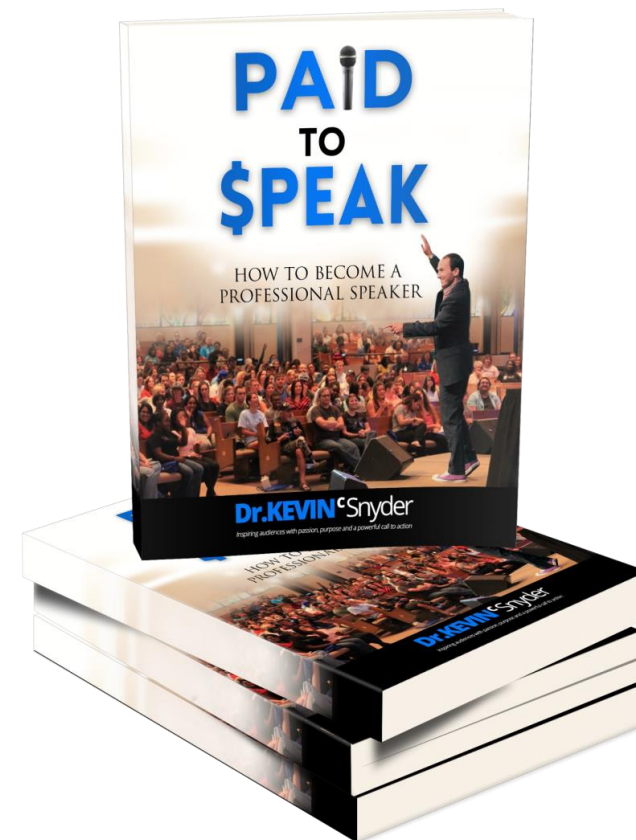
MODULE ONE  
Where to Start

MODULE TWO  
Program Development

MODULE THREE  
Speaking Opportunities

MODULE FOUR  
PAID to \$PEAK

MODULE FIVE  
Consistent PAID Bookings



[WWW.PAIDtoSPEAK.BIZ](http://WWW.PAIDtoSPEAK.BIZ)

[WWW.KEVINCSNYDER.COM](http://WWW.KEVINCSNYDER.COM)



@KevinCSnyder



# Module 1

# Where to Start?





# Module 1

## Where to Start?

- Mindset
- Get organized
- Identify 3 speakers
- Identify your support team





Multiple Ways  
Speakers Are PAID



# Module 1

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?



# Module 1

What type of speaker will you be?

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



# Module 1

What type of speaker will you be?



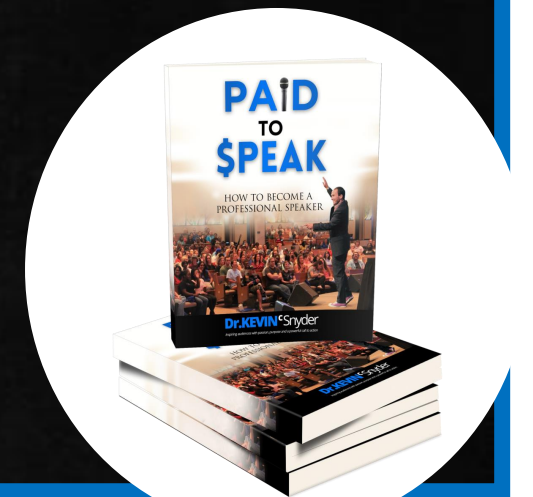
# Module 1



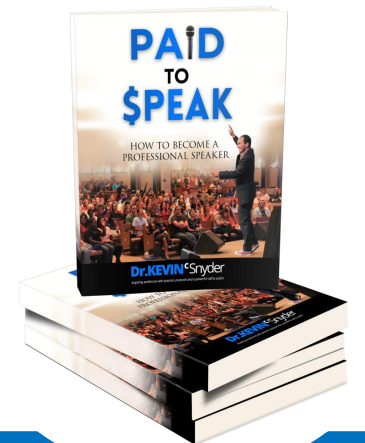
What type of speaker will you be?



# Module 1



# Module 1



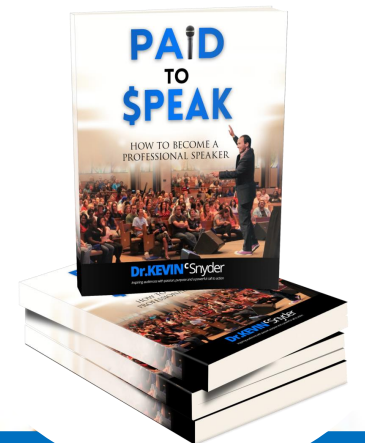
**Dr.KEVIN<sup>c</sup>Snyder**



# Module 1

What  
differentiates  
you?

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



# Module 1

**CALL TO  
ACTION**

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





# Module 1

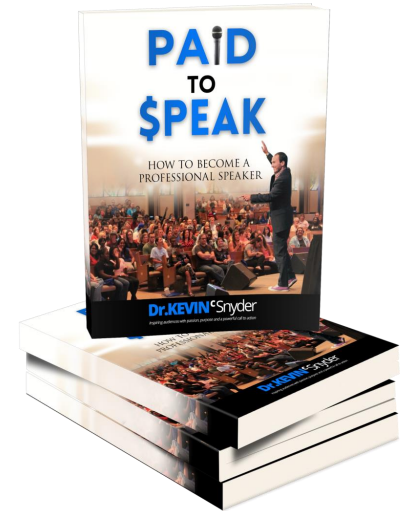
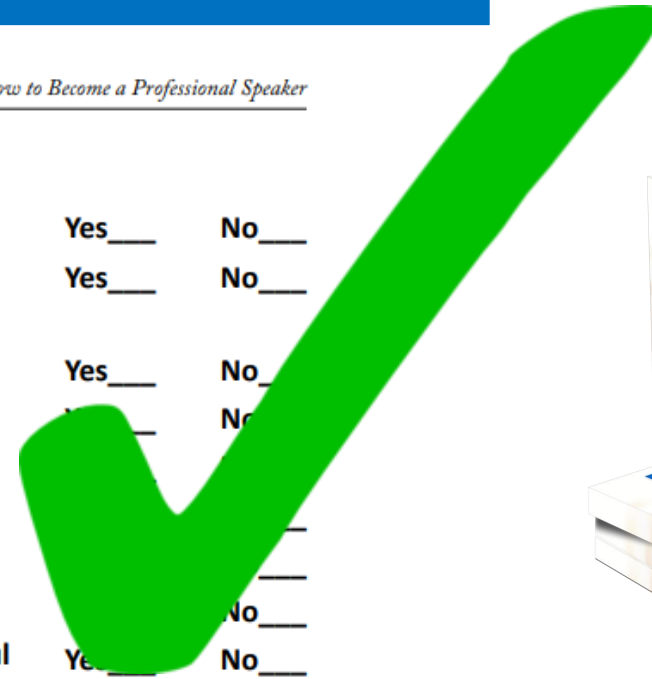
*PAID To \$PEAK™: How to Become a Professional Speaker*

## **MODULE 1 CHECKLIST**

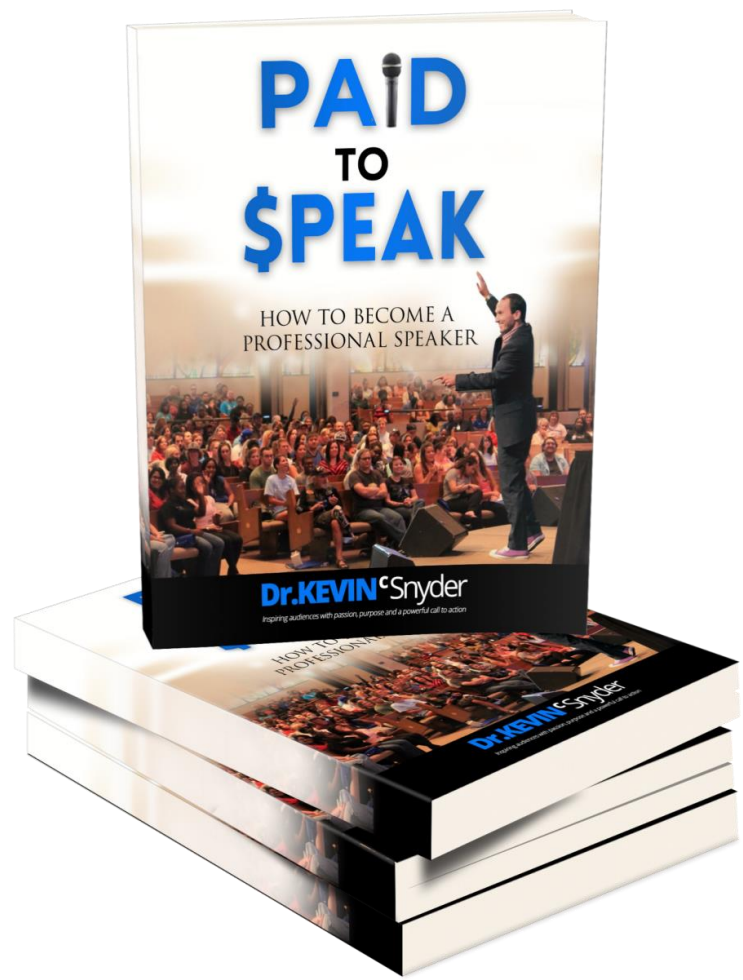
- |   |         |        |
|---|---------|--------|
| I feel confident about my vision for speaking                                       | Yes ___ | No ___ |
| I have reflected on possible limitations and I have clarity on frequency/geography. | Yes ___ | No ___ |
| I am clearer about the different 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).*



Page 17



# PAID TO SPEAK





# Module 2

## Developing Your Program

Bloom Where You're Planted

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





# Become a TEDx Speaker



**TEDx** Wake Forest





# Module 2

# Program Elements

- Title
- Description
- Outcomes
- Bio
- Headshot

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





# Module 2

# Program Outline

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





# Speaker Storyboard Outline

*"A speech designed without a heartbeat won't have one!"*



**Launch a successful speaking business!**

Action:      *Listening | Sharing | Reflecting | Watching | Laughing | Moving*

Emotion:      *Happy | Motivated | Serious | Excited | Informed | Empathic*



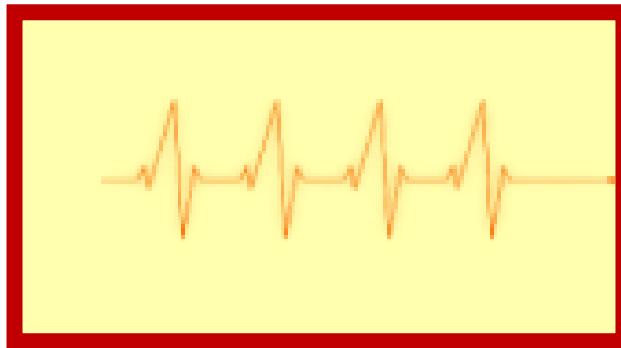
Time	'Puzzle Piece'	Descriptors	Point/Principle	Application	Dominant Action	Dominant Emotion
10/10	POWER OPENING					
5/15						
5/20						

*“A speech designed without a heartbeat won’t have one!”*

**PAID TO  
\$PEAK**

*Watching | Laughing | Moving*

*Excited | Informed | Empathic*



**Launch a successful  
speaking business!**

<b>Point/Principle</b>	<b>Application</b>	<b>Dominant Action</b>	<b>Dominant Emotion</b>



# Speaker Storyboard Outline

*"A speech designed without a heartbeat won't have one!"*



Launch a successful speaking business!

