



Monetize Your Voice





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Yes, I am going to show you how to make money through the power of your voice and transform your passion for speaking into a thriving income stream.

Explore **5 proven pathways to profits** through speaking and let's craft your personalized speaking profit plan.

PATHWAY TO PROFIT #1: PAID SPEAKING

This pathway is very lucrative but also can take a bit more time and effort to land but can be well worth it!

You can get paid in MANY sectors: corporate speaking, organizations or associations, education market and some entrepreneurial gigs.

There is a broad range of speaking fees in these markets but here are some general guidelines:

Speaking in corporate: Fee range \$5000 - \$50,000 (yes that is a big range, it depends on your expertise as well as the size of the event and company and this could be for a range of a 1 hour keynote to a full day workshop)



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Speaking to organizations and associations: \$1500 - \$10,000 (for 1 hour keynote)

Speaking in the education market: \$500-5000 (for a 45 minute - 1 hour keynote/assembly/presentation)

Speaking in the entrepreneurial space: \$1000- \$15,000 (for a 1 hour keynote again depending on your expertise, size of your audience/platform and most gigs in this space are not paid but you can negotiate travel expenses)

Tips for landing Paid Speaking:

Positioning Yourself: Showcase your expertise and build a strong personal brand that attracts paid speaking opportunities.

Speaker Promotional Material is a big part of landing paid gigs:

It is so important to have professional images and video plus a demo reel, speaker website or page and speaker one sheet when looking at paid gigs.



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Finding Opportunities: Learn where to look for paid speaking gigs and how to network effectively with event organizers and decision-makers. Relationships matter! But there are also services that pitch for you or offer contact info so you can pitch yourself.

Negotiating Fees: Understand how to determine your speaking fees, negotiate contracts, and maximize your earning potential.

Delivering Impactful Presentations: Master the art of delivering engaging and memorable presentations that captivate your audience and position you as a top-tier speaker.

Checklist of items you want to create or do in order to land paid speaking:



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PATHWAY TO PROFIT #2: PACKAGE YOUR SPEAKING

There are so many ways to leverage your speaking expertise to create profitable packages and offerings that help you make even more while also going deeper on serving and getting more profound results for the audience!

So there are a 4 key ways to package your speaking:

- 1) Package how many times you speak
- 2) Package products or other supplemental materials
- 3) Package coaching and consulting
- 4) Package courses or programs



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And here are some key strategies for packaging your offers:

Identifying Opportunities: From these 4 ways to package your speaking services create offerings that meet the needs of your target audience and add more value but also bring in more income too!

Create the Packages: Create your packaged offers in a PDF format or sales page so it is clearly outlined and ready to send to decision makers!

Price them in a 3 tier option: Often it is great to offer 3 tiers for packages and it is proven that most of the time they will say yes to the middle tier.



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PATHWAY TO PROFIT #3: SPEAK FOR FREE (BUT LEAD INTO WORKING WITH YOU!)

I spoke primarily in the education market using the Pathway to Profit #2 and then when I moved into the entrepreneurial space I saw how lucrative speaking for FREE actually was!!!

Most free stages I will make **\$10,000 or more!!!** I will share some examples below.

If you speak for free but you have a \$1000 course, you just need 10 people from the audience to buy that and boom \$10,000!

If you have a higher level offer that is \$5000+... you can do the math but just 2 of those and you are at \$10,000!

If you have evergreen programs that are \$500 or less then you just need 20 sold to make \$10,000!

And what is beautiful is that people who meet you live have a deeper connection so even if they purchase a lower priced offer they will most likely stay connected and when you have other things come up to offer they will probably purchase more and I have had people stay in my community over 10 years+ and have worked with me in multiple containers and programs.



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Also, because they adore you they are the most amazing referrals and will send people your way!!!

I would love for you to list your offers and coaching or ways people can work with you beyond the stage and see how you could make \$10,000 or more from one speaking gig!



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Here is a list of all the 'stages' you can speak on for FREE:

- 1) Speak on others live event stages
- 2) Speak at others retreats
- 3) Speak in people's masterminds online or live
- 4) Speak in other people's groups
- 5) Speak on other's podcasts
- 6) Speak online to other's audiences

What are some ways you want to speak on other's stages for FREE from the list above?!



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PATHWAY TO PROFIT #4: PAID TRAVEL + EXPERIENCES

This has been my favourite way to get 'paid' through speaking because travel is really my favourite thing to do and add in doing it with a community of incredible people where the whole itinerary is taken care of and is usually high luxury and all I have to do is show up... WOW I love speaking and travelling!

I often get all my travel expenses covered PLUS I get access to the event/retreat/mastermind for FREE which usually is \$3500-10,000 that participants are paying and I only have to speak from 20 minutes to 1 hour most of the time and I get to just be and enjoy the rest of the event or retreat and have the most incredible experiences with the greatest humans!!!

Ok dream scenario... **where would you love to travel and speak?** Claim it and watch magic unfold... just like me claiming I wanted to go to Egypt but didn't know anyone going or hosting events and then I just got the invite!



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And list any events or retreats you would love to be a part of!

Here are some ways to make this a reality...

1. Get in the room!
2. Build relationships
3. Just ASK
4. Go above and beyond (promote/share/add more VALUE... bring more skills to the table!)



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PATHWAY TO PROFIT #5: HOST YOUR OWN EVENTS

This is an amazing way to connect with others and to build your authority and your speaking skills! Plus you can make great money too!

There are many types of events you can host and each one has a different speaking profit plan to it as well!

Workshops, retreats, 1 day events, 3 day conferences... what type of event would you like to host?

Jot down some ideas I share in the video for making money through these events and any important things to watch out for!!



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Key strategies for hosting your own events:

Event Planning: Learn how to plan and organize successful speaking events, including selecting venues, securing speakers, and managing logistics.

Promotion Strategies: Explore effective strategies to promote your events and attract attendees, including digital marketing, social media, and partnerships.

Monetization: Discover different ways to monetize your events, such as ticket sales, sponsorships, exhibitor booths, and premium offerings.

Partnerships and Collaborations: Understand the power of partnerships and collaborations in event planning and explore opportunities to collaborate with other speakers, organizations, and brands.

xo

Chantelle Adams