

# WOMEN & LEADERSHIP

CERTIFICATE WORKSHOP



**nwi • iwa**

NORTHWEST INDIANA INFLUENTIAL  
WOMEN ASSOCIATION

Elite Partners



Premier Partner



Diamond Partner



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CME LENDING GROUP

# HOW TO GET PAID TO SPEAK

*with Barbara Carr*

# SPEAKING MODELS

[www.FuseMarketingandMedia.com](http://www.FuseMarketingandMedia.com)

# *Free to Fee Model*

SPEAK FOR FEE

MAKE SMALL OFFER (\$197 OR LESS)

[www.FuseMarketingandMedia.com](http://www.FuseMarketingandMedia.com)

# *Free to Free Model*

SPEAK FOR FEE

MAKE FREE OFFER

[www.FuseMarketingandMedia.com](http://www.FuseMarketingandMedia.com)

# *Fee to Fee Model*

PAID TO SPEAK

MAKE ANY SIZE OFFER

[www.FuseMarketingandMedia.com](http://www.FuseMarketingandMedia.com)

# *Fee to Free Model*

PAID TO SPEAK

MAKE FREE OFFER

[www.FuseMarketingandMedia.com](http://www.FuseMarketingandMedia.com)



# Split Fee Model

INVITED TO SPEAK (FEE OR FREE)

YOU MAKE OFFER AND GET PAID

ORGANIZER GETS PAID A CUT (COMMISSION)

