



THE **MIC** IS HOT

7 Ways to stay booked and busy as a paid speaker in 2023

Rev. Dr. Dawniel Patterson Winningham

When I first started speaking I was SO flattered that people actually ASKED ME to speak that I didn't charge much if anything.

Overtime I realized that my speaking was a GIFT and that my GIFTS were created to make room for me.

So, I started to CHARGE; AND in addition I started to monetize EACH and EVERY speaking opportunity.

My income from speaking increased tremendously, but my SKILL as a speaker was the same.

That means that EVEN the BEST speaker, if they don't KNOW how to CHARGE is in danger of being paid very little or NOT at all.

According to ziprecruiter.com the average public speaker can make between \$36k and \$260k yearly.

WOW!

That's a big gap. I am sure that the 7 things we discuss in this document go a long way towards who makes MORE than the other.

Your Image
Your Negotiating Skills
Your Appeal to a specific Audience
Your Outreach
Your Tools

AS with most things the MORE energy you put in, the MORE results you get out.

If you are SERIOUS about becoming a speaker, then take these suggestions we give you seriously. And if you need help executing them don't hesitate to schedule a call with us.

I mean, if you are GOING to speak, then WHY NOT keep your MIC HOT!

Love you Much,
Coach

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KNOW who YOU are speaking for

That's right even the best of speakers MUST first identify WHO they are speaking for. Not only will we help you identify your initial target as we help you create your Signature Speech, but we will also show you how to diversify that speech so that it appeals to multiple targets...increasing your potential revenue, without the work and frustration required to have a ton of different speeches.



Build **YOUR** SpeakHER Brand

While you definitely need an outreach strategy to get booked (which we will discuss shortly) there is also a formula for building your brand in a way that not only makes people reach out to you MORE, but also makes the chances of the people that you reach out to more apt to book you. In short YOU need to LOOK like a speaker. Our bootcamp is designed to get you everything you need from sizzles reels and contracts, to branded social media and speaker kits that SCREAM I am SPEAKER. If you are ready to get BOOKED and stay busy contact us immediately so that we can help you with the tools and resources to build a speaker brand that demands to be paid top dollar.



YOU need a strategy to stay booked and busy

Most people think they can just say, hey I'm a speaker and get booked. But if you really want to increase your speaker earnings it's best to be proactive vs reactive. We will not only provide you with a customized speaker strategy based on the multiple targets we help you develop, but we will also create your one sheet and provide you with specific outreach strategy so that you know exactly where to go in order to get booked more quickly. There is a big difference between waiting on a job to come to you and being proactive about outreach for the jobs you really want. Believe it or not people are **ALREADY** booking speakers for **NEXT YEAR**. Let us help you develop a strategy that keeps you **AHEAD** of the game.



YOU need a Speaker Website

The mistake that MOST people make is they try to say I am a speaker and ALL of these other things. The truth of the matter is that if you want people to take you seriously for speaking, have a website that is JUST for your speaking. Not only will we help you develop this website, but we will also help you create the stand out content that event coordinators need to decide that YOU are the one to speak to THEIR audience.



Show **YOUR** work

People want PROOF that you ARE who you say you are. You need videos, photos, testimonials and MORE to prove your speaking skills. We help you develop MORE speaking content in a weekend than MOST people can collect in a year.



Show **ME** the stage

The MORE you know about upcoming events, the MORE you can stay booked. Great speakers spend the time, energy and effort to research upcoming events and make sure their information is submitted WELL in advance. We will help you get a jump start to knowing about those events with our monthly speaking opportunities guide. Access to this guide gives you a head start into knowing WHO and WHERE you are needed...so that you can go STRAIGHT to the TARGET. We also help you with the strategy to identify local and regional events, so that you can keep you iron sharp and make money, even if you stay close to home.



