

DO IT!

MARKETING



SPEAKING FEE

PROFIT MAXIMIZER



START WITH YOUR BASELINE FEE

Standard “professional” fee range: \$ _____ - \$ _____

Reduced “professional” fee range: \$ _____ - \$ _____

YOUR FEE: \$ _____

HOW TO PRESENT YOUR FEE – AND HOW NOT TO

“My programs range from \$ _____ - \$ _____. Is this in the fee range you were looking to invest?”

“I get \$ _____ for a program like the one we just talked about. Does that fall within the budget you had allocated for this event?”

[From Laurie Guest, CSP]: “We have programs to fit almost any budget. Tell me a little bit more about your event/ audience/ goals/ objectives for this program...”

NEVER: “My fee is \$ _____ but I’m willing to negotiate... but I can come down from that... but how much were you looking to pay?”



BUILD A CREDIBLE FEE SCHEDULE

Your fees can vary for legitimate reasons such as (ex: taken from my website):

- **Type of presentation:** Keynote, general session, in-house seminar, dealer/franchisee event, strategic work session
- **Multiple presentations:** Different or same-presentation repeated multiple times during the course of a single event
- **Multiple bookings:** Booking and pre-paying for multiple engagements across different cities and/or throughout the year
- **Gifting a copy of David's book:** Give each person attending your meeting a value-rich resource or pre-purchase books in bulk to use as a promotional gift, thank-you, or business development initiative for your members, dealers, franchisees, clients, or partners
- **Length of presentation:** Keynote or half day (up to 3 hours) or full day (up to 6 hours)
- **Location or meeting venue:** Discounts available for events in the Greater Philadelphia metro area and particularly exotic locations. (Note: Cleveland is NOT particularly exotic.)
- **Expenses:** Actual out-of-pocket, or all-inclusive with fee
- **Licensing fee:** Permission to record and resell/distribute David's presentation
- **Deep customization:** Above and beyond a personalized program
- **Terms:** Your choice of paying in full upfront (5% discount) or a 50/50 payment option



MAXIMIZE PROFIT FROM YOUR BUYER

Upsell and cross-sell related programs, products, services, books, and learning tools such as:

- Books, workbooks, booklets, Minibuks (see www.Minibuk.com)
- Apps, software, tools
- Online courses, video training modules, follow-up email lessons
- Pre-event promotion you're willing to offer via social media, email, PR, interviews
- Post-event promotion you're willing to offer via social media, email, PR, interviews
- Upsell additional stage time for added fees:
 - ▶ Keynote
 - ▶ Breakout
 - ▶ Day-before or day-after conference bonus workshop
 - ▶ Executives-only special program
 - ▶ Sponsors/Exhibitors-only special program
 - ▶ Board facilitation/retreat
 - ▶ Lunchtime panel
 - ▶ Onstage interviews
 - ▶ "Live" TV-style or radio talk show
 - ▶ Roving camera video interviews
 - ▶ Emcee/awards banquet host



MAXIMIZE PROFIT FROM YOUR AUDIENCE

Job #1 is to always, always, always capture 90% of emails from every audience.

Use www.KiwiLive.com to provide added-value bonus gifts and capture email addresses.

Back-of-the-room sales (via live offer onstage or via order form in your handout):

Workbook, Toolkit, Action Pack, Implementation Guide (\$49 - \$299)

Multimedia training (audio/ video/ transcripts/ tools) (\$199 - \$799)

Books, CDs, DVDs, coaching portal, online course (\$20 - \$2,000+)

Online community for post-event content, support, questions – 30 days free or paid

1-on-1 coaching with you around program topic (phone or Skype) (\$2,500+++)

Group coaching with you around program topic (teleseminar, webinar) (\$1,000+++)

HUGE profits = Email offer for tightly related program within 3 days of live event

WHAT'S NEXT?

Now you know how to intelligently maximize your profits from ALL your speaking-driven revenue streams. What's next? Let's get you some speaking gigs!

Watch this on-demand web training:

"Sell More Speaking" Advanced Masterclass

For already successful speakers, consultants, and experts who want to get paid MORE to speak - more EASILY and more OFTEN...

Go to www.davidnewman.com/sell and watch it now to get the key sales mindset, skillset, and toolset you need to grow your speaking-driven reach, revenue & results.

What you're getting in this fast-paced advanced training:

- ✓ Advanced speaker marketing tactics so buyers say "YES!" and hire you more easily and more often
- ✓ Three bad sales habits that are sabotaging your future business and how to reverse them once and for all
- ✓ How already successful speakers get traction fast & escape the "stuckness" curve so that you flex, adapt, and revise your offerings to meet existing demand where your prospects are already spending money
- ✓ How to get on NEW prospects' radar fast and dramatically boost your closing ratio for every program/ service you sell
- ✓ What to do right now to reboot, refocus, and re-invent your business for more freedom, higher income, and more fun!

www.davidnewman.com/sell

See you over there!
