

**FIRST THINGS FIRST**  
**YOUR “GET PAID TO SPEAK” ROADMAP**

	<b>Positioning</b>	<b>Speech</b>	<b>Marketing</b>
<b>Get your first paid speech</b>	<p>Identify your niche (topic x audience x usp)</p> <p>Spend an hour a day studying on your topic</p> <p>Update your LinkedIn profile to align with your niche</p> <p>Start creating high value content (aim: once/wk)</p> <p>Add target audience and thought leaders in your niche. Start engaging with them (30 mins/day)</p>	<p>Create a speech based on your chosen topic</p> <p>Test segments of your speech at Stage Time</p> <p>Find at least three opportunities to test your speech (record it!)</p> <p>Collect testimonials from client and audience</p> <p>Review the recording with your batch mates or me (if you sign up for 1-1)</p>	<p>Design your one sheet (marketing brochure)</p> <p>Record a marketing video to talk about your speech</p> <p>Create a list of 100 clients you love to work with (your dream 100)</p> <p>Reach out to your network and ask for intro</p> <p>Attend conferences to network with organisers and fellow speakers</p>
<b>Get ten paid speeches</b>	<p>Refine your niche (topic x audience x usp)</p> <p>Get on Instagram or TikTok to increase your reach and virality</p> <p>Continue to create high value content (aim: 3/wk)</p>	<p>Continue to improve your speech, make it great!</p> <p>Get a professional to review your speech (identify blind spots)</p> <p>Include original research or create a framework to increase credibility</p>	<p>Build your website and SEO to get discovered</p> <p>Create a relationship action plan to engage with clients and prospects</p> <p>Co-host webinars, co-author articles, participate in podcasts with TLs</p>
<b>Become a professional speaker</b>	<p>Review your niche, pivot if necessary</p> <p>Outsource your social media efforts to an agency (or build a team)</p> <p>Create original content and publish findings in a book, paper, assessment</p> <p>Work with a PR agency to get you featured on offline and online media</p>	<p>Create more speeches (for different audiences)</p> <p>Make your speech fun by taking ideas from the entertainment world</p> <p>Improve your storytelling skills and humour writing skills</p> <p>Capture leads on stage and build your community (turn them into fans)</p>	<p>Freshen up your website and marketing materials</p> <p>Develop a funnel to sell products at the backend (include lead magnets!)</p> <p>Secure consulting projects to increase customer lifetime value</p> <p>Look for speaker bureaus to get you more high profile gigs, also set up referral program with fellow speakers</p>