Back of the Stage **PRODUCTS**

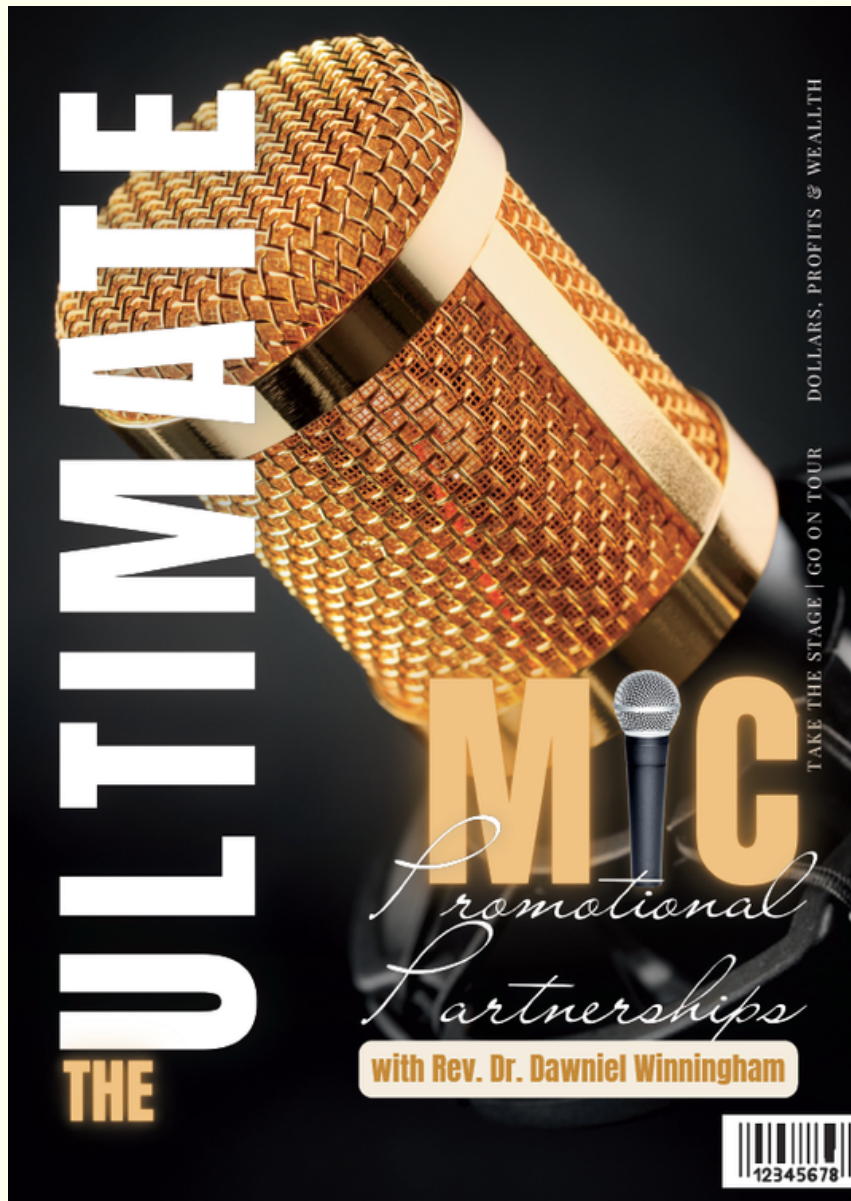
Because two checks are better than one. Most speakers leave the stage with people wanting more. We want to show you how to develop the RIGHT products for your audience and how to stay engaged with them EVEN after the speaking event. Most speakers offer a \$20 book and go about their business, when in actuality it is YOU that opened up their minds to the possibilities of MORE, so why shouldn't YOU be the one that is allowed to service them further with your product or service...or even being a member of your community.



Want to take the stage with US?

Thank you for your interest in participating in the 2023 Dollars, Profits and Wealth Conference. We would love to have you on stage for our conferences or tours.

Please complete the form below at bit.ly/solidgoldspeakers to receive invitations to our weekly information sessions.



Dawniel Patterson Winningham is a former JP Morgan Chase Vice President who left corporate America to pursue her dream of helping others build their dreams. Known as the Harriet Tubman of the Internet age her digital marketing and live stream skills put her in a position to serve thousands of individuals yearly with her messages of financial empowerment for women. She has authored 14 books and co-authored countless others. Her social media following of over 150k that she has grown organically over the years makes her a social media force to be reckoned with.

Her story of overcoming the struggles of being a single mother of 3 and moving on to build a 7-figure business has been printed in over 100 magazines internationally, including Ebony, Ladies Home Journal, and more.

She is founder of multiple women's initiatives such as the congressionally acclaimed International Day of Sisterhood, Wealthy Sisters Network International, My Best Life, B.Y.O.B (Build your ONLINE Business) and most recently Millionaires in the Making an initiative to help women thrive in sisterhood while living Million Dollar Lifestyles. As a master life and business coach she has won countless awards for Life and Business Coach of the year on an international level. Her passion for community has garnered her three Presidential Awards for Community Service One from George HW Bush and 2 from Barack Obama.

Her online community where each woman is referred to simply as "sis" is proof that women CAN get along and support each other in both life and business.

She can be found online at www.dawnielwinningham.com

DAWNIEL WINNINGHAM

HAS BEEN FEATURED IN HUNDREDS OF MAGAZINES AND ONLINE PUBLICATIONS
GLOBALLY INCLUDING



About Staci Moore

I am the Visionary that can see beyond one's limiting beliefs.

"I am the VOICE for women that don't have one until they have the wisdom to know that they do".

I am your Virtual Broker connecting you to the Resources and Relationships that you need to propagate more Revenue and Relax just a little bit.