Action: Listening | Sharing | Reflecting | Watching | Laughing | Moving

Emotion: Happy | Motivated | Serious | Excited | Informed | Empathic/



Time	'Puzzle Piece'	Descriptors	Point	Application	Dominant Action	Dominant Emotion
10/10	INTRO	2 claps	Increase energy in room		Moving / Laughing	Excited
		Keynote karaoke: "Don't Stop Believing"	Increase energy / audience engagement / set tone		Moving / Singing / Laughing	Happy
		#1 determinant of individual success is our beliefs / "my thinking was the problem until I discovered it was part of the solution." / "change the station"	Belief in <u>ourselves</u> is crucial / beliefs come from thoughts / thoughts are seeds	Awareness for the power of thoughts and thinking / self - motivated people produce business results / What thoughts do you allow to occupy your mind?	Listening	Informed / Empathic
		Growth Mindset vs Fixed Mindset	Growth mindset is principle of successful companies / 500 Fortune Companies / Kodak, Blockbuster, Sony / they refused to change / P.U.S.H. through	Growth mindset requires us to constantly adapt and learn and grow through failure / Do you have a growth mindset / ready to plant seeds of greatness?	Listening / Laughing	Informed
5/15	Menu	Menu image	My style of speaking/ Who am I to think I know what you're struggling with right now / You decide what you <u>order today</u>	It's not what you know; it's what you apply / leadership is about influence / transformation	Reflecting	Motivated



# Module 2

Educate

Engage

Empower



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





# Presentation Slide Design

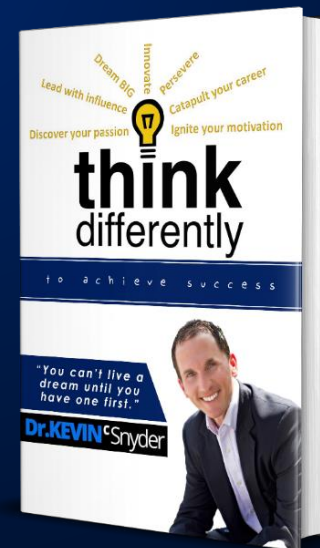


CTI | TOWERS





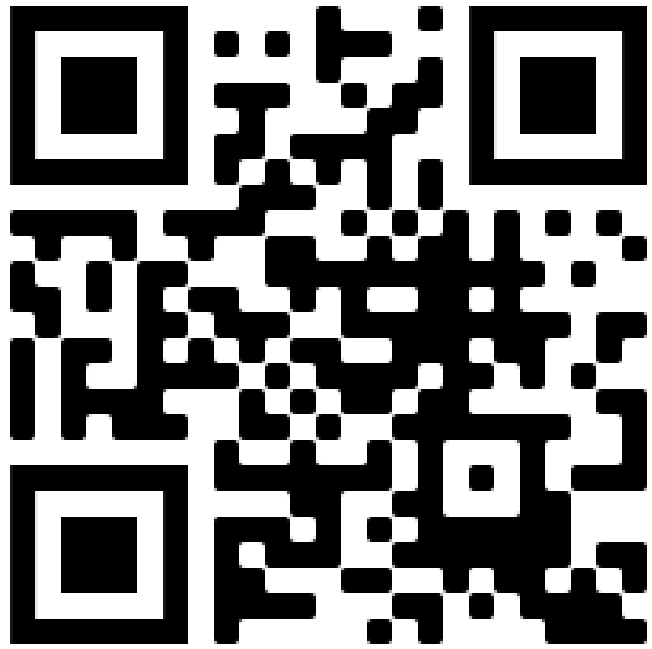
*“Our thinking is often the problem until we discover how to make it the solution.”*



@KevinCSnyder  
KevinCSnyder.com

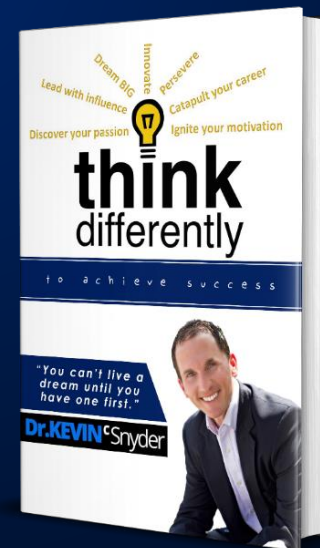


**Dr.KEVIN<sup>c</sup>Snyder**



*“Our thinking is often the problem until we discover how to make it the solution.”*

Scan or visit  
[KevinCSnyder.com](http://KevinCSnyder.com) to  
download a FREE copy



@KevinCSnyder  
[KevinCSnyder.com](http://KevinCSnyder.com)



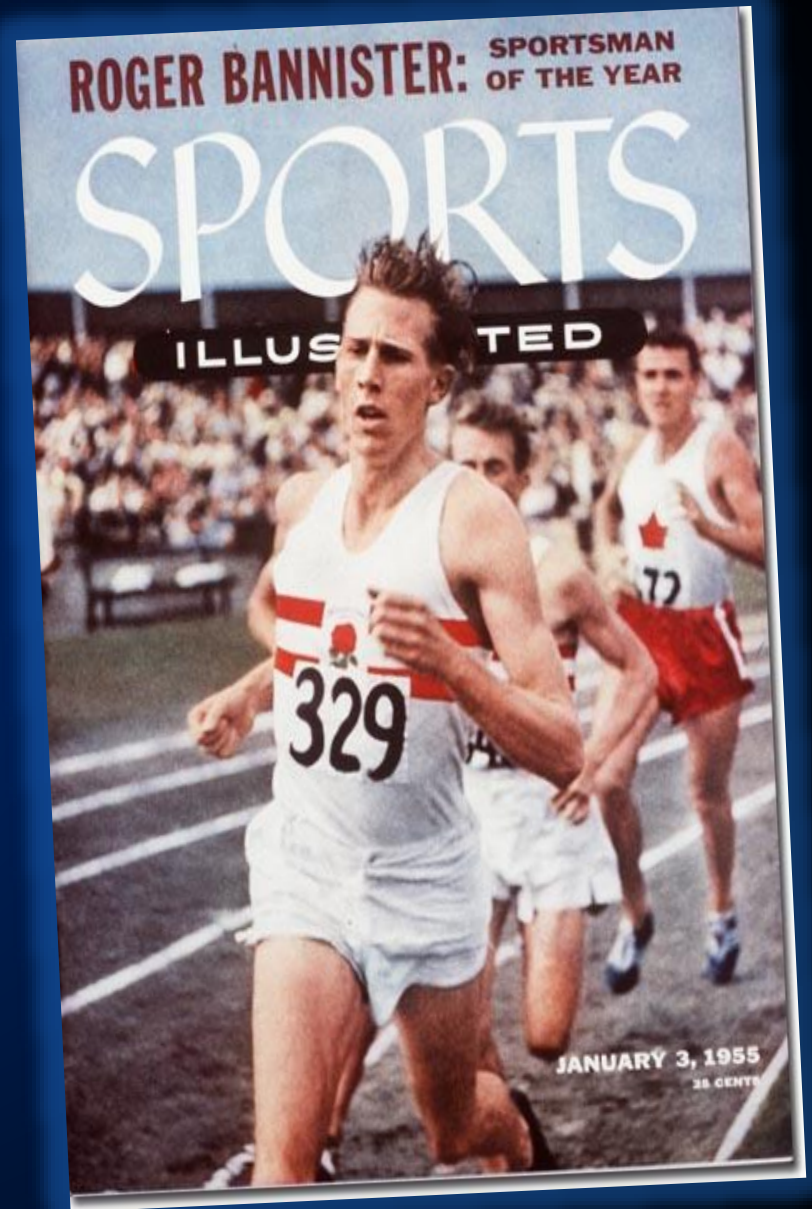




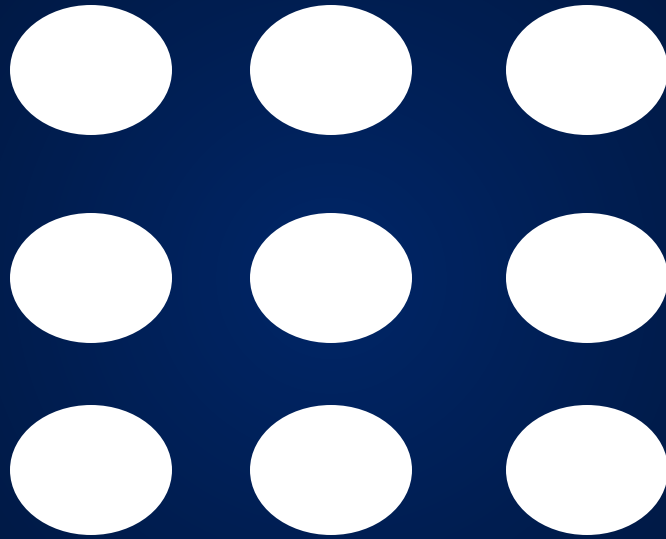
What is your  
*proudest*  
accomplishment?

