



Presents



Your Guide to:  
**Paid for the Stage**

## Core Principle

### **Show** them what you can do.

Showcase your speaking abilities to your target market so that they begin to see you as a professional speaker.



### Videos

Share 3 types of videos:

1. **Story** (content about you)
2. **Value** (tips & advice)
3. **Sales** (advertise your offers)



### Events

Make your own opportunity:

1. **Topic** (valuable for your audience)
2. **Location** (online or in person)
3. **Entry** (free or paid)



### Networking

Maximise your 60 second pitch:

1. **Hook** (Earn their attention)
2. **Demo** (Show how you can help)
3. **CTA** (Tell them what to do)



### Prospect

Follow up with expressions of interest:

1. **Social Media** (likes & comments)
2. **Events** (everyone who attendees)
3. **Networking** (people you meet)

If you have any questions email

**Kyle@confidencebydesign.co.uk**