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# *Your Own Stage*

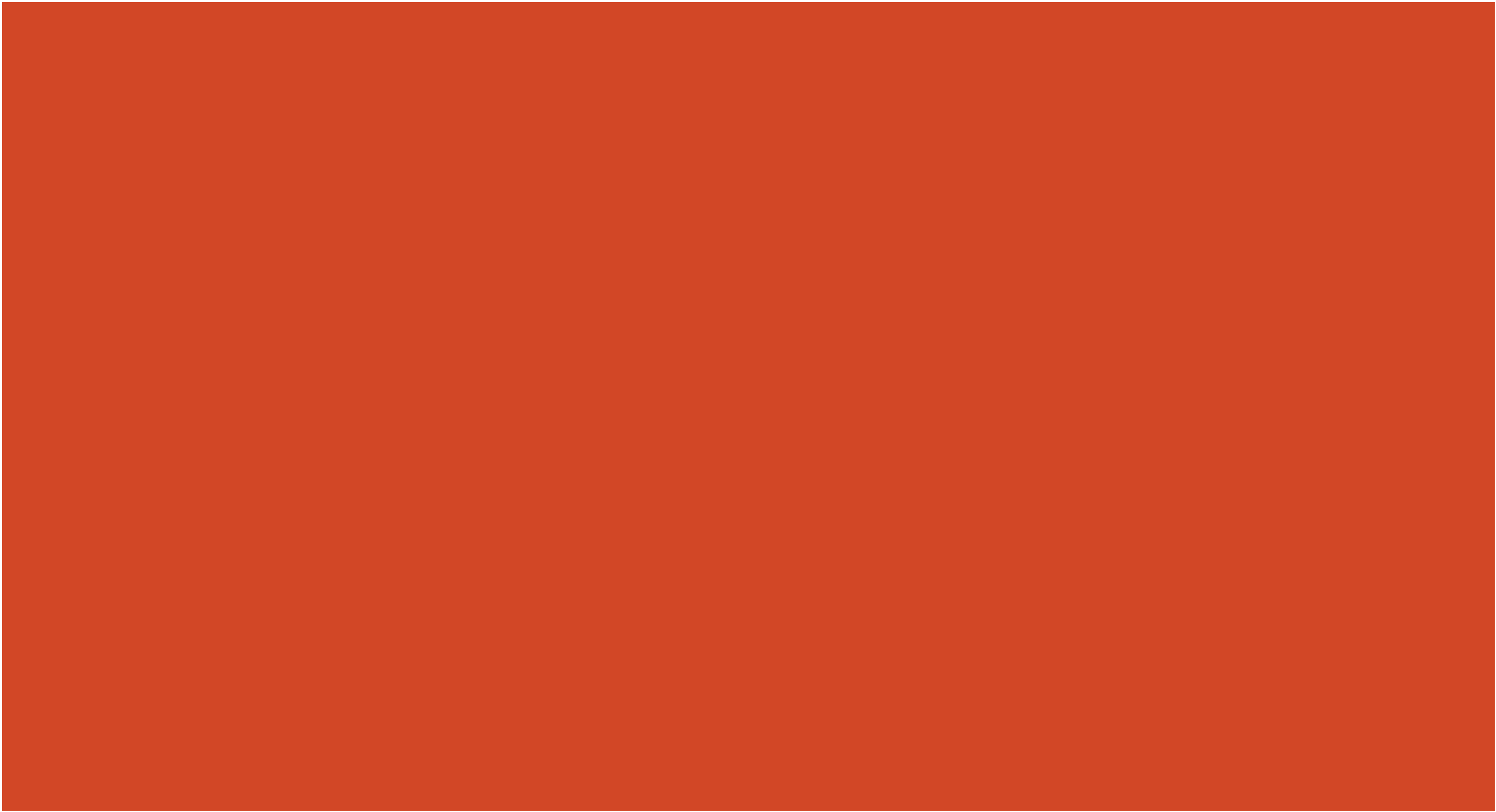
YOU SPEAK ON STAGE

YOU MAY OR MAY NOT HAVE OTHER SPEAKERS

YOU MAKE OFFER (FEE OR FREE) – AKA "SELL FROM STAGE"

YOU TAKE CUT (COMMISSION) IF OTHER SPEAKERS

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# PRESENTATION TEMPLATE

WHAT WILL YOU USE TO GRAB THEIR ATTENTION?

- TELL A STORY -

WHAT ARE YOUR (3) MAIN POINTS?

WHAT IS YOUR INVITATION (WHAT WILL THEY RECEIVE)