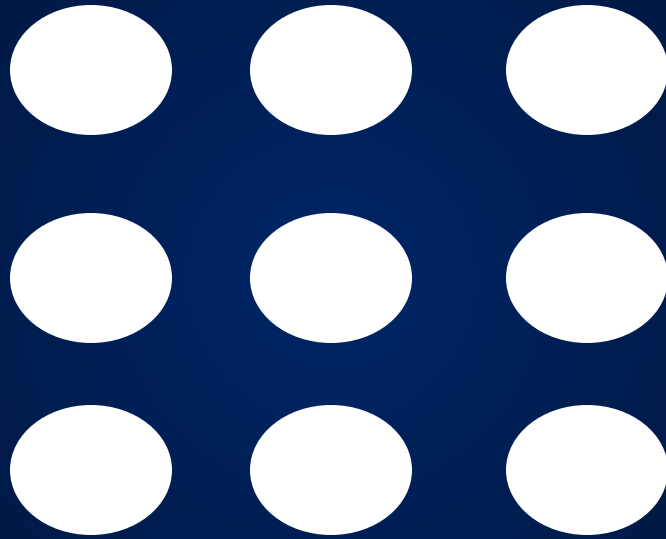
# 1954

## Roger Bannister

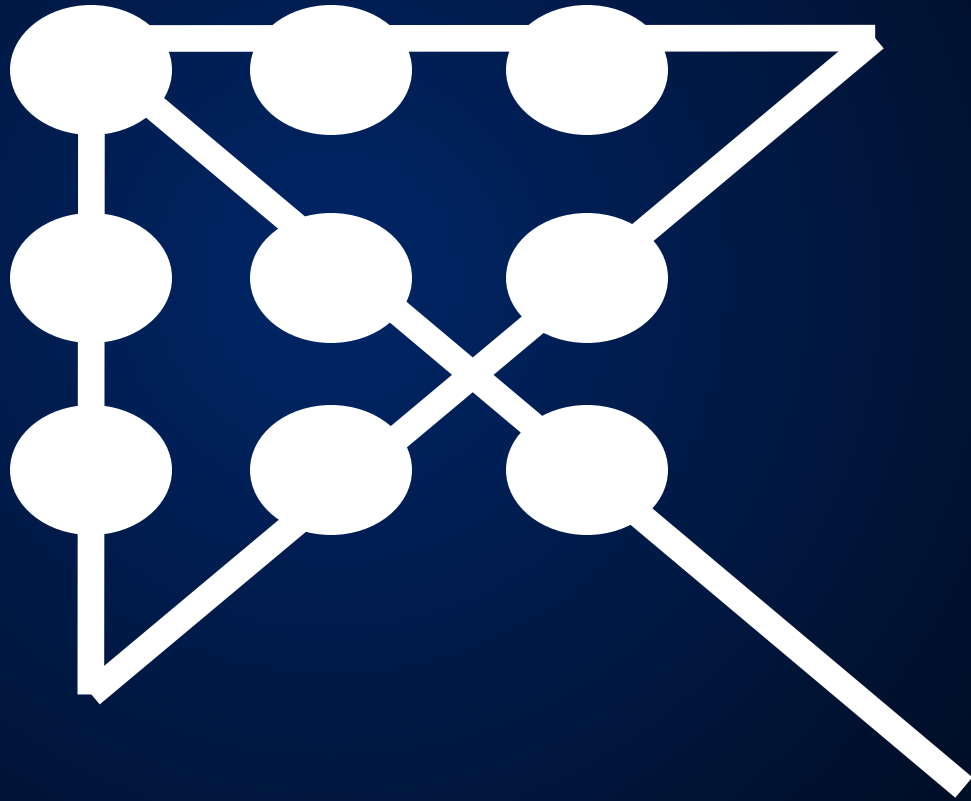





















A photograph of two skydivers in freefall. The skydiver in the foreground is wearing a white t-shirt, dark pants, and a black helmet. The skydiver behind them is wearing a yellow jumpsuit and a black helmet. They are both wearing parachutes. In the background, a white twin-engine airplane is visible, flying horizontally. The sky is a clear, bright blue with some light clouds near the horizon.

**“Do what makes you  
feel uncomfortable  
and you’ll likely want  
to do it again.”**

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





**What do  
you notice?**



Images  
Quotes  
Questions  
Activities  
Videos  
Music  
Lead Generation





NO

Bullets x

Clip art x

Train  
Yourself!

# **SPEAKING PROFESSIONALLY TOASTMASTERS**

**Improve your professional speaking skills.  
Build a speaking business.**

**[www.SpeakingProfessionallyToastmasters.com](http://www.SpeakingProfessionallyToastmasters.com)**





# Module 4

## Speaking But No Inquiries?



# Module 2

## MODULE 2 CHECKLIST

My presentation title is complete.

Yes \_\_\_ No \_\_\_

I have my program description complete.

Yes \_\_\_ No \_\_\_

I have at least two learning outcomes complete.

Yes \_\_\_ No \_\_\_

I have my speaker biography complete.

Yes \_\_\_ No \_\_\_

I have an updated professional headshot.

Yes \_\_\_ No \_\_\_

I have completed my *Speaker Storyboard*.

Yes \_\_\_ No \_\_\_

I have my actual presentation ready.

Yes \_\_\_ No \_\_\_

I have practiced my presentation.

Yes \_\_\_ No \_\_\_

I have gotten feedback on my presentation.

Yes \_\_\_ No \_\_\_

I feel confident that I could present tomorrow.

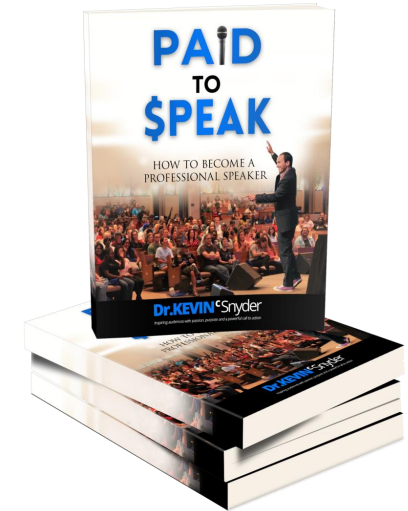
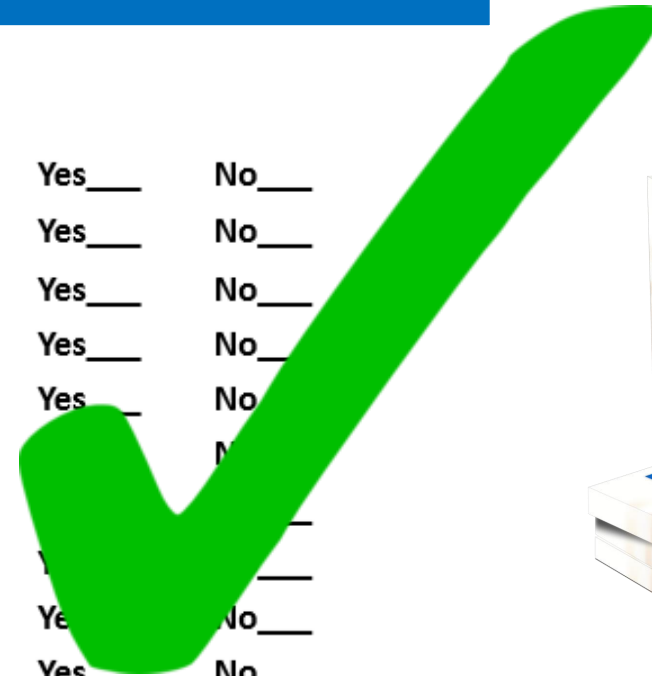
Yes \_\_\_ No \_\_\_

I do not need any notes for my presentation.

Yes \_\_\_ No \_\_\_

I am ready for Module 3.

Yes \_\_\_ No \_\_\_

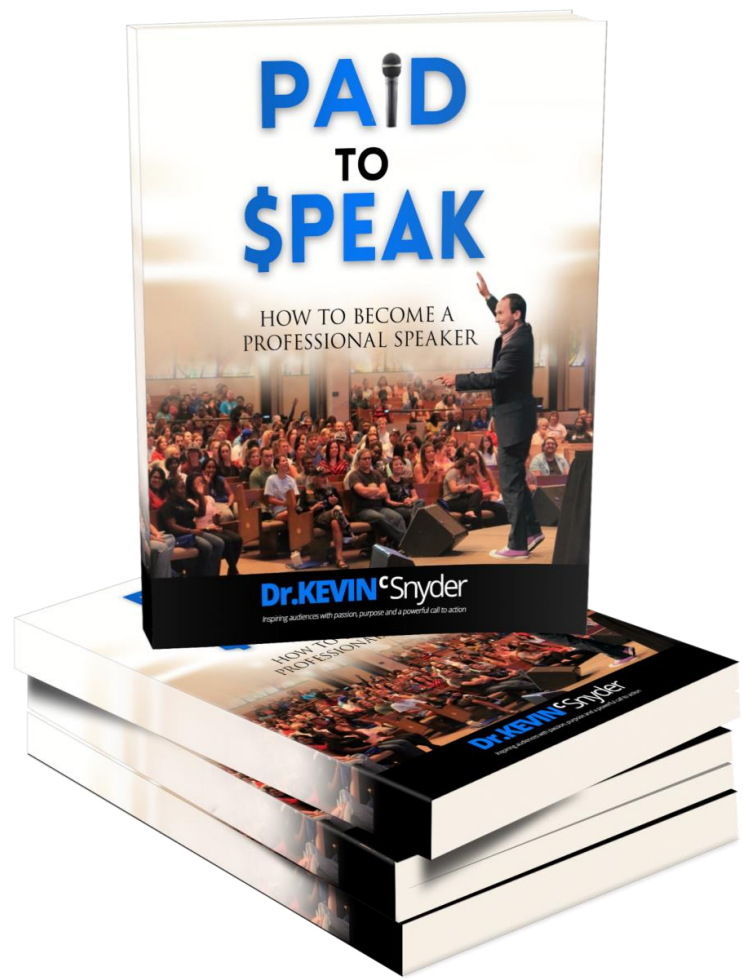


Page 50

*If you have checked 'YES' on all the items, proceed to Module 3!*

*\*\* 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).*





# PAID TO SPEAK





# Module 3

# Speaking Opportunities







PAID  
TO  
\$PEAK









**FOLLOW  
ONE  
COURSE  
UNTIL  
SQUIRREL**

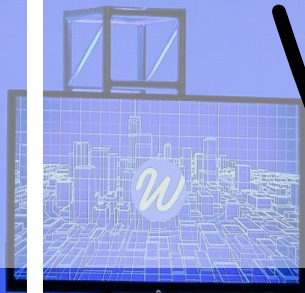






# Module 3

# Verify PAID potential





# Module 3

## Verify PAID potential

- Structure
- Events

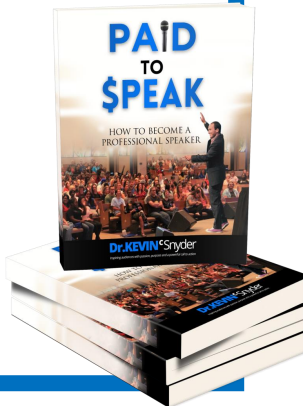


# Module 3

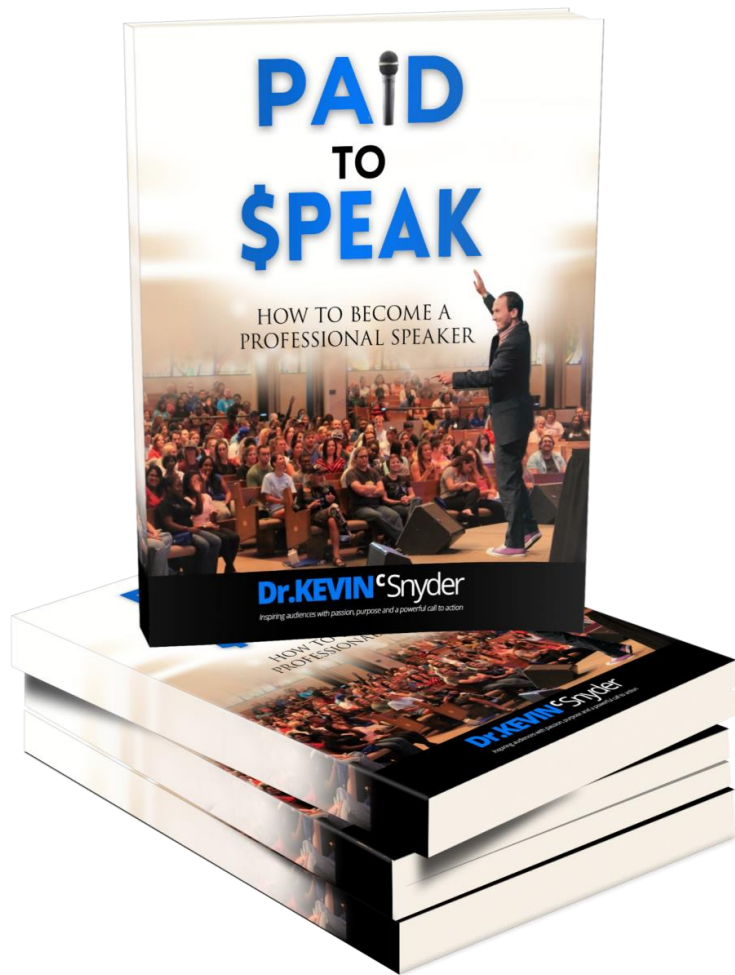
## MODULE 3 REVIEW

In this module, you have learned:

