

**How Experts Get Paid Thousands
Of Dollars For Speaking**

24 WAYS

To Get Paid To Speak



NONA PRATHER & HENRY J. DEVRIES

24 WAYS

To Get Paid To Speak

**How Experts Get Paid Thousands
Of Dollars For Speaking**

NONA PRATHER & HENRY J. DEVRIES



INDIE BOOKS
INTERNATIONAL

© 2023 by Nona Prather
All rights reserved.
Printed in the United States of America.

No part of this publication may be reproduced or distributed in any form or by any means, without the prior permission of the publisher. Requests for permission should be directed to permissions@indiebooksintl.com, or mailed to Permissions, Indie Books International, 2511 Woodlands Way, Oceanside, CA 92054.

The views and opinions in this book are those of the author at the time of writing this book, and do not reflect the opinions of Indie Books International or its editors.

Neither the publisher nor the author is engaged in rendering legal or other professional services through this book. If expert assistance is required, the services of appropriate professionals should be sought. The publisher and the author shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused directly or indirectly by the information in this publication.

The Speak Monthly Methodology™ is a pending trademark of Nona Prather.

ISBN 13: 13: 978-1-957651-31-6
Library of Congress Control Number: 2023902378

Cover designed by Laura Duffy Designs
Interior designed by Rachel Valliere of Printed Page Studios

INDIE BOOKS INTERNATIONAL®, INC.
2511 WOODLANDS WAY
OCEANSIDE, CA 92054
www.indiebooksintl.com

Contents

Preface	v
1 Why You Need To Be Paid To Be On The Right Stages	3
2 How To Find Opportunities	9
3 The Speak Monthly Methodology	15
4 Know Your Niche	19
5 Find Your List And Have The Right Social Media Presence	21
6 The F-Word: Follow-up	25
7 Gather Your Proof And Have Your Marketing Materials Ready	31
8 Sustain The Effort	37
9 Time To Improve Your Zoom Meeting Brand	43
10 How To Be A Better Speaker Like An Oscar Winner	47

11	Ways To Attract Clients Like A World Champion	51
12	How To Capture Attention	57
13	Become A Better Speaker Like Steve Jobs And Suze Orman	61
14	How To Market By Getting Paid To Speak	65
15	Storytelling To Attract Clients	71
16	Expand Your Credibility With A TEDx Talk	75
17	Confessions Of A TEDx Event Organizer	79
18	How To Overcome The Elevator Pitch Myth	83
19	Build Rapport Before You Take The Stage	87
20	How To Overcome Public Speaking Anxiety	91
21	How To Speak Like A Boss	95
22	Learn To Speak Like Tony Robbins And Dr. Laura	99
23	Speak More By Storytelling Like A Baseball Broadcaster	103
24	In Closing: Five Deadly Mistakes Ordinary Speakers Make	107
	<i>Appendix: Speaker One Sheet Examples</i>	111
	Acknowledgments	117
	About The Authors	119

P A R T I

Set Yourself Up For Paid Speaking Success By Nona Prather



This part of the book contains insights from a booking agent for professional speakers. This is my best advice if you want to get paid to speak.



Why You Need To Be Paid To Be On The Right Stages

Let me tell you a little story about Jeff. Jeff received a request for a low-paying speaking engagement at the Concrete and Pavement Association of Indiana. He was on the fence about going because they only offered to reimburse travel fees for the event. However, he decided to speak, and it was a good thing he did.

The audience members consisted of executive directors from companies all over the state and directors of the other state associations as well. This turned out to be a target-rich audience for him. They were so impressed with his presentation that after the event was finished, he received offers from five other companies and the state association directors to do the same presentation at a full fee.

He had never considered this industry before, yet now he is so well-known to its association members and executives that he gets asked back on a regular basis.

Before turning down a non-paid opportunity, ask this question: “Who will be in the audience?”

Target the audience that you most think will benefit from your topic. Think about what the audience needs. It’s not about you; it’s about them. Think about a conversation you had with someone you enjoyed. Chances are the conversation resulted in their solving a problem for you. Being in front of a big audience is the same way. If they walk away from your presentation with a usable solution, you will always be providing value.

Getting paid to be on stage will open up more opportunities. Have you heard the phrase, “You get what you pay for”? This is true when planners are choosing the best speaker for their event. They have a budget to spend and if they don’t use it, they lose it. So it might as well be spent on you.

Your topic should provide value that the audience needs. The number one criteria meeting professionals look for when selecting a speaker is: “How will they solve my problem?” That’s why it’s important to have at least three pain points that you solve and can bring to the table for consideration.

An example of a pain point would be if you're speaking about resilience, the problem might be experiencing difficulty in getting past the mindset of failure.

When you're planning the topic you want to deliver, always keep in mind who you're talking to and what you want them to take away from your presentation. How are you solving the pain point with your takeaways?

Example of audience takeaways:

- Takeaway one. Your audience will learn how to utilize X number of steps to lead a winning team. (solution)
- Takeaway two. Audience members will leave with a sense of ownership in the company. (feeling)
- Bonus takeaway. Each audience member receives a workbook or a copy of your book. (tangible)

What Is Your Why?

This is a cautionary tale. I had a client a while back who spoke about mental health in the workplace. Her only qualifying factor to speak on this topic was that she struggled with mental health herself.

Sometimes, if you're a great speaker this is all you need, but most of the time decision-makers are looking for more qualifying factors than that.

We struggled with selling her. Then she came back with the idea of talking about ethics, so she completely changed her topic. She said she thought this topic was sexier and would get more sales. The problem is she didn't have a background in ethics either. Her background was in interpreting. She's very smart and knows multiple languages. So I suggested talking about culture but she was worried that it wouldn't sell.

If you want to be a great speaker you have to have passion for the subject. Your own experience can be enough as long as your passion comes through on stage. If you're like many potential clients who come to me, you might have many passions but select two or three you know best and dive deep into those.

Questions To Think About

What are you most passionate about?

Is it mental health, workplace safety, or women's leadership? You have to have passion and knowledge about the subject you're delivering or else the audience will see right through you.

Who do you want to talk to?

Be specific about who you want to talk to. When searching, pick the niche that best fits your why, passion, and pain points, and focus your attention there.

What problems are you solving for the audience?

I get asked all the time, what topic is selling right now? It's a good question, but there's a catch. The catch is how fast the *hot topic* can change. For example, it can go from employee retention and attraction to resiliency practically overnight.