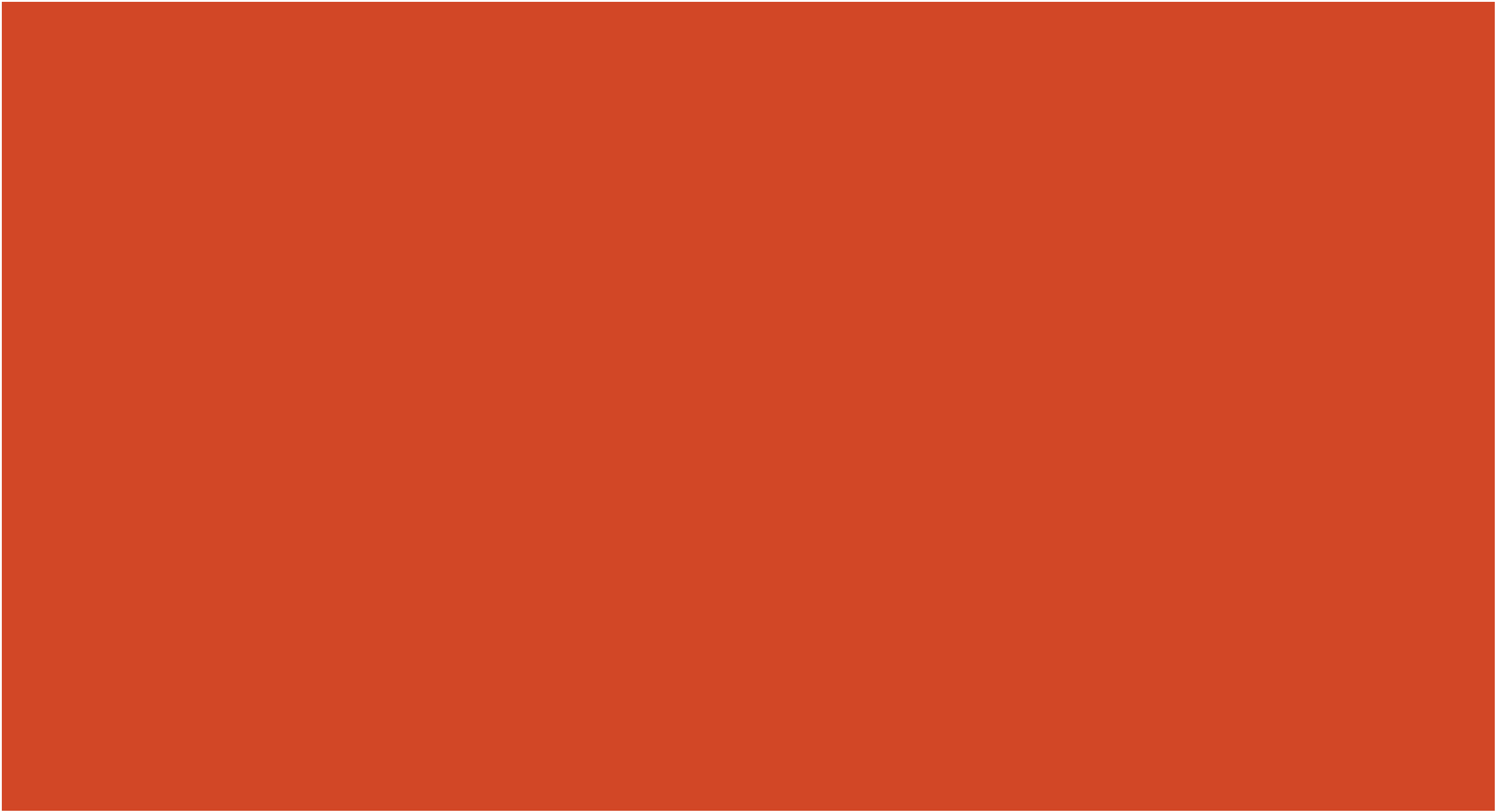
- THIS COULD SERVE AS YOUR TITLE -

WHAT IS YOUR CALL TO ACTION? (HOW SHOULD THEY TAKE NEXT STEP)

HOW WILL YOU MOTIVATE THEM TO TAKE ACTION NOW?

