



Have you ever wondered how some speakers manage to land paid bookings, and others don't?

Successful paid speakers have these 3 things in common:

1. A Targeted Platform
2. A Strong Strategic Plan
3. Marketing, Sales & Negotiation Skills

If you want to build a sustainable speaking career, you are in the right place!

Lucrative Bookings Program

Learn how to target and land speaking engagements that propel your business' visibility, credibility and revenue to the next level.

Who is this Program Designed for?

- ✓ **Executives** looking to gain more buy-in, build their personal brand and increase visibility to their company.
- ✓ **Established Business Owners** looking to be seen as a thought leader in their industry and build additional income streams.
- ✓ **Speakers** who have a significant body of work in their expertise seeking ways to build their speaking career.
- ✓ **Industry Professionals** with a strong expertise who crave to increase their visibility, be seen as an authority and monetize their brand through speaking.

In this High Impact Program, You Will:

Map out your message, markets and positioning for your presentations

- Create an innovative marketing message that has a strong point of view to engage your ideal market.
- Target specific markets and audiences with your message.
- Develop unique positioning to capture the attention of meeting planners.

Build your speaking platform and marketing collateral

- Craft your 3 speaker biographies, core talk titles and other marketing materials.
- Discover how to capture great video footage of you speaking and develop it into a speaker reel.
- Learn how to add credibility by pitching to the media and landing press interviews.

Generate targeted leads to connect with decision makers

- Discover tactics to research and directly access decision maker's contact information.
- Understand where you need to 'hang out' to connect with and leverage influencers as a way to source paying gigs.
- Gain a competitive edge by learning how to search the hidden web to find speaking events and source leads on LinkedIn.

Become a master negotiator

- Know what questions need to be asked when speaking to a meeting planner so you can craft a proposal that stands out.
- Discover the keys and exact language to use to negotiate higher pay and perks... even when there is no budget!
- Learn how to research your prospects in order to impress meeting planners.

Develop your follow up system and how to close contracts

- Develop a template to write emails that grab attention and convert.
- Discover how speaker contracts work; and what needs to be included and/or excluded to protect your intellectual property.
- Design a strategic plan to source, pitch and follow up on speaking opportunities.

Choose Your Level:

What's Included	Lucrative Bookings Bootcamp	Lucrative Bookings Intensive
Class Time	Two, three-hour video conference calls over one month	Six, 90-minute video conference calls over three months
# of Speakers in Class	Up to 30 speakers	Up to 12 speakers
Speaking Contract	Template included	Template Included
Maximizing Your Website for Meeting Planners	Audio included	Audio included
Leverage Your Speaking Engagements	Audio included	Audio included
Private Email Access for Q&A and Feedback		Three months access included
Additional Enrollment for Your Team Member		Included

What Our Clients Have to Say:



Tony Robbin's former lead sales strategist, Doug Brown shares:

"I have paid tens of thousands of dollars to go to other programs and I didn't get what I got from my first meeting with you. This is different. This is the real deal. You understand the process behind speaking and how to make money at it. The program is highly methodically thought out and consumable immediately. You are anchoring how to legitimately make money at speaking. **It's about sales conversions as well as speaking training.** There are a lot of people who talk about speaking but they don't know how to teach it. With you, within 3 months, I can already attribute **\$600,000 in sales in the next year** from what we are doing now."



Lauren Pibworth, Pibworth Professional Solutions shares:

"This course is **awesome, thought-provoking, and value-filled.** It completely blew my mind. I can't believe the value that I got out of this. **I would have paid 10X.** I learned how to get more bookings, how to do our marketing message, and **how to reach the decision makers and speak to them more effectively.** I know that I am going to step it up a level, and not only in my fees. I am going to get more and more bookings! Absolutely amazing."

Book a complimentary consultation with us at:

<https://minerva.ceo/consultation/>

Or email us at connect@minerva.ceo or call [888-393-8177](tel:888-393-8177)