- how to find speaking opportunities and how to be found
- the process for verifying your target association and audiences
- how to connect with that association and get involved
- the various groups of college students you could speak for
- tips for building your contact list and staying in touch with audiences
- techniques to build your brand through social media and creating content
- how to use *Google Alerts* so speaking opportunities find you
- the importance of a website as it relates to PAID speaking
- which elements to include for your website and how to get them







# PAID TO \$PEAK

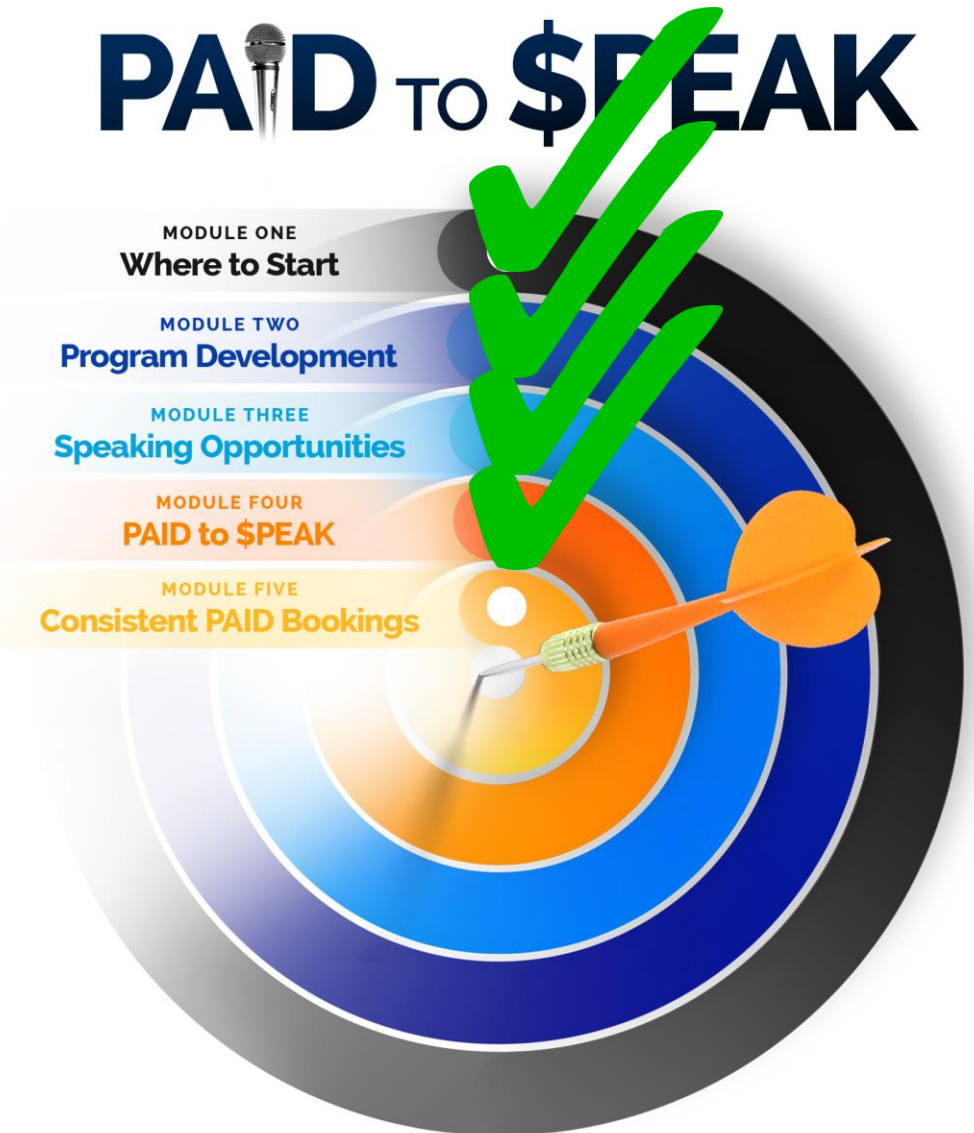
MODULE ONE  
Where to Start

MODULE TWO  
Program Development

MODULE THREE  
Speaking Opportunities

MODULE FOUR  
PAID to \$PEAK

MODULE FIVE  
Consistent PAID Bookings

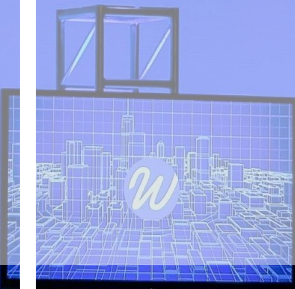


# Module 4

# Getting PAID



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







KEEP  
BELIEVIN'  
YOURSELF

site Chicago  
2017 CHAPTER OF THE YEAR

think

citylab

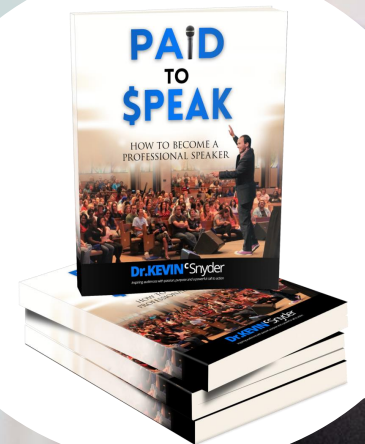


# Module 4

## WHEN to Charge?

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

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



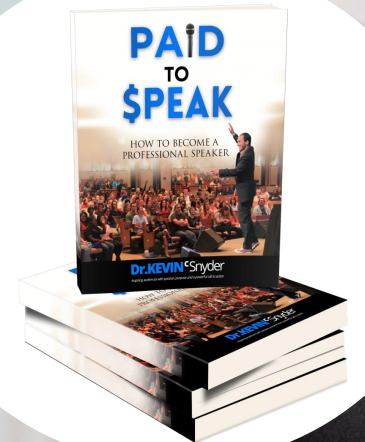


# Module 4

## WHAT to Charge?

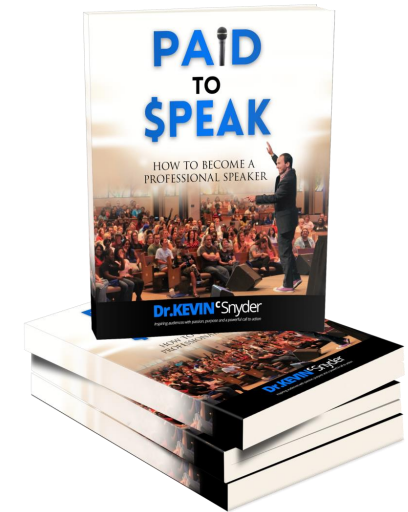
- Industry
- Psychology

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



# 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

## 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



## 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

## 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



## 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

# Module 4

**Step 1:** Speaking inquiry arrives or you make outreach and they respond.

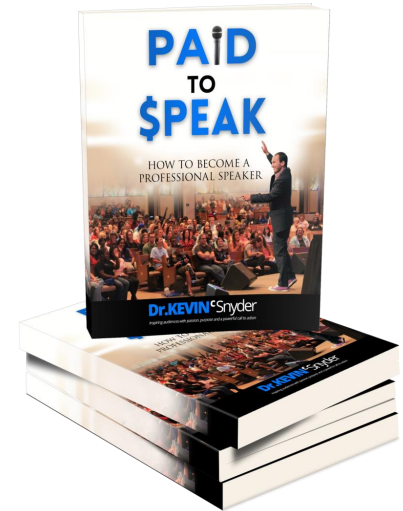
**Step 2:** You respond and set up conference call to discuss their needs.

*(note: see sample "Phone Script" on [www.paidtospeak.biz/worksheets](http://www.paidtospeak.biz/worksheets))*

**Step 3:** After successful call(!), you send a customized three-tiered proposal.

**Step 4:** After proposal terms are agreed upon, you send contract agreement and invoice.

**Step 5:** 50 percent of your speaking fee is paid in advance to block the date and confirm your speaking engagement.



Page 115



# Module 4

## MODULE 4 REVIEW

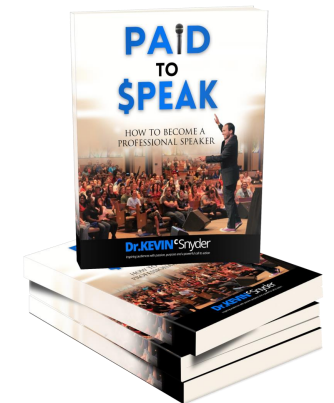
In this module, we have described in detail the importance of:

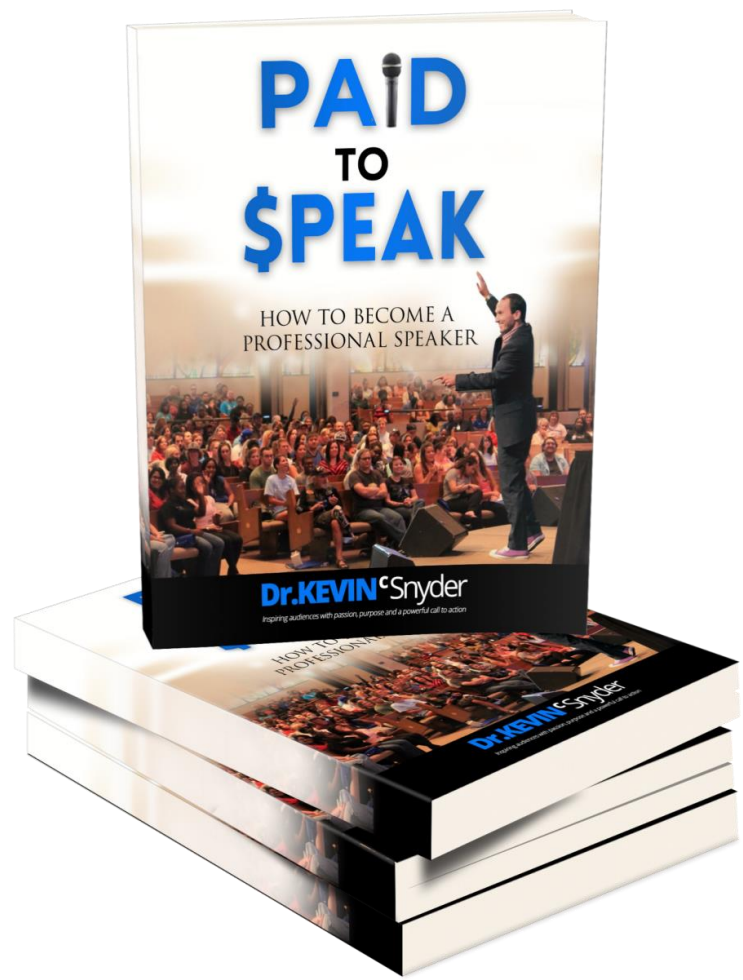
- **speaking *pro bono* and how to monetize those engagements**
- **how to grow into larger speaking engagements**
- **criteria for establishing your speaking fee and when/what to charge**
- **understanding what your target industry can afford**
- **the psychology of your speaking fee and how to position yourself**
- **the process from inquiry to proposal to contract and invoice**