- LIMITED TIME, FIRST 3 PEOPLE, BONUS, DISCOUNT -

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# YOUR SPEAKER PLAN

DEFINE YOUR TARGET MARKET AND YOUR MESSAGE

- SHOULD ALREADY BE DONE FROM LAST WEEK -

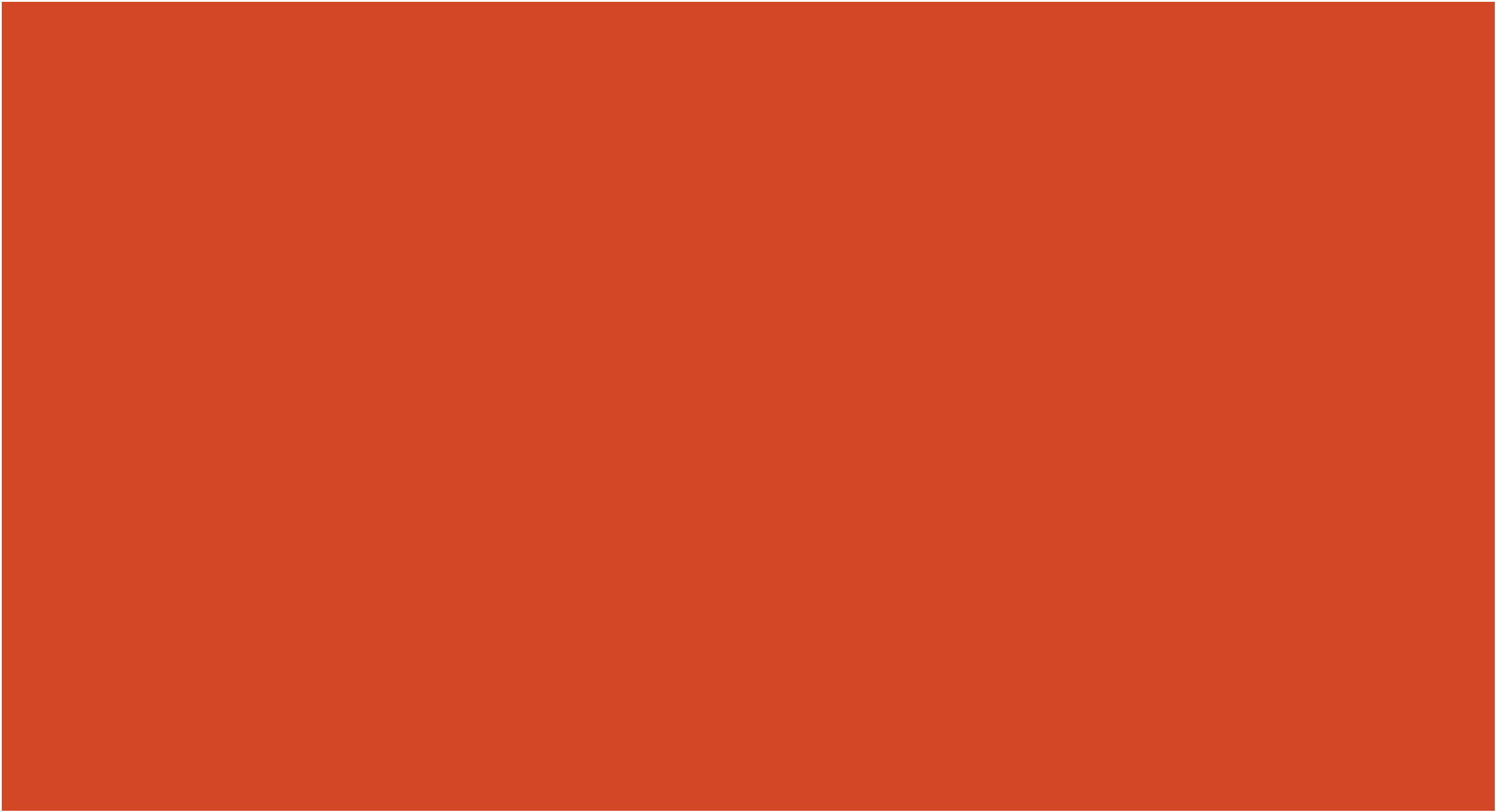
CREATE YOUR MESSAGE IN MULTIPLE TIME INCREMENTS

- 30 SEC, 5 MIN, 15 MIN, 60 MIN -

PRACTICE YOUR MESSAGE MANY TIMES IN FRONT OF MANY  
PEOPLE & ASK FOR FEEDBACK TO IMPROVE

START BOOKING GIGS!!

[www.FuseMarketingandMedia.com](http://www.FuseMarketingandMedia.com)



# HOW TO FIND AND BOOK SPEAKING GIGS

[www.FuseMarketingandMedia.com](http://www.FuseMarketingandMedia.com)



# GOOGLE

SEARCH:

- IDEAL MARKET
- CITY (AREA)
- WHERE TO FIND THEM

"BUSINESS OWNERS MERRILLVILLE MEETUP"

[www.FuseMarketingandMedia.com](http://www.FuseMarketingandMedia.com)

