THE SPEAKER'S LANDSCAPE

Discover where there are speaking opportunities and what to charge



Level One Speaking

You're just breaking into the industry- these are great gigs for you!

HIGH SCHOOLS AND COLLEGES

Fee: \$500-\$7,000

This is how my speaking career got started! My first gig was at Marshall University for \$2,200. I couldn't believe it- someone would pay me that much to speak for an hour? I'm in!

What I've now realized is that schools (both high school and college) are looking for programming ALL THE TIME. They have specific programming budgets that they have to spend each semester. Schools are a great way to get your feet wet in the speaking industry.

Extra points if you were heavily involved in college...

- If you were in a fraternity or sorority they book speakers all the time!
- If you were an athlete, the athletics department books speakers.
- · If you were in student government, same thing.

The list goes on. But I'll be honest- I wasn't any of those and I still got speaking engagements at schools. I knew a guy who was a mascot and has a crazy speaking career talking at schools about his mascot experience! (don't worry- no mascot experience necessary).

A heavy time for speakers is at the beginning of the year (August/September) for orientation and getting students excited about the school year. Then spring (March/April) there are a lot of leadership programs.

Types of gigs:

- Orientation
- Fraternity and sorority life
- Student Council

- Leadership series
- Awards banquets

LEVEL ONE

Level One Speaking Continued

LOCAL/SMALLER ORGANIZATIONS

Fee: \$500-\$10,000

Smaller groups and organizations are looking for speakers all the time! Whether it's for a monthly meeting, a program kickoff, or just a boost of morale. The great part about these gigs is that there are a ton of these locally. These are a great way to get started in your speaking career and start getting speaking experience, footage, photos of you speaking, testimonials, and referrals (a.k.a all of the ingredients for the in demand speaker recipe).

Here are organizations in this category that book speakers:

- Nonprofit organizations
- Rotary Clubs
- Chambers of Commerce
- Libraries
- Coworking spaces
- Local government
- Local community-run events
- What's in your community that could use a speaker?

VIRTUAL EVENTS

Fee: \$500-\$10,000

Virtual events are great for level one speakers for a number of reasons:

- You can do A LOT of them (even multiple in one day!
- You can have notes out that no one can see
- · Less pressure than standing on stage
- You can test new material
- Great exposure
- Low time commitment

But don't get confused- still treat virtual events like real speaking engagements. Charge a fee, send a contract, ask for a testimonial and referral. Heck, you can even use footage of you speaking at a virtual event for your website!



Level Two Speaking

You're speaking 5+ more times a year and ready to take it to the next level!

ASSOCIATIONS

Fee: \$5,000-\$12,500

Want to know a secret?

There's an association for just about EVERYTHING. There's even an association for associations...now what if there was an association for associations for associations? Okay, I digress.

But my point is- associations are built to bring people together in the same industry to educate and motivate them. They have regional associations, statewide associations and national associations. Some even have monthly meetings with speakers. So yeah- there's a lot of speaking slots they need to fill.

Also it's important to note that these associations aren't always looking for people within their industry to speak. They usually have a few keynote spots for motivational speakers and specifically want someone outside of their industry. I've spoken at so many dental and real estate associations and I've never drilled a cavity or sold a house in my life:)

And here's my favorite thing about associations...they all talk to each other.

For example, let's say you speak at the Association of Miami Realtors and you crush it (which you will). The head of the Miami Association will likely tell the Tampa Association. Or maybe even the state of Florida Association.

These associations are a tight knit community so word travels fast if and when you do a good job. Speaking at associations was how I went from a \$2,200 speaker to consistently booking around \$7k with 35 gigs a year (now I'm a \$15-20k speaker but speaking at associations was how I grew quickly).

Here's a trick: when you speak at an association, take the testimonial they give you (always ask for a testimonial) and send it to all the other associations in that industry. Trust me, it works.

LEVEL TWO

Level Three Speaking

You're speaking 10+ times a year, you have a speaker video, website, and some great testimonials.

CORPORATE EVENTS

Fee: \$10k-\$30k

Companies hold their own internal events for their employees, sales teams, award banquets, company retreats etc. And most of the time, they look to bring someone in from outside their corporation to come speak at their event. They usually have large budgets and are looking for someone to engage and entertain their employees!

GENERAL CONFERENCES

Fee: \$10k-\$30k

These are privately run independent events that aren't associated with any company. Sometimes there are different themes like entrepreneurship, faith, sales, business, etc. There is a conference for just about everything which is awesome- but you don't have to be directly related to that industry to speak at that conference.

You can get a feel for what their budget is by looking at a few things:

- Where the conference is held (a fancy hotel = higher budget)
- What are they charging for tickets?
- What other speakers are they bringing in?
- What kind of sponsors do they have?

These conferences range from super small budgets to mega-large budgets. Even if they can't pay your full rate, make sure to negotiate footage, photos, testimonials and referrals to make it a win-win!

LEVEL THREE

Level Three Speaking Continued

WOMEN'S EVENTS

Fee: \$5k-\$25k

Women's events! These. Are. The. Jackpot. There are so many women's events popping up within companies and outside of them. A lot of companies have put funding towards women's programs that bring in speakers all the time.

And then there are independent events built for women. Events like...

- Women in Banking
- Women in Real Estate
- Women in Business
- Women in Entrepreneurship
- Women in Events
- The list goes on and on! (ex. Yellow Conference)

Note: your talk doesn't have to be about women to be for women.

And a lot of these Level 3 opportunities have the budget to acquire talent. They're not looking for speakers \$5k and below, they want speakers charging \$8k+ because they want people who will hit it out of the park and have the website, video and testimonials to back it up.

Bonus: if you can add a client list of "past speaking engagements" on your website for credibility, that will help too.

Which level do you think is right for you? Write your thoughts below!



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