- **having templates ready for inquiries, proposals, contracts and invoices**

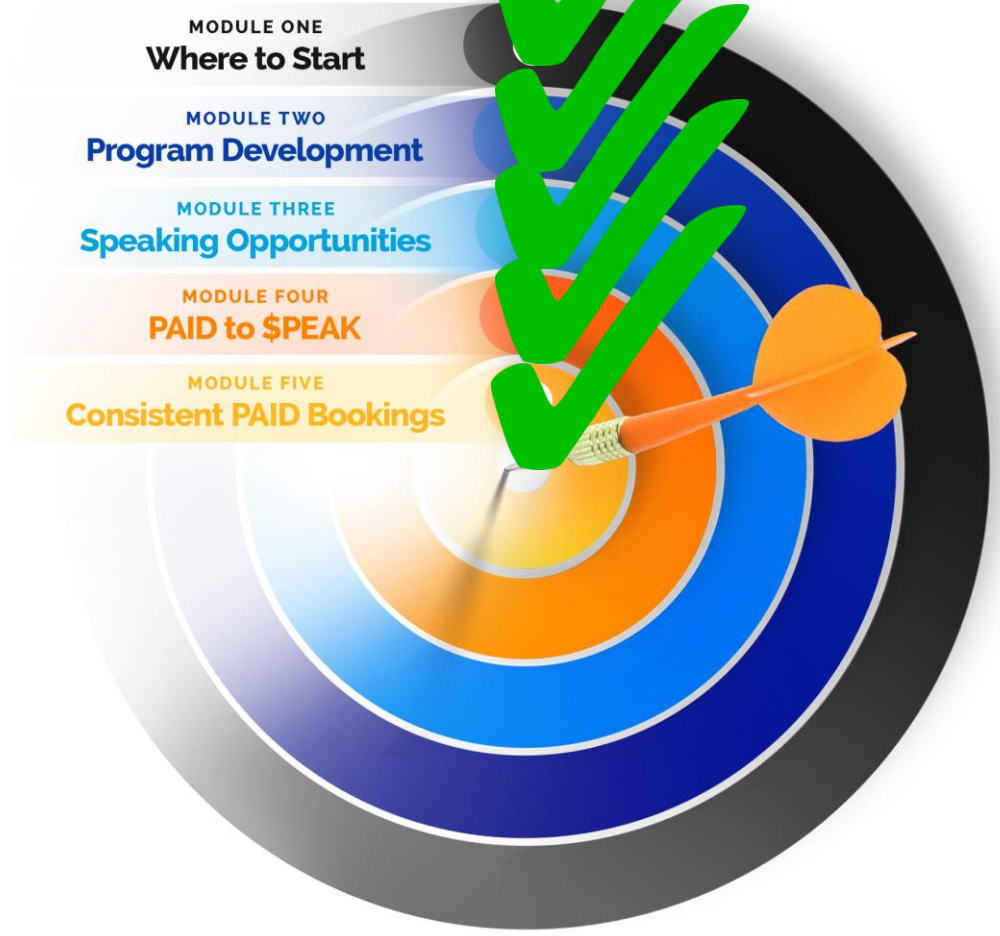
If you have completed all the reflection questions, then congratulations! You are ready for Module 5, *Getting PAID for Speaking Consistently!* However, if any questions are missing, I highly recommend you go back and complete them on the checklist on the next slide. Ensure you have completed the reflection.

*"If you don't have time to do it right, when will you have time to do it again?"*





