

MODULE 1 INTRODUCTION

Grant Baldwin:

Hello, my friend. Grant Baldwin here. Welcome to Booked & Paid To Speak. I am so excited that you're here, excited to go on this journey with you, excited to teach you everything that we know about the speaking industry, about the speaking business, about how to get going, about how to find and book paid speaking engagements, and ultimately about how to share your message with the world. We're really excited that you're here and looking forward to digging in here. If you are someone who, maybe for you, you want to speak full-time. That's why you're here. You want to do 30, 40, 50, 60, 100 engagements per year in whatever industry. We're going to talk about that. Or maybe you're someone who said, "Hey, I've got a good thing going, but I'd like to speak a few times on the side, and it seems like it'd be fun. It'd be an opportunity to expand my brand with what I'm doing." We're going to cover that, as well.

What we're going to be doing as we walk through this entire training program of Booked & Paid To Speak, we're going to be going through what we call the Speaker Success Roadmap. Now, this is the plan that we teach. This is the plan that we follow for finding and booking paid speaking engagements. Let me just quickly walk this through with you, because you're going to be seeing a lot of this throughout the training program.

So, the first step that we're going to be talking about in module one is to select a problem to solve. Select a problem to solve. Meaning that you want to make sure that what you're speaking on and what you're trying to get hired for is something that your audience is actually struggling with. Once you have that problem nailed down in terms of what it is that you want to speak on and how you can solve that problem, it will make all the next steps go much, much simpler and much easier to figure out. So we're going to dig into this a lot more, about how to select a problem to solve and make sure that you are the go-to person for that.

The next step in the Speaker Success Roadmap is P. You're going to see an acronym here of SPEAK. P is for prepare your talk. Prepare your talk. You're going to hear me say multiple times throughout this training program that your best marketing is your talk, so it's truly important that we spend time structuring it properly and spending enough time knowing that what the talk is that you're going to deliver is absolutely top notch.

The third step here in the Speaker Success Roadmap is to establish yourself as the expert. Establish yourself as the expert. We want to help you put your best foot forward when you're reaching out to event organizers. You're going to need your website, your demo video, some of these marketing tools that you need to really help you solidify and plant your stake in the ground, your flag in the ground, to say that you are the go-to person, you are the expert to hire when it comes to solving a certain problem. Which, again, we talked about in module one.

Then, finally, on module four, we're going to be talking about how to acquire paid speaking gigs. Acquire paid speaking gigs. Finally, it's time to start getting those gigs, so we're going to walk through every step to move through the booking process, from how to find potential contacts, how to reach out to potential contacts, how to follow-up with decision-makers when you get them on the phone or whenever you're talking to them, what questions they're going to ask you, how you negotiate. When

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they're ready to book, what do you send them at that point? Dealing with travel. All the logistics, we're going to be digging into that. In module four, it's going to be a really, really meaty module there. We've got a lot we're going to cover.

Then, finally, the last stage here is the K, know when to scale. Know when to scale. Now, this step isn't something we're really going to dig into much here within Booked & Paid To Speak, but ultimately, it's about expanding your influence past just speaking on stages. This is where once you've established yourself as a speaker, you may consider having a book, or coaching, or consulting, or an online course, or trainings, or membership community. There's a lot of different ways you can build your business beyond the stage.

I'm really pumped to share with you primarily these first four steps of the Speaker Success Roadmap. Whenever it comes to doing all of this, one of the key things that we really believe at the Speaker Lab is that your message is worth sharing. Your message is worth sharing. That's why you're here. That's why I'm here. That's why we're taking the time to teach you this, is because we truly believe in your message. We believe that people need to hear your message, and we are excited to help you share that. So, let's get on this journey. Let's make it happen here within Booked & Paid To Speak.