



So... You Think You Want to Speak/Consult?!

WHAT YOU NEED TO KNOW & DO FOR SUCCESS

Have you ever sat in a meeting, watching the speaker, and wondered, “How can I do that?”

Or perhaps you feel the desire to share your knowledge by consulting with businesses and professionals to help them elevate their success and are just not sure how to get started.

You're not alone! Many professionals grow to a point in their career where they would like to give back to the profession while continuing to stretch themselves and create additional business opportunities in the process.

Learn how to get from here to there: Drawing from her 20+ years' experience as a speaking/consulting business advisor and marketer, Vanessa will share the foundational tools, skills and resources required for launching a speaking and/or consulting business that gets you noticed, booked... *and compensated!*



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- Clarify your Big ‘Why’ (life vision) and how to create a strategic plan for your business
- Identify your interests and expertise to shape a focused, marketable niche
- Explore where to find the mentors, resources, and opportunities to support your content and skill development
- Gain tips for successful branding and marketing in today’s speaking/consulting environment
- Understand *why and how* to differentiate your presentations and training programs
- Learn what a speaker packet **is** and *why you need one*
- Discover effective marketing strategies for building visibility and traction
- Discuss strategies for communications with meeting planners and sponsors
- Illuminate how to set - and when/how to negotiate - honorarium
- Discover the power networking will have on your business

Suggested Format:

Full or Partial Day; Lecture, Workshop, Keynote

Suggested Attendees:

All Professionals



Conscious. Connection. Collective.