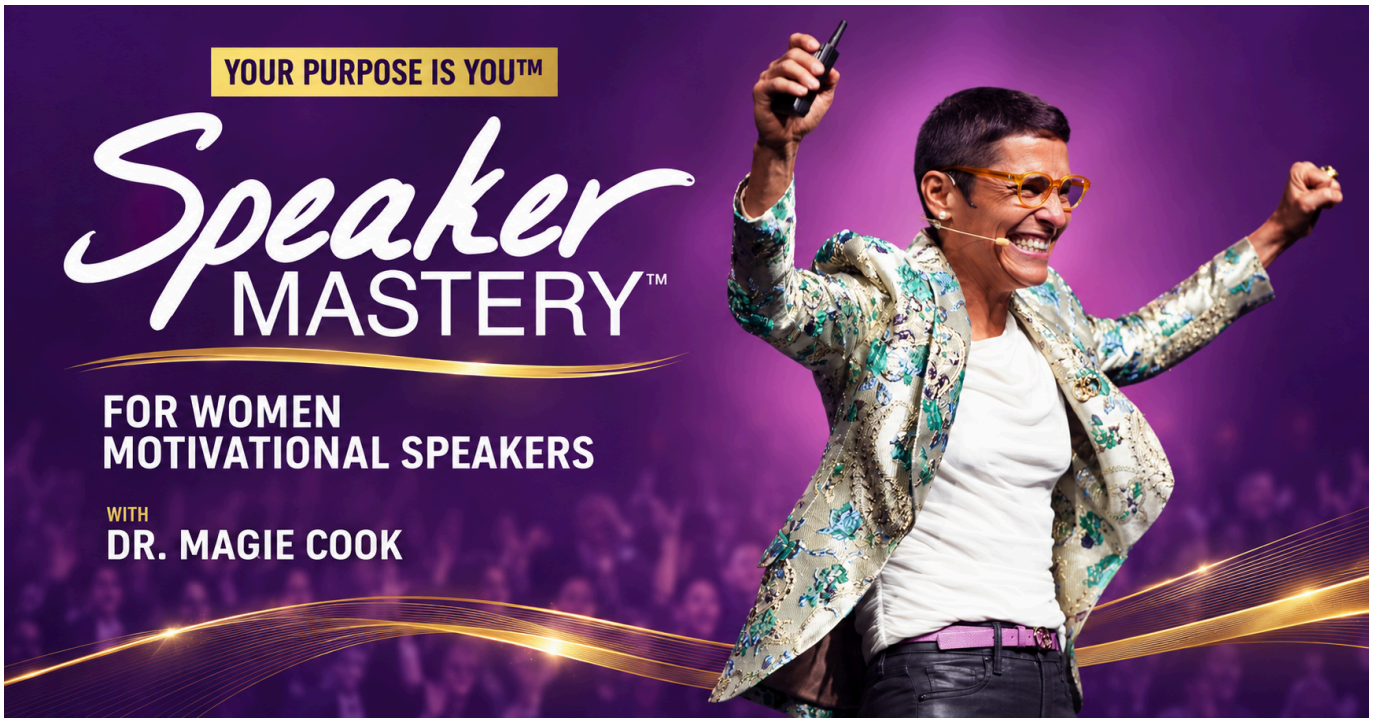


Course Outline

Module 1.0 | In-Depth Self-Discovery

- Confidence, Skills & IP
- Listening Quest
- Speaking Assets
- Top 100 List

Module 1.1 | The Mentality of a Million Dollar Speaker

- Formulating Your Grand Vision
- Your Overall WHY
- Your Speaking WHY
- The Power of AFFIRMATIONS
- **Bonus Video:** Overview of "Your Overall Why"
- Action Items

Module 1.2 | Bringing It All Together

- Your Speaking Stories
- Your Ideal Client Avatar
- **Bonus Video:** Overview of "Your Ideal Client Avatar"
- Action Items

Module 1.3 | Message Clarity Strategy & Implementation

- Keynote Outline Validation
- Credibility and Positioning Statements
- Keynote Topic Validation
- Message Clarity Workbook
- Keynote Outline
- Speaker Keynote Map
- Talk Structure - Option 1
- Talk Structure - Option 2
- How to Punch Your Talk
- Creative Talk Segments
- Create a Powerful Slide Deck: The Three things It should deliver
- The Power of a Prop (Part 1 & Part2)
- **Bonus Video:** Tips & Tricks to Remember Your Talk & Eliminate Anxiety
- **Bonus Video:** How to Strengthen Your Stage Voice (Nancy Bos Training Video)
- **Bonus Training:** Voice Exercises to Strengthen Your Voice and Confidence
- **Bonus Training:** Voice Training by World-Renowned Voice Coach Nancy Bos
- **Bonus Video:** Diane's Archetype Story Breakthrough
- Resources
- Action Items

Module 1.4 | Creating Your Attractive Character for Success!