# DO YOUR HOMEWORK

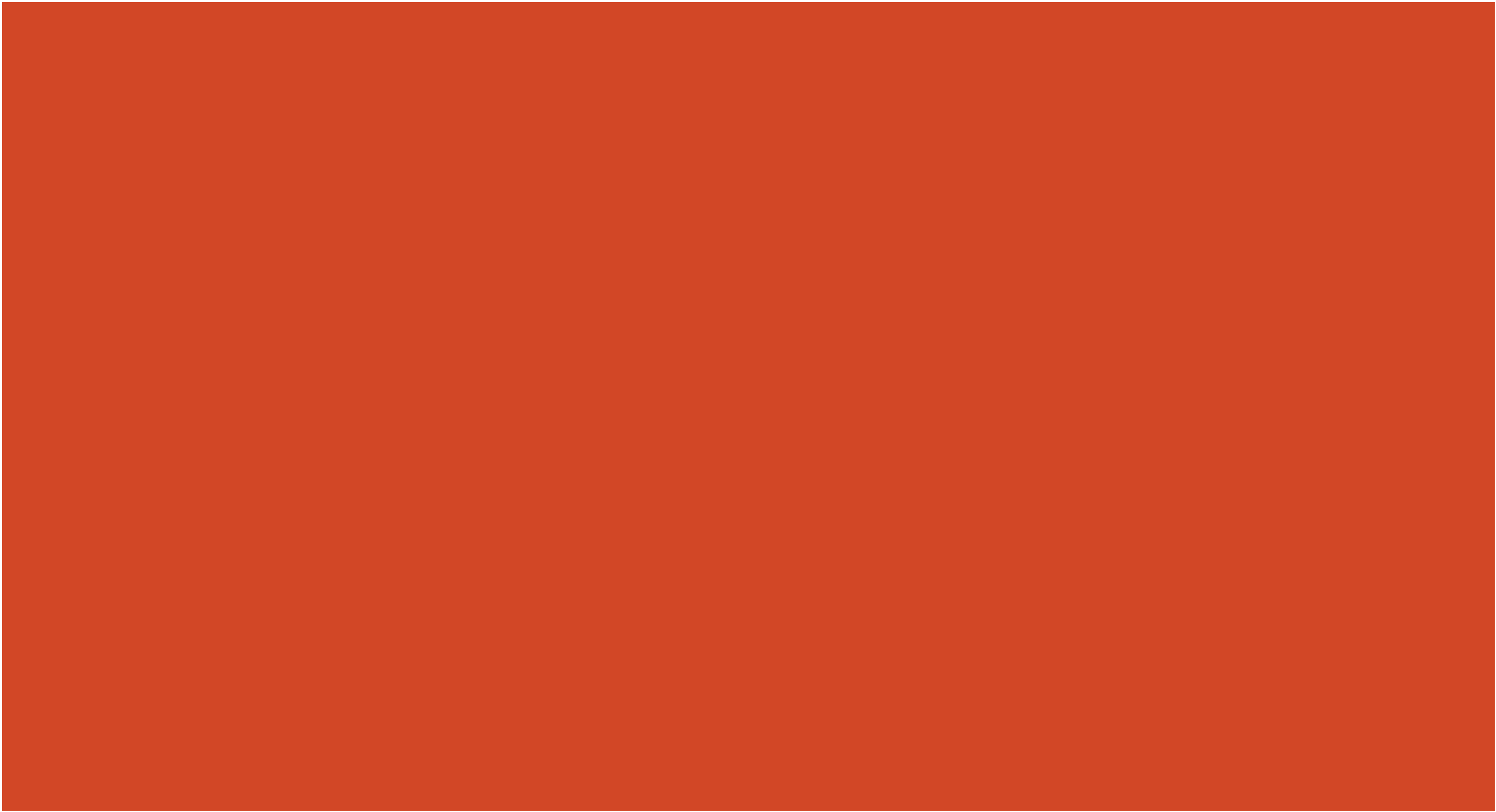
- KNOW WHAT THEY'RE LOOKING FOR -

# SEND EMAIL

- DO YOU TAKE OUTSIDE SPEAKERS -

# OFFER FREE TALK

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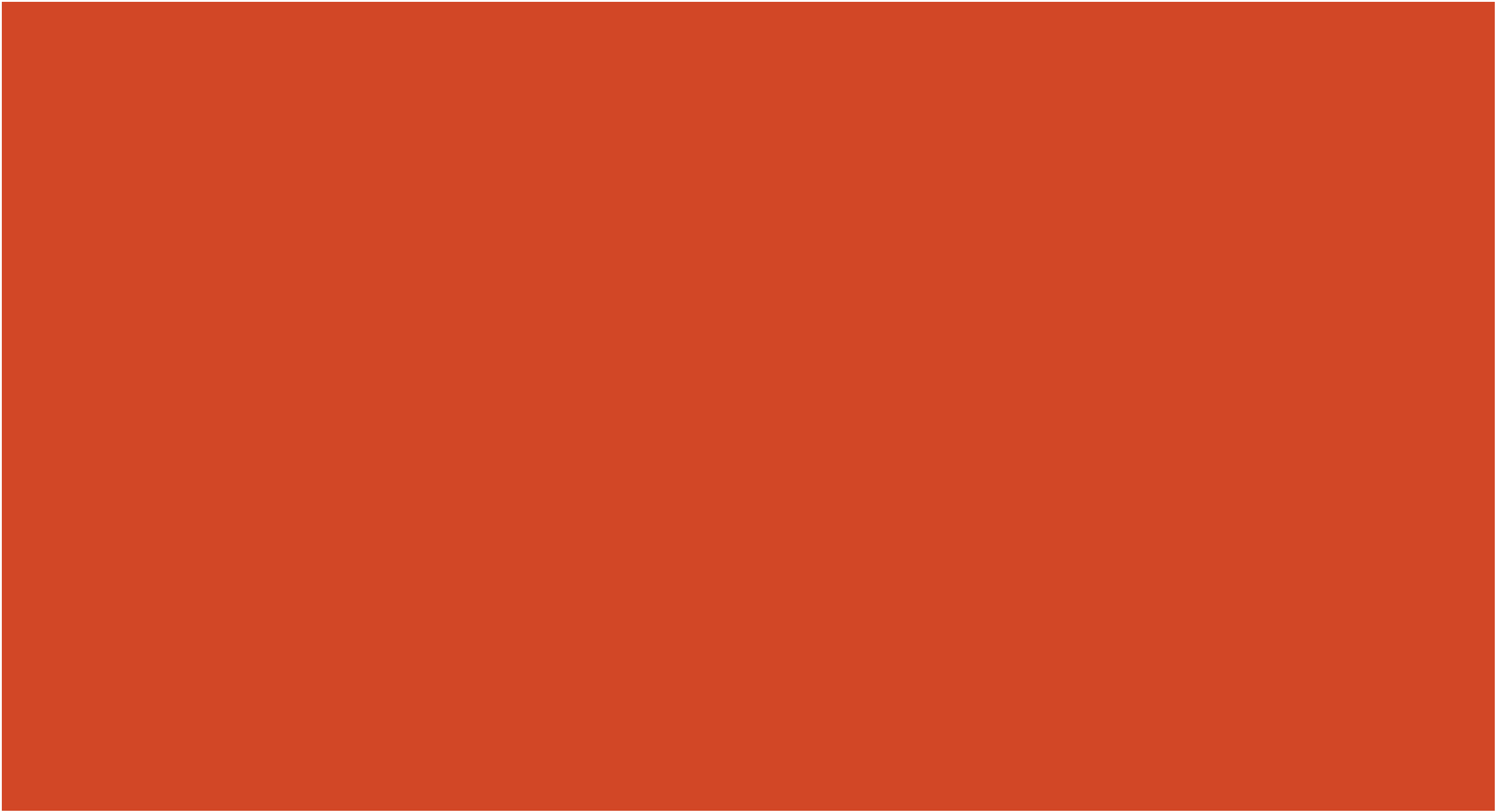
# MEASURABLE GOALS

HOW MANY GIGS DO YOU WANT PER MONTH?

HOW MANY NEW LEADS DO YOU WANT FROM FREE OFFER?

HOW MANY NEW CLIENTS DO YOU WANT FROM THOSE LEADS?

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# THINGS TO CONSIDER IF YOU GO FULL TIME

