****

**You will learn these powerful lessons:**

* Monetization Vision
* Monetization Plan
* Multiple Ways to Monetize Your Talk
* Creating Your Monetization Menu

**Your Monetization Vision:**

What you’ll SEE, HEAR, FEEL, EXPERIENCE

{when it comes to money coming in from your speaking}

***Imagine… you are speaking to your ideal groups of potential clients….***

and you bring in **new clients through speaking**

**Imagine how you receive the money**

**Imagine how you FEEL...**

Giving your offer

After you step off the stage

When you are on the way home

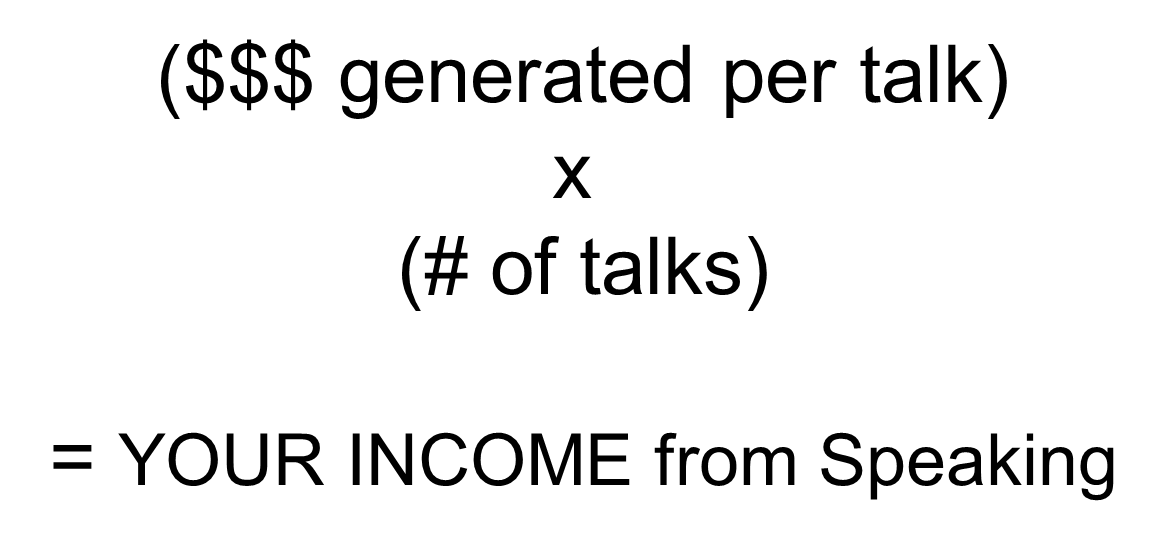
**Monetization Plan**

**PROFIT BY SHARING YOUR EXPERTISE**

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?

**Your Estimation Formula**



**Multiple Ways to Monetize Your Talk**

1. Give an Offer on Stage
2. Build Your List & Sell Online
3. Sell Products / Services
4. Get Speaking Referrals
5. Schedule appointments / calls

**Decide Your Methods**

* Write down your top 2 choices
* Circle 1
* Do the one that gets you excited
* Do the one that you believe fits for you

**THE NUTS & BOLTS**

**What are you selling at the talk?**

* Strategy Session
* Package
* Program
* Workshop
* Event
* Retreat
* Service
* Product

**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

**Closing Tips**

* Preplan & Prepare
* Speak Clearly & Confidently
* Be SPECIFIC in telling the audience what to do
* Select a close that feels in ALIGNMENT with You
* Only offer something that you are TRULY thrilled about
* Connect to how your offer can help people

**CREATING YOUR MONETIZATION MENU**

**Your Monetization Menu**

* The “you can’t sell” options
* The “you can sell” options

**“You Can’t Sell” Monetization Tips**

* ASK for clarity
* Never assume you know what they mean
* Explain how you might give an offer
* Share the value of what you offer
* Freebies – phone call / consultation, free opt-in, raffle

**“You Can Sell” Monetization Tips**

* Consult with organizer whenever possible
* Know your audience
* Low ticket (approx. $47 - $497)
* High Ticket ($500+)
* The more time you have, the higher you can go
* Maximize your strengths / time / resources

**Your Leverage Menu**

* Record the Audio
* Get Photos
* Social Media Posting
* Video taping
* Live Streaming

**Always Monetize & Leverage Your Speaking**