**MONETIZATION PLAN**

*Imagine you give 1 talk a month to your desired audience.*

1. If you attracted **one client** from each talk, what would that equate to in $$$? **$\_\_\_\_\_\_\_\_\_\_**
2. Dream a little - How many clients do you imagine you could attract at each talk? \_\_\_\_\_\_\_\_\_\_
3. Multiply the # of clients you could attract by the amount you charge 1 client – what do you get?

**# of Clients \_\_\_\_\_\_\_\_ x Amount you charge $\_\_\_\_\_\_ = $\_\_\_\_\_\_\_\_**

**Your Estimation Formula**

**($$$ generated per talk $\_\_\_\_\_\_\_\_\_\_\_\_)**

**x**

**(# of talks \_\_\_\_\_\_\_\_)**

**= YOUR INCOME from Speaking $\_\_\_\_\_\_\_\_\_\_\_\_\_**

**WHAT EXACTLY are you “selling” at the talk? (a.k.a., what is your Call to Action?)**

* Strategy Session
* Package
* Program
* Workshop
* Event
* Retreat
* Service
* Product
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**HOW are you selling it?**

Where in the presentation?

What are you going to say?

What are you guiding the audience to do?

What materials do you need?

**What are you LITERALLY going to tell the audience to do?**

* Handout
* Registration form
* Postcard
* Text opt-in
* Go to your table (meet you there)
* Schedule a strategy session with you

**EXPERT TIPS when giving your offer:**

* Be very specific about what you are going to tell the audience to do.
  + *E.g., You will see there are cards on your table. Take one and pass it around so that everyone has a card. On the card you will see “X, Y, and Z.” Please check all that apply, fill in your information. When you are complete hold your card up and we will come by and collect them.*
* Have everything ready ahead of time (prepare and practice beforehand).
* Have it all set up before the audience arrives so that you are smooth as a cucumber up on stage.