WEBSITE

EASY BOOKING FORM

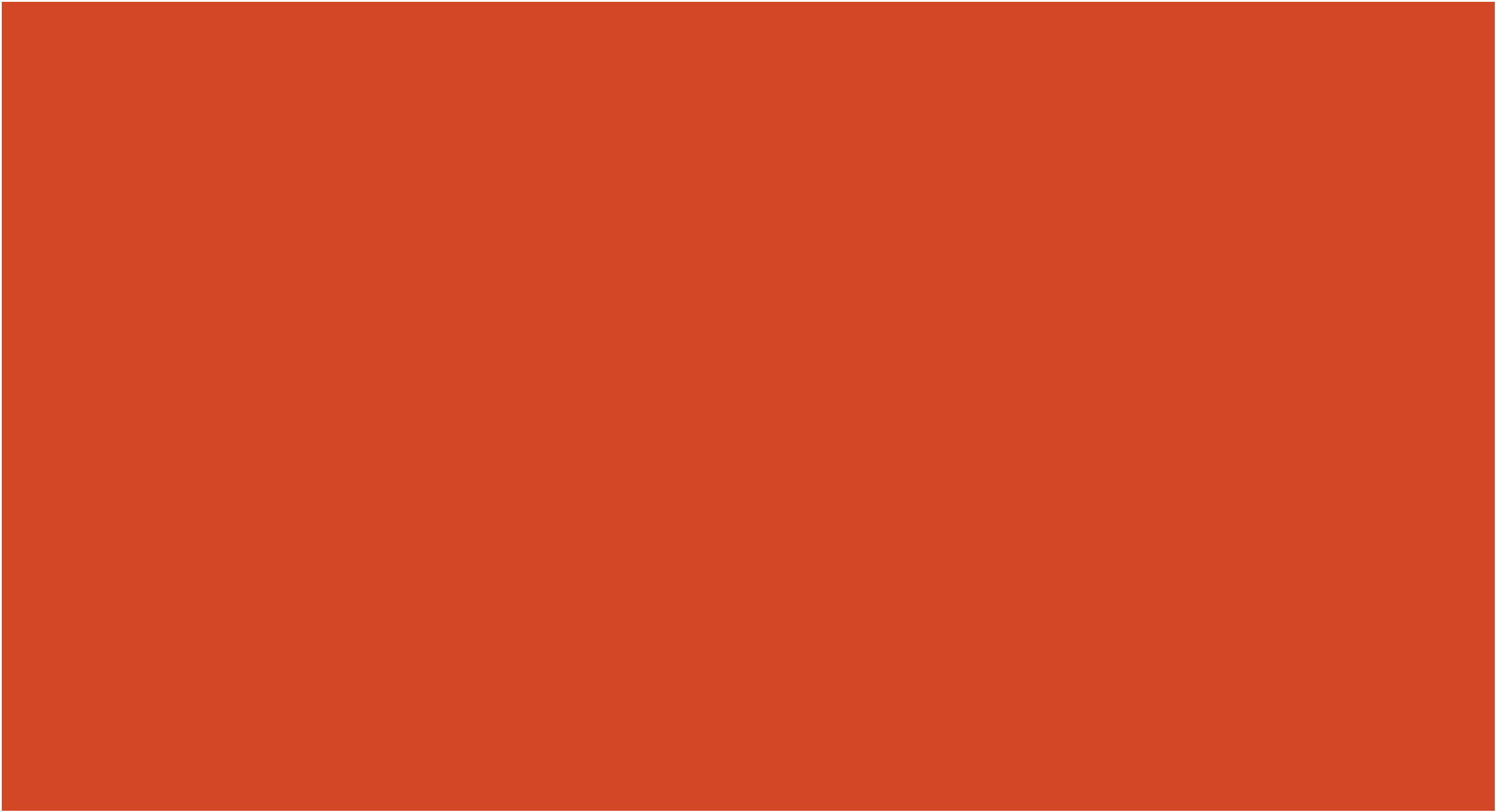
SPEAKER ONE SHEET

PROMO VIDEO

MEDIA KIT

SOCIAL MEDIA PRESENCE

[www.FuseMarketingandMedia.com](http://www.FuseMarketingandMedia.com)



# FOLLOW UP

IN THE NEXT 24 HOURS I'LL SEND TO SHARI:

- LINK TO THE RECORDED VIDEO
  - POWERPOINT SLIDES

[www.FuseMarketingandMedia.com](http://www.FuseMarketingandMedia.com)



A portrait of Barbara Carr, a woman with long brown hair, smiling, wearing a red cardigan over a white floral top and a necklace. She is positioned on the left side of the image.

# *Barbara Carr*

CHIEF EXECUTIVE OFFICER

*call or text: 219-707-1882*  
*barbara@fuseempire.com*

***"We all have different gifts, according  
to the grace given to each of us."  
- Romans 12:6***

CHRISTIAN | WIFE | MOTHER