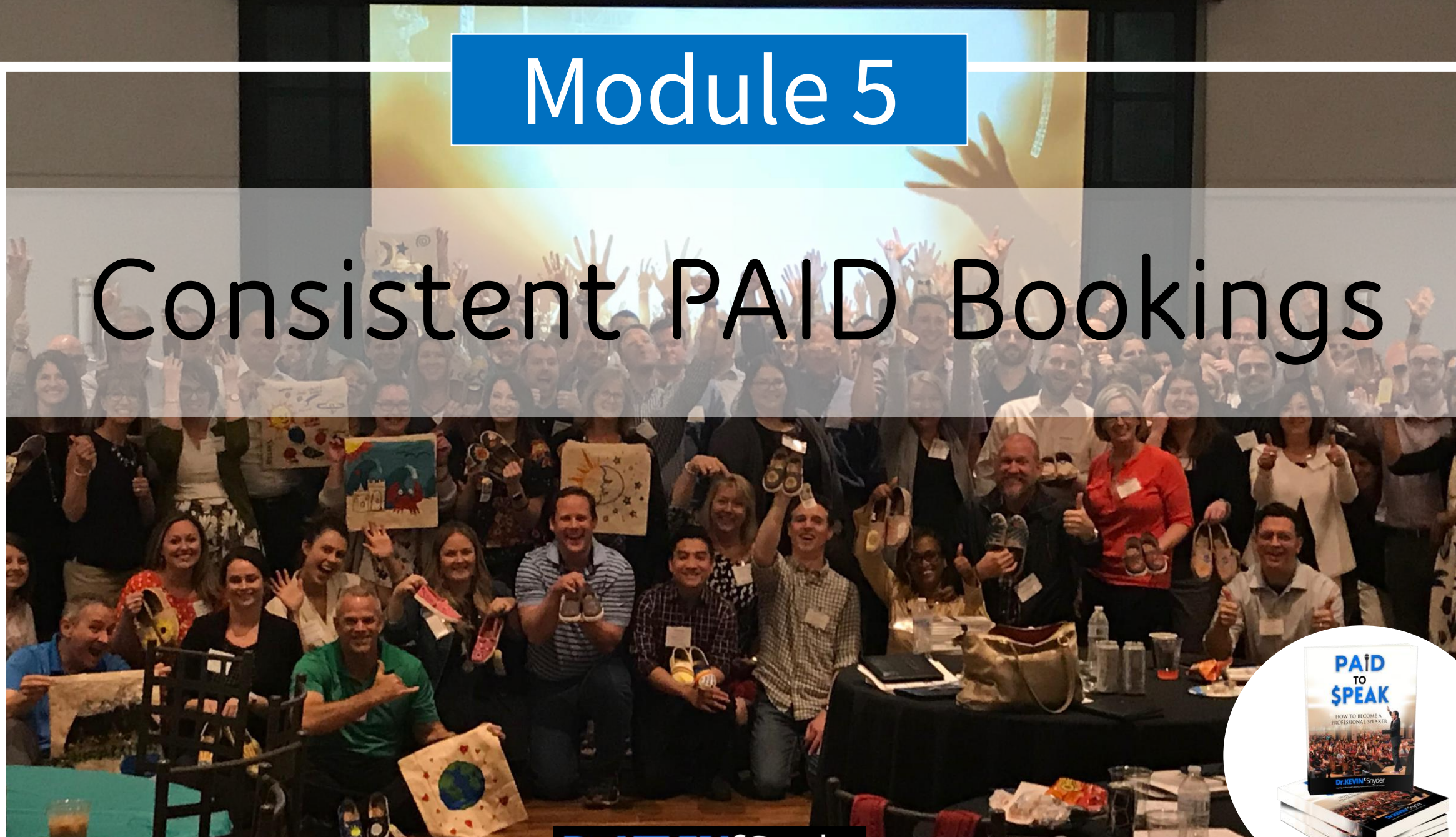
# PAID TO SPEAK



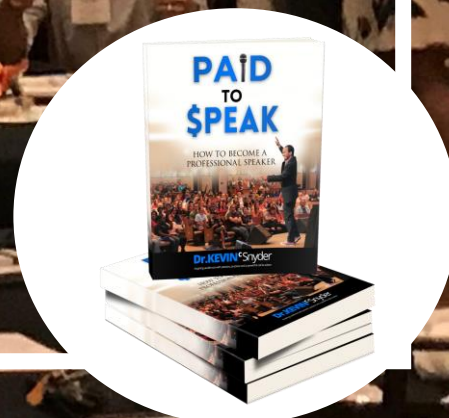


# Module 5

# Consistent PAID Bookings



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





# 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)





## 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!

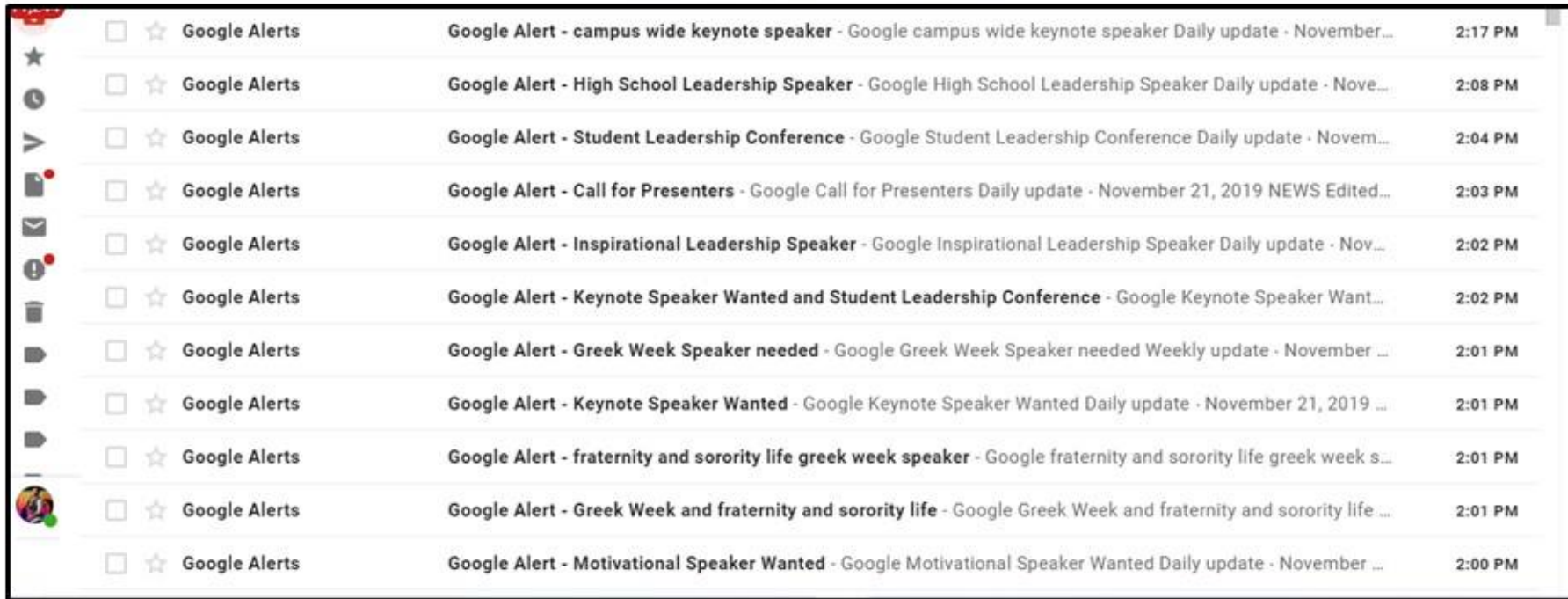


Share

<input type="checkbox"/>							
<input type="checkbox"/>		me		New submission from Free eBook / Opt-in form pop-up for Dr. Kevin Snyder			10:17 PM
<input type="checkbox"/>		me		New submission from Free eBook / Opt-in form pop-up for Dr. Kevin Snyder			9:42 PM
<input type="checkbox"/>		me		New submission from Free eBook / Opt-in form pop-up for Dr. Kevin Snyder			9:42 PM
	<input type="checkbox"/>		me	New submission from Free eBook / Opt-in form pop-up for Dr. Kevin Snyder			
<input type="checkbox"/>		me		New submission from Free eBook / Opt-in form pop-up for Dr. Kevin Snyder			9:10 PM
<input type="checkbox"/>		me		New submission from Free eBook / Opt-in form pop-up for Dr. Kevin Snyder			Dec 17
<input type="checkbox"/>		me		New submission from Free eBook / Opt-in form pop-up for Dr. Kevin Snyder			Dec 17
<input type="checkbox"/>		me		New submission from Free eBook / Opt-in form pop-up for Dr. Kevin Snyder			Dec 17
<input type="checkbox"/>		me		New submission from Free eBook / Opt-in form pop-up for Dr. Kevin Snyder			Dec 17
<input type="checkbox"/>		me		New submission from Free eBook / Opt-in form pop-up for Dr. Kevin Snyder			Dec 17
<input type="checkbox"/>		me		New submission from Free eBook / Opt-in form pop-up for Dr. Kevin Snyder			Dec 17



# Google Alerts



<input type="checkbox"/>	☆	Google Alerts	Google Alert - campus wide keynote speaker - Google campus wide keynote speaker Daily update - November...	2:17 PM
<input type="checkbox"/>	☆	Google Alerts	Google Alert - High School Leadership Speaker - Google High School Leadership Speaker Daily update - Nove...	2:08 PM
<input type="checkbox"/>	☆	Google Alerts	Google Alert - Student Leadership Conference - Google Student Leadership Conference Daily update - Novem...	2:04 PM
<input type="checkbox"/>	☆	Google Alerts	Google Alert - Call for Presenters - Google Call for Presenters Daily update - November 21, 2019 NEWS Edited...	2:03 PM
<input type="checkbox"/>	☆	Google Alerts	Google Alert - Inspirational Leadership Speaker - Google Inspirational Leadership Speaker Daily update - Nov...	2:02 PM
<input type="checkbox"/>	☆	Google Alerts	Google Alert - Keynote Speaker Wanted and Student Leadership Conference - Google Keynote Speaker Want...	2:02 PM
<input type="checkbox"/>	☆	Google Alerts	Google Alert - Greek Week Speaker needed - Google Greek Week Speaker needed Weekly update - November ...	2:01 PM
<input type="checkbox"/>	☆	Google Alerts	Google Alert - Keynote Speaker Wanted - Google Keynote Speaker Wanted Daily update - November 21, 2019 ...	2:01 PM
<input type="checkbox"/>	☆	Google Alerts	Google Alert - fraternity and sorority life greek week speaker - Google fraternity and sorority life greek week s...	2:01 PM
<input type="checkbox"/>	☆	Google Alerts	Google Alert - Greek Week and fraternity and sorority life - Google Greek Week and fraternity and sorority life ...	2:01 PM
<input type="checkbox"/>	☆	Google Alerts	Google Alert - Motivational Speaker Wanted - Google Motivational Speaker Wanted Daily update - November ...	2:00 PM

Setting up *Google Alerts* properly should lead to speaking business



- ☆ [Google Alerts](#) **Google Alert - Inspirational Leadership Speaker** - Google Inspirational Leadership Speaker Daily update · December 17, 2020 NEWS Vi
- ☆ [Google Alerts](#) **Google Alert - Virtual Conference and Call for Speakers** - Google Virtual Conference and Call for Speakers Daily update · December 17
- ☆ [Google Alerts](#) **Google Alert - Virtual Conference and Speaker Needed** - Google Virtual Conference and Speaker Needed Daily update · December 17,
- ☆ [Google Alerts](#) **Google Alert - Virtual Motivational Speaker** - Google Virtual Motivational Speaker Daily update · December 17, 2020 NEWS Executive S
- ☆ [Google Alerts](#) **Google Alert - Virtual Call for Speakers** - Google Virtual Call for Speakers Daily update · December 17, 2020 NEWS Sauce Labs Opens
- ☆ [Google Alerts](#) **Google Alert - Keynote Speaker Wanted** - Google Keynote Speaker Wanted Daily update · December 17, 2020 NEWS How Motivational
- ☆ [Google Alerts](#) **Google Alert - Greek Week and fraternity and sorority life** - Google Greek Week and fraternity and sorority life Daily update · December
- ☆ [Google Alerts](#) **Google Alert - Student Leadership Conference** - Google Student Leadership Conference Daily update · December 17, 2020 NEWS MIAA
- ☆ [Google Alerts](#) **Google Alert - High School Leadership Speaker** - Google High School Leadership Speaker Daily update · December 17, 2020 NEWS Zo
- ☆ [Google Alerts](#) **Google Alert - Motivational Speaker Wanted** - Google Motivational Speaker Wanted Daily update · December 17, 2020 NEWS How Mot
- ☆ [Google Alerts](#) **Google Alert - Virtual Keynote Speaker** - Google Virtual Keynote Speaker Daily update · December 17, 2020 NEWS Your guide to virtua
- ☆ [Google Alerts](#) **Google Alert - Call for Presenters** - Google Call for Presenters Daily update · December 17, 2020 NEWS Sauce Labs Opens Call for Spe





**Thumbtack**

**fiverr.**

**Google**  
Alerts



**BombBomb™**



**airbnb**

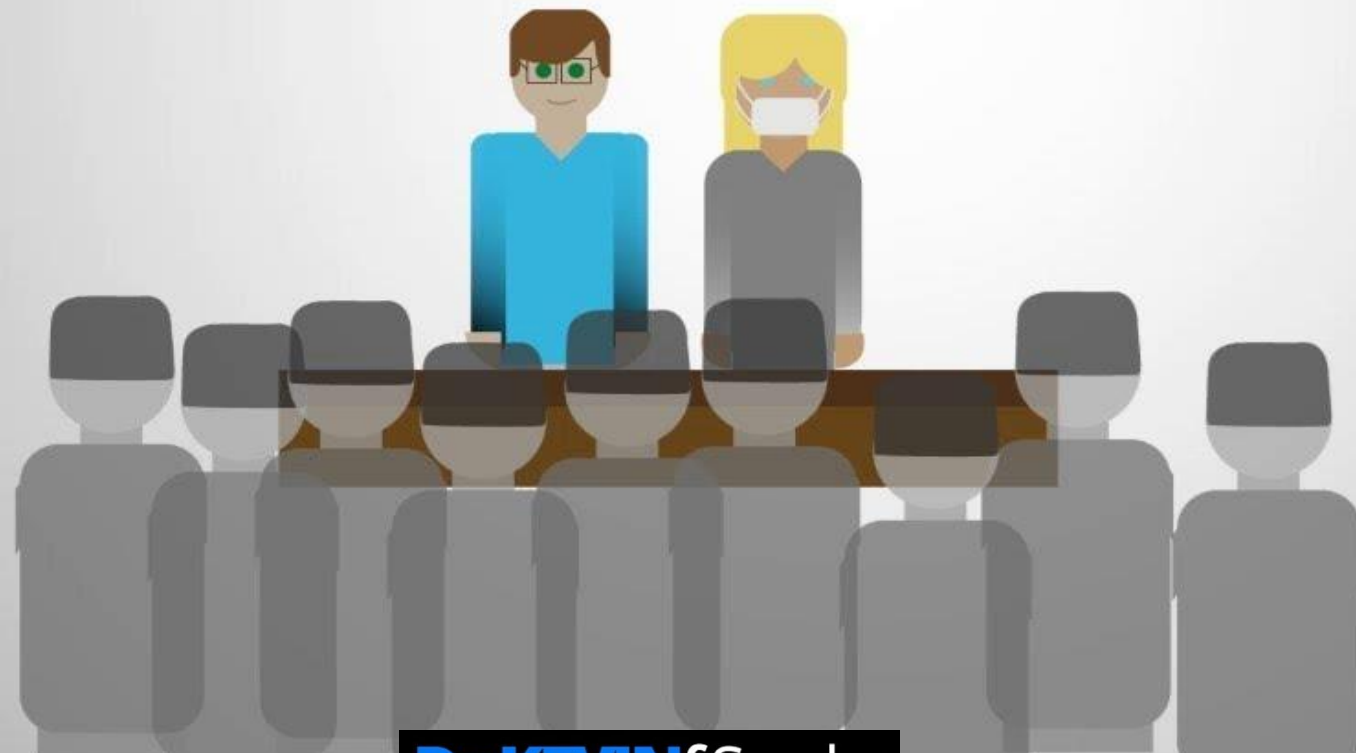


**YAMM**

**talkadot**

# Module 5

# The Power of Checklists



Page 136



[Click here to](#)



**DOWNLOAD**

---

# SPEECH PREPARATION CHECKLIST

*How to Properly Prepare  
for an Upcoming Speech*



# Module 4

PAID to \$PEAK

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

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

## SPEECH PREPARATION CHECKLIST

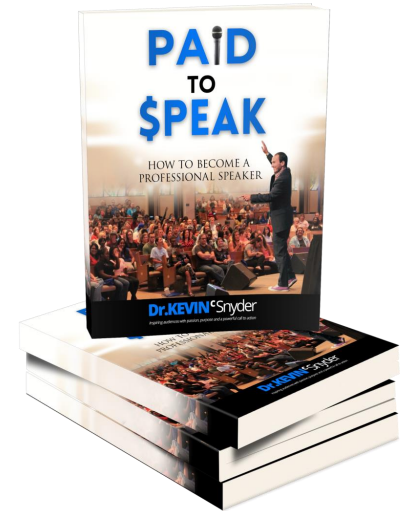
How do you properly prepare for an upcoming speech that ensures you maximize speaking fee, engage your audience, and earn spin-off speaking business? Complete my preparation checklist below to see how I prepare BEFORE and ONSITE!