- The New Identity
- Resources
- Action Items

Module 2 | Brand Brilliance

- Creating Your New Story Video and/or Your Marketing Video
- The Anatomy of a Winning Story Video & Marketing Video
- The Anatomy of a Winning Story Video & Marketing Document
- **Bonus Video:** How to Hire a Videographer
- **Bonus Video:** Storyboarding Your Story Video
- **Bonus Video:** Story Video Deep Dive
- **Bonus Video:** The Million Dollar Round Table (MDRT)
- Resources
- Action Items

Module 2.1 | Brand Brilliance

- Creating Your Speaker Website
- The Anatomy of a Winning Speaker Website
- The Name Of Your Speaker Site
- Your Professional Website with Tu Long
- Speaker Topics
- EPK (Electronic Press Kit)
- Bio & One Sheet
- Stage Requirements
- Publications (Media, Awards, Recognitions)
- How to Get Easy Reviews
- Intake Forms & Other Services, and More
- **Bonus Video:** Magie's First Website Creation
- **Bonus Video:** Module 2.1 Bonus: Landing Page Alternative (Diane Allen)
- Resources
- Action Items

Module 2.2 | Brand Brilliance

- Working with a Photographer
- Negotiating Pricing, Performance & Quality
- Guidance on How and What to Shoot for Great Photos
- Photoshoot Examples
- **Bonus Video:** Rachel Rose
- Resources
- Action Items

Module 2.3 | Brand Brilliance

- Content Creation Strategies and Tools for Your Speaking Business
- **Bonus:** Social Media Calendar
- **Bonus:** Elite AI Prompts
- **Bonus Video:** Resources & Action Items
- **Bonus Video:** Getting Booked with Social Media
- Resources
- Action Items

Module 3 | Get Paid to Speak with Confidence

- Top Strategies for Finding Events That Pay
- List Building Template
- Top 100 List
- Google Search Engine Prompts
- Speaker Websites
- Quotes & Reviews
- Speaker Bureaus
- eSpeakers: Job Board & Reviews
- Direct-Booking Platforms
- The AI Intel Engine
- Resources
- Action Items

Module 4 | Email Outreach & Prospecting

- List Building Systems for Finding and Verifying Email Contacts for Safe Sending
- Scraper Tools
- **Note:** Avoid Getting Blacklisted
- Is Your Email Set Up Correctly?
- Setup and Deliverability Training
- Safe Sending Practices
- Email Verification Systems
- Cold Email Sending Systems with AI Engines
- Email Templates That Work
- Value-Added Proposition Statement
- Email Outreach & Prospecting Documents
- **Bonus Videos:** Cold Email Sending Platform Demo calls.
- **Bonus Video:** Ask Me Anything with Diane (Client Email Responses)
- **Bonus Video:** Resources & Action Items
- Resources
- Action Items

Module 5 | How to Price & Monetize Your Speaking Business

- Module 5 Documents
- How to Qualify Your Prospects
- Powerful Questions You Should Always Ask!
- Qualify Them Before They Qualify You
- How to Set and Boost Your In-Person and Virtual Speaking Fees with Ease
- Your In-Person Fee
- Your Virtual Fee
- Leverage Workshops, Trainings, Online Courses, Book Sales, Sponsorships, etc.
- Creating Win/Win Opportunities
- How to Negotiate with Nonprofit Corporations
- How to Get Donations for Your Nonprofit
- Turning Unpaid Events into Paid Performances
- Following Up with Prospects to Get Rehired
- Creating a Speaking Referral Partnership
- Speaking Reminders
- **Bonus Video:** Prospecting & Client Calls
- Resources
- Action Items

Module 6 | Speaker Contracts, Forms, Templates & More

- In-Person Contracts (International & Domestic)
- Magie's Contract #1
- Magie's Contract #2
- Virtual Contracts (International & Domestic)
- Donation Clause & Receipts
- Methods of Payment Requests
- Letter of Intent
- Proposals
- Abstracts
- Speaker Request Forms
- Invoices & Book Sales Forms
- Speaker Insurance
- Pre-Event Call Questions
- **Bonus Video:** Speaker Insurance
- Module 6 Documents
- Resources
- Action Items

Module 7 | Unleashing the Power of a CRM

- The CRM Made for Speakers
- Module 7 Documents
- Resources
- Action Items

Module 8 | Speakers Bureaus Secrets

- Hidden Gems of eSpeakers.com
- Diane Allen
- Speaker Bureau with Julie O'Keefe
- Speakers Bureau with Journey Speakers Bureau
- Bureau Contact List
- Event Planner List
- Resources
- Action Items