

BuildMySpeakingBiz BOOT CAMP

Week #5 Worksheet

July 2011

Two Approaches to Setting Your Fee:

1. _____ approach (HINT: image-related)
2. _____ approach (HINT: supply and demand)

After doing a certain number of free events to get comfortable with you content and delivery and build your confidence, I recommend you aim for a starting fee of \$_____.

Three More Thoughts on Setting Your Fee:

1. Remember _____ (the painter)
2. When negotiating, aim for added _____ instead of a fee _____ if possible.
3. A _____-inclusive fee makes life easier for you and for your clients.

Three Things to Know About Speakers Bureaus:

1. They are _____ with prospective speaker inquiries
2. The only way they make money is by _____ dates
3. Most speakers who are “in” with speakers bureaus get ____ - ____% of their total bookings from speakers bureaus.

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Three Things Your Contract Needs to Include:

1. Exact _____
2. _____ clause
3. _____ terms

At the same time you send your contract, set expectations for:

1. When you will send _____ materials
2. When the _____ should be completed
3. When you will send your travel _____
4. How you will handle travel expense _____

What Planners Want:

1. Know your _____ and _____ to them
2. Be _____ and _____
3. Don't be a _____
4. Be _____ for meet-and-greets/receptions
5. _____ upon _____ at the venue/hotel