### CHECK

- Create folder to organize all files, notes, and misc information about the event/org.
- Soft hold on calendar until speaking agreement signed and deposit check received.
- Once received, send "Customization Questionnaire" and "Customization Timeline."
- Schedule first call with client to discuss event and "Customization Questionnaire." During call with client, review additional options for adding value. (i.e. welcome video, onsite video, add'l breakout sessions, books, eBook, etc. – note: added fee)
- Write down any deliverable dates (i.e. program description, welcome video, etc.)
- Begin researching event, organization, and speakers/agenda from past events.
- Take copious notes, screenshots, and file into event folder. Begin working on "Speaker Storyboard" to outline presentation.

### 3 WEEKS PRIOR TO EVENT

- Order books. Be 110% clear where books are going & when they will arrive.
- Book travel. Arrive early & stay late.
- Begin customizing speech and handout. Review notes folder. Block an entire morning.
- Contact anyone else needed in organization for insight. 2-3 people sufficient.
- Schedule final "Final Touchpoint Call" with event organizer. Confirm logistics/tech.





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

... 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 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 summary (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



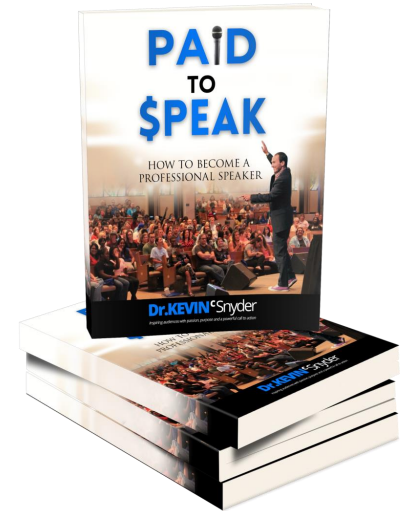


	A	B	C	D	E	F	G	H	I	J
1										
2	Track deposit checks, full payments, and checks getting into the bank!									
3										
4	<b>Company</b>	<b>Date</b>	<b>Location</b>	<b>Total</b>	<b>Contract signed?</b>	<b>Deposit Amount</b>	<b>Received?</b>	<b>Deposited?</b>	<b>Balance Amount</b>	<b>Balance Receive</b>
5	SpectraForce	31-Jan	Raleigh	4000	yes	2000	yes	n/a	2000	yes
6	Fidelity	3-Feb	High Point	5000	yes	2500	yes	yes	2500	yes
7	IIA Denver	7-Feb	Denver	10500	yes	5250	yes	yes	5250	yes
8	Terra Homes	14-Feb	Raleigh	7500	yes	3750	yes	yes	3750	yes
9	Lamar University	26-Feb	Beaumont, TX	8500	yes	0			8500	FULL yes
10	Isothermal	15-Feb	VA	10000	yes	5000	yes	yes	5000	yes
11	IIA San Antonio	28-Feb	San Antonio	7500	yes	3750	yes	yes	3750	yes
12	CAI (postponed)	7-Mar	Raleigh	4500	yes	0			4500	FULL yes
13	NALTO	9-Mar	Orlando	14,500	yes	7250	yes	yes	7250	yes
14	Novozymes (postponed)	13-Mar	Cape Hatteras	5,000	yes	0			5000	FULL yes
15	Wake Forest Baptist Medical Ce	March 21	B&T Ballpark / Wake Fore	2,750	yes	1375	yes	yes	1375	1375
16	TOSHIBA	March 23	Durham	3,500	yes	1750	yes	yes	1750	yes
17	NC Homebuilders Association	April 18 (AM)	Raleigh	7,500	yes	3750	yes	yes	3750	no
18	NCADA (postponed)	18-Apr	Greensboro	14,500	yes	7250	no	no		0
19	Internal Auditors	25-Apr	Salt lake City (virtual)	12,500	yes	6250	yes	yes	6250	yes
20	City of Fayetteville, NC	25-Apr	Fayetteville (virtual)	8,500	yes	4250	yes	yes	4250	no
21	Womack Electric	26-Apr	Raleigh	2,500	yes	2000				



# Module 5

**SURROUND  
YOURSELF WITH  
PEOPLE WHO  
GET YOU.**



Page 129













# Module 5

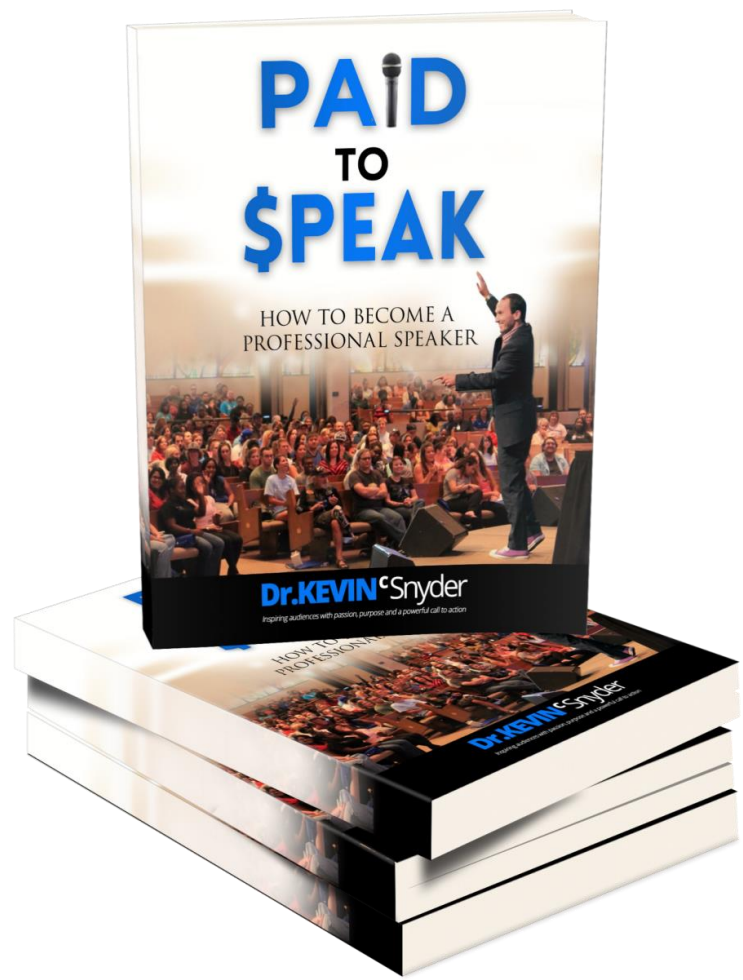
## MODULE 5 CHECKLIST

- |  |         |        |
|--|---------|--------|
| I understand the power of applying a consistent system.                                  | Yes ___ | No ___ |
| I expect certain times to be tough as a speaker.   | Yes ___ | No ___ |
| I am extremely hungry to become a successful speaker.                                    | Yes ___ | No ___ |
| I plan to surround myself with support.  | Yes ___ | No ___ |
| I have identified those people who will and will not understand my speaking aspirations. | Yes ___ | No ___ |
| I have a plan to show appreciation to clients.   | Yes ___ | No ___ |
| I have a plan and system for keeping in touch.   | Yes ___ | No ___ |
| I have my AV checklist completed and ready.  | Yes ___ | No ___ |
| I have my speaker introduction completed and ready.                                      | Yes ___ | No ___ |
| I plan to give referrals for other speakers.   | Yes ___ | No ___ |
| I will find at least one speaking mentor.  | Yes ___ | No ___ |
| I plan to set realistic speaking expectations.   | Yes ___ | No ___ |

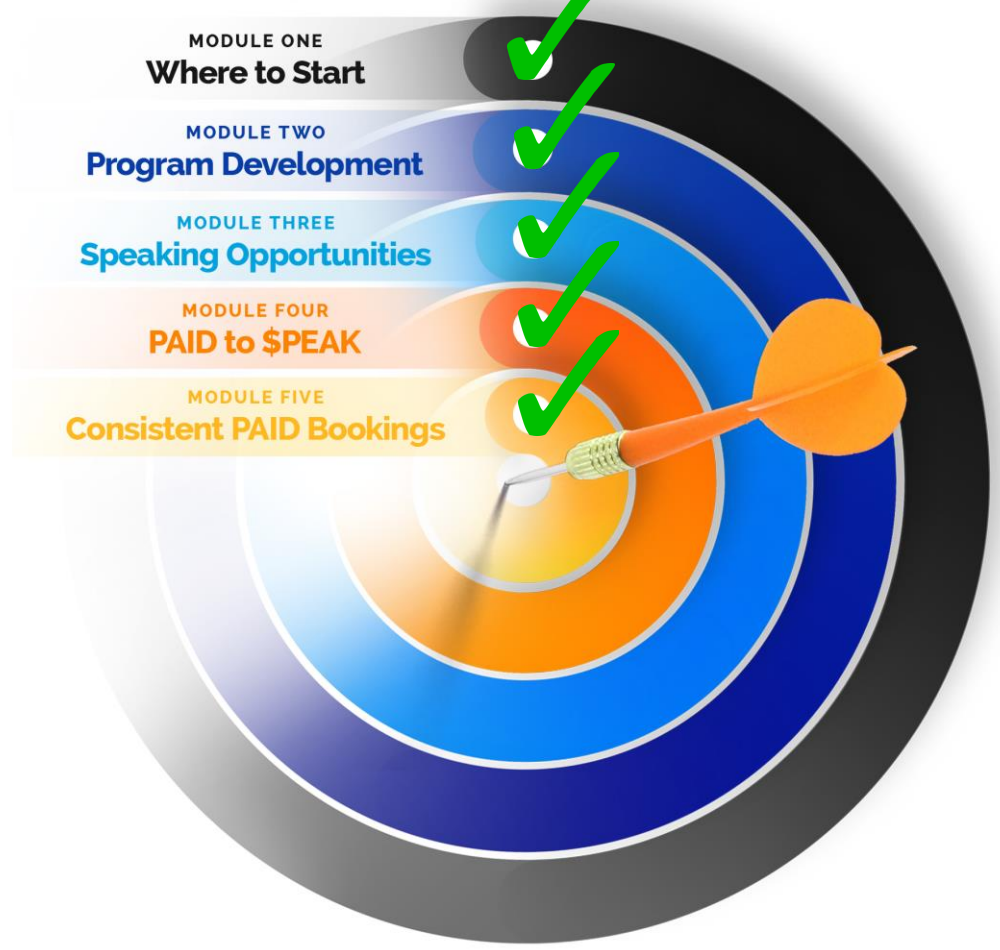


*If you have checked 'YES' on all items, CONGRATULATIONS!*

*See next page to learn how to schedule your complimentary coaching call with me to ask questions and talk through any portions of this book.*



