

MONETIZE
YOUR MESSAGE

BRACKETOLOGY: THE SPEAKER'S HIERARCHY OF FEES

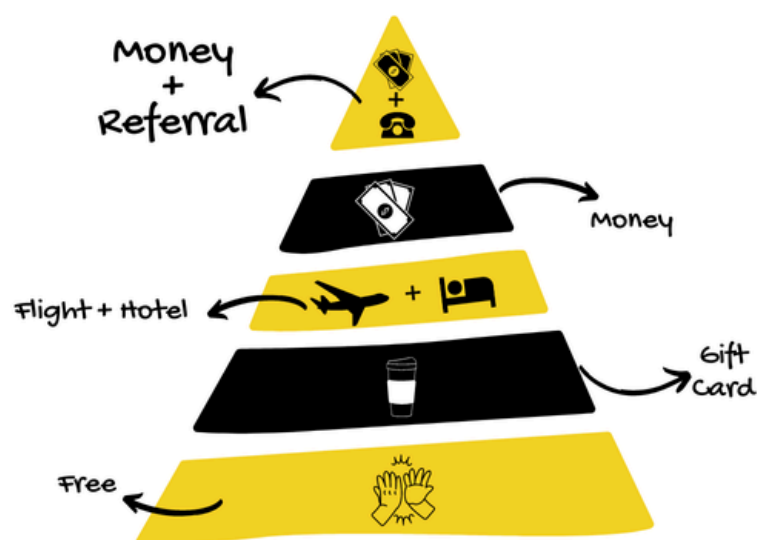


BRACKETOLOGY: THE SPEAKER'S HIERARCHY OF FEES

And Level 5 is not just about the money...



THE SPEAKER'S HIERARCHY OF FEES



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1. Level 1: Free 99

I get it.

In “When Should I Speak for Free: Rihanna Has an Answer for Speakers in the Struggle” we identified two career stages when it makes sense to “waive your investment level”:

1. Rookie - You're just launching your speaking career and need to get more reps and build a reputation.
2. Free Agent - You've been speaking in one topical area and you want to switch to a second area (i.e., from marketing to mental health).

2. Level 2: “Here’s a Gift Card!” 😊

At this level, the organizer recognizes that you are providing value.

Perhaps their budget is small (or non-existent) for speakers. At this stage, the audience is probably smallish (under 50) and the talk may be short (15-30 minutes).

Nevertheless, **they see value.**

Will Baggett and I went through this phase (Daron = Starbucks card |

Will = Chik-fil-A card).

Hovering over this level can be frustrating, but buy yourself some coffee (or waffle fries) and gear up for Level 3.

3. Level 3: Flight + Hotel

Now, we're getting serious.

There's a budget for speakers and they're willing to **get you there, put you in a bed, and get you home.**

A lot of speakers get frustrated at this level because they'd rather see some of these travel and lodging expenses converted into cash.

Again, I get it.

Just know that you if you deliver at this stage and leave your audience (and event planner) with a good impression, **you will get paid.**

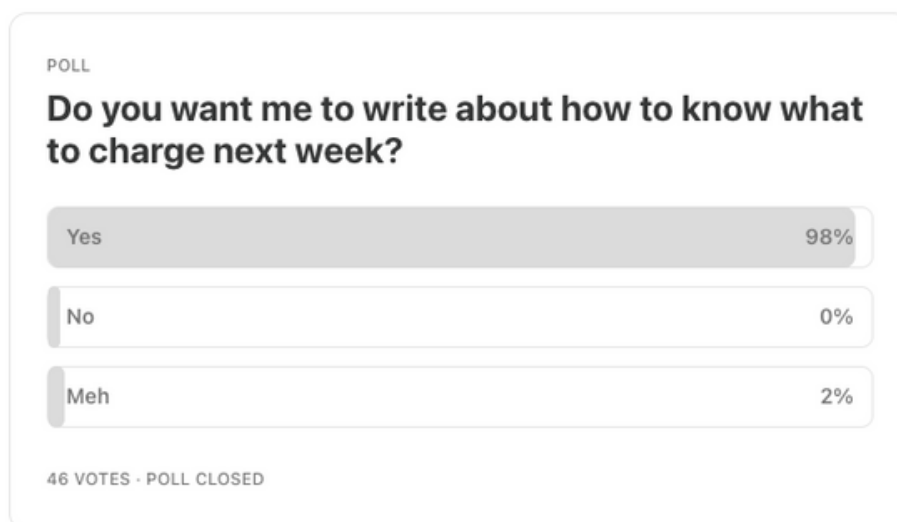


4. Level 4: Money

You have enough reps and speaking collateral (pics & videos) to command a price in the marketplace.

The #1 Question: How much should I charge?

This topic would take an entire newsletter for me to explore.



Level 4 may seem like it should be the peak, but there's one more...

5. Level 5: Money + Referral

To create a sustainable speaking business, you gotta have people who are marketing for you when you're not around.

You want conversations to sound like this:

Event Planner #1: "You have any good speaker recommendations? I have to build out our spring conference in two weeks." (Sigh...)

Event Planner #2: "We brought Megan Washington in for our fall conference last year and she crushed it. Very easy to work with and does a great job on stage.

Want me to tee up an email intro?"

When this referral flywheel starts spinning, you'll start getting inbound requests from **people you've never met**.

MYM can help you reach that level. This is where the magic happens.

THE MIC DROP

No matter where you fall on the ladder, just know that **the only way to build a speaking business is by speaking**.

Our "Get Paid to Speak" course shows you, step-by-step, how **to go from Level 1 to Level 5**.

Take the Stage.

Get Paid.

Buy Your Freedom.