

Course Syllabus



Week 1

Build A Talk

Learn how to build **one** durable talk you can build on

What you'll build

One clear message
Working talk structure
High Impact Opening
Bookable talk title
One clear message

Group Call

Learning Path

1. Video Lesson with Britt (How to build a talk)
2. Identify your talk type + core message
3. Draft your hook + opener
4. Create your talk title



Week 2

Find Your Audience

Narrow down your audience
to land the stages you want

What you'll build

Defined niche audience
Clear positioning statement
90-second elevator pitch
Aligned stages and decision makers
Strong audience-talk fit

Book 1:1 with Britt

Learning Path

1. Video Lesson with Britt
2. Identify your niche audience
3. Complete: Who is your audience?
+ Ideal Audience Checklist
4. Build your elevator pitch +
positioning statement
5. Generate 25+ leads



Week 3

Brand & Booking Assets

The assets that make you easy to book

What you'll build

Polished speaker bio
Speaker reel outline
Media kit framework
Booking-ready LinkedIn profile
Simple content plan for visibility

Group Call

Learning Path

1. Video Lesson with Britt
2. Draft your speaker bio (use prompts)
3. Build your media kit + website checklist
4. Create your email signature + social checklists
5. Set up your content calendar + LinkedIn posting plan
6. Share your progress (LinkedIn posting)



Week 4

Pricing & Positioning

A paid offer that matches your value

What you'll build

- Confident speaking price range
- Clear offer vs inspiration alignment
- Contract-ready pricing structure
- Strong call-to-action options
- Decision framework for paid vs pro-bono gigs

Book 1:1 with Britt

Learning Path

1. Video Lesson with Britt (Pricing 101)
2. Set your pricing range + positioning
3. Review: Offer vs inspiration
4. Complete: Contract checklist + review example
5. Complete: Pro-bono gig checklist
6. Share your progress (Pricing)



Week 5

Prospecting to Get Booked

A repeatable system for finding stages

What you'll build

- Personalized prospecting list
- Repeatable outreach schedule
- Cold outreach scripts (email, phone, LinkedIn)
- Daily prospecting workflow
- Confidence in selling without sounding salesy

Group Call

Learning Path

1. Video Lesson with Britt (Sales mindset + solutioning)
2. Build your Champions List (add the missing video explainer later)
3. Follow suggested outreach schedule
4. Use scripts: phone + email + LinkedIn
5. Complete GOSPA + track daily wins
6. Share progress or pipeline screenshot



Week 6

Getting Paid More

Turn talks into higher-value opportunities

What you'll build

Post-talk monetization plan
Sales flow from stage to close
Objection-handling responses
Clear close signals and next steps
Upgraded pricing beyond the talk

Book 1:1 with Britt

Learning Path

1. Video Lesson with Britt
2. Identify your target audience
3. Generate a list of 25-50 leads using AI
4. **Assignment:** Share your progress



9-5 Speaker Course

Week 7

Systems & Consistency

Support systems that keep you moving

What you'll build

Personalized prospecting list
Repeatable outreach schedule
Cold outreach scripts (email, phone, LinkedIn)
Daily prospecting workflow
Confidence in selling without sounding salesy

Group Call

Learning Path

1. Video Lesson with Britt (Systems, systems, systems)
2. Set up Graphy workflow basics (use Graphy to build)
3. Add to your trackers:
 - 9-5 Speaker Notion
 - Outreach Tracker
 - VA checklist
4. Tools to scale + delegation plan
5. Build your 90-day plan
6. Assignment: Share your prospecting system setup



Week 8

Perform on Stage

Deliver with confidence and presence

What you'll build

Reliable warm-up routine
Strong stage presence
Confident body language
Rehearsal process you trust
A talk that lands in the room

Book 1:1 with Britt

Learning Path

1. Video Lesson with Britt (warm-up + presence)
2. Review: body language + dos and don'ts
3. Rehearsal process + practice plan
4. Record a rehearsal clip / self-review



8 Week Framework