# PAID TO \$PEAK





# 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!



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

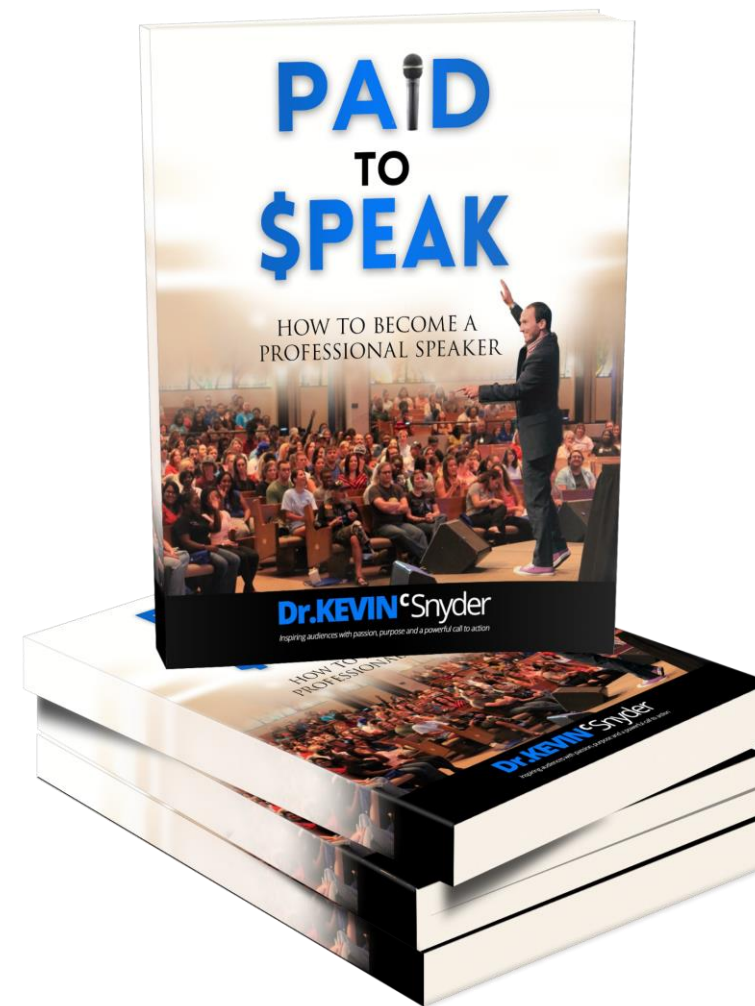
[WWW.PAIDtoSPEAK.BIZ](http://WWW.PAIDtoSPEAK.BIZ)

[WWW.KEVINCSNYDER.COM](http://WWW.KEVINCSNYDER.COM)



@KevinCSnyder

#1 New Release





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

KEYNOTE SPEAKING. LEADERSHIP WORKSHOPS.



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

[WWW.KEVINCSNYDER.COM](http://WWW.KEVINCSNYDER.COM)



**NATIONAL SPEAKERS ASSOCIATION**



# **SPEAKING PROFESSIONALLY TOASTMASTERS**

**Improve your professional speaking skills.  
Build a speaking business.**

**[www.SpeakingProfessionallyToastmasters.com](http://www.SpeakingProfessionallyToastmasters.com)**











NATIONAL SPEAKERS ASSOCIATION



PROUD  
MEMBER

MEMBER DIRECTORY

EVENTS ▶

ABOUT US ▶



BECOME A MEMBER



UPCOMING EVENTS



NSACarolinas.org



# Become a TEDx Speaker

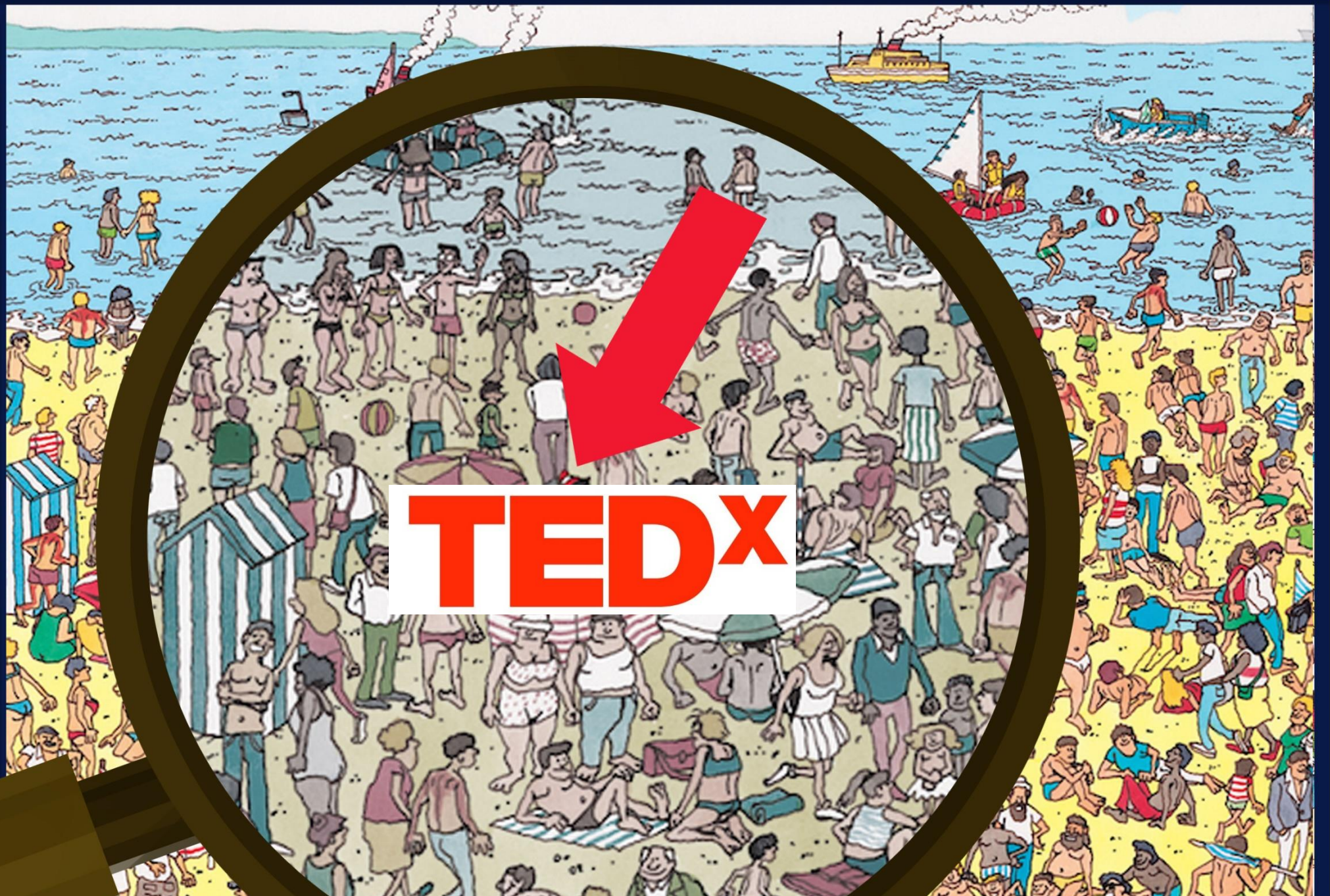


**TEDx** Wake Forest









**TEDx**



# TEDx » Find An Event » Upcoming events

ABOUT TEDx

FIND AN EVENT

ORGANIZE AN EVENT

ORGANIZER RESOURCES

TEDx

**Events** [Hide map and filters](#)



**Find events**

Search by city, country, event name or type.

Select date

July year





- Spaces available
- Webcast

- Spaces available
- Sold out / Invite only



Upcoming (14)

Past (154)

DATE	EVENT NAME	LOCATION	SPACE AVAIL.
September 9,	<a href="#"><u>TEDxKinstonLenoirLibrary</u></a> <i>Library</i>	Kinston United States	
September 10,	<a href="#"><u>TEDxAsheville</u></a> <i>Standard</i>	Asheville United States	
October 13,	<a href="#"><u>TEDxCharlotte</u></a> <i>Standard</i>	Charlotte United States	
October 28,	<a href="#"><u>TEDxLizardCreek</u></a> <i>Standard</i>	Henrico United States	



# Seeking Presenters for TEDxRaleigh

Have an Idea Worth Spreading? Apply by January 25th!





x = independently organized TED event

# PRESENTER APPLICATION

If you can complete this application, you will be ready to apply. It's included in my TEDx training.

## 1. Presenter Profile

- Name
- Phone
- Email
- Profession/Employer
- Length of presentation
- One word to describe your presentation style

## 2. Presentation Details (100 words or less)

- Why is your "idea worth spreading"?
- What makes your presentation/idea stand out as compared to another on a similar topic?
- What does 'Wonderlust' mean to you and how does your presentation promote this meaning?
- What is your 'Call to Action'? What will your audience feel compelled to do after listening to you?
- Describe your presentation in 75 words or less.

## 3. Presenter Details (100 words or less)

- Describe your experience presenting in front of audiences.
- Why do you want to Present/Perform specifically at TEDxRaleigh?

## 4. Let us get to know you! (100 words or less) \*Optional\*

- How did you hear about TEDxRaleigh?
- What is your favorite TED/TEDx Talk and why?

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



● TEDx Training  
\$350

● Online Course  
\$450

● Speaker Mastermind  
\$250

[WWW.PAIDtoSPEAK.BIZ](http://WWW.PAIDtoSPEAK.BIZ)

[WWW.KEVINCSNYDER.COM](http://WWW.KEVINCSNYDER.COM)



@KevinCSnyder



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



TEDx Training

~~\$350~~

Online Course

~~\$450~~

Speaker Mastermind

~~\$250~~

Receive all 3!!

\$197

WWW.PAIDtoSPEAK.BIZ

WWW.KEVINCSNYDER.COM



@KevinCSnyder

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



TEDx Training

~~\$350~~

Online Course

~~\$450~~

Speaker Mastermind

~~\$250~~

WWW.PAIDtoSPEAK.BIZ

WWW.KEVINCSNYDER.COM



@KevinCSnyder

[paypal.me/PassionProjectLLC](https://paypal.me/PassionProjectLLC)



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

# PAID TO \$PEAK

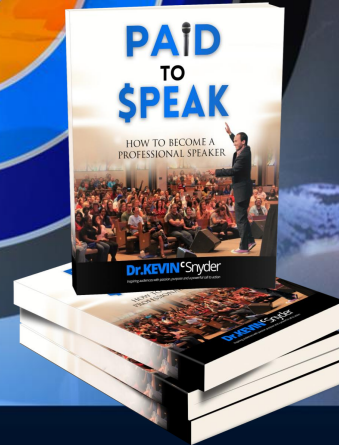
MODULE ONE  
Where to Start

MODULE TWO  
Program Development

MODULE THREE  
Speaking Opportunities

MODULE FOUR  
PAID to \$PEAK

MODULE FIVE  
Consistent PAID Bookings



# FOUNDATION *of* HOPE

*Breakthrough Research  
for Mental Illness*

[WWW.PAIDtoSPEAK.BIZ](http://WWW.PAIDtoSPEAK.BIZ)

[WWW.KEVINCSNYDER.COM](http://WWW.KEVINCSNYDER.COM)



@KevinCSnyder



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



Scan QR code or visit  
[talk.ac/kevinsnyder](https://talk.ac/kevinsnyder)

Then enter code

Speak