

# SPEAK *To* MILLIONS

---

**BLUEPRINT**

HOW TO JUMPSTART  
YOUR SPEAKING  
BUSINESS

A woman with curly hair, wearing a light blue sweater, is smiling and speaking into a microphone at a wooden podium. She is addressing an audience, with the back of a person's head in the foreground. The background is a blurred outdoor setting. The image is overlaid with a dark blue diagonal shape on the top left and an orange diagonal shape on the bottom left.



Congrats Speaker,

You are about to be exposed to the secrets of a successful speaking business and I am so excited for you.

First off, let's be sure this is right for you.

This blueprint is for authors, coaches, experts and public speakers who are into changing people's lives by sharing their knowledge and advice.

It is for transformational agents who want to give their businesses the needed boost to reach new people and take their sales through the roof.

So if this is you, come on and lets dive in.



## WHO AM I AND WHY LISTEN TO ME?

Before I delve into the details though, let me briefly introduce myself.

I am Charles Emmanuel, #1 bestselling author of "The Diamond In Your Closet: How To Make Money With Your Gifts, Passion And Knowledge In 60 days"

I have been speaking professionally for over a decade now and have graced all manner of stages both online and offline.

Among others, I have shared stages with the likes of:

- Warren Whitlock (Named Forbes' top social media influencer to follow in the US in 2013)

- Dr Albert S.L Kitcher (Life coach and consular officer of Ghana to Ukraine)
- Steve Harris (One of Nigeria's finest life & business strategists)
- John Obidi (Social media influencer and online business coach)
- Derek Schneider (Founder of History Makers Academy, Canada)
- Rick Petry (Peak Performance And Ultimate Success Coach, USA)
- Mercy B (Founder Time2Shine Christian Talent Show, United Kingdom )
- Victor Bassey (Founder Of Highly Paid Experts Network)

I have spoken across Europe, Nigeria and have been invited to the Ukrainian National Parliament to speak on "Effective Strategies For Human Capital Development In Youths"

I am also the founder of the Writers And Speakers Mastermind - an online platform that equips writers, speakers, and coaches with the skills, tips, and strategies they need to earn what they truly deserve for the work that they do.

It is my hope that you will join us over there as well.

Okay, now that we have the intro out of the way, lets get into the matter of the moment.

How To  
Build A  
Successful  
Business  
With Your  
Speaking  
Gift / Skill

# 01

4 Reasons  
Many

Speakers Go  
Broke And  
What You  
Should Do  
About It

## REASON 1 - THEY DON'T CHOOSE A TOPIC

It is time you stopped being a jack of all trade speaker and a master of none.

By now you already know that people pay more for a specialist than they do for a generalist.

Until you are known as an expert on a subject, you cannot begin to command expert attention let alone expert fees

## WHAT YOU SHOULD DO INSTEAD

Find a topic or subject you are really passionate about and build your speaking business around that.

NB: You must be passionate about the subject and the people who suffer from the thing in order to build a thriving business around it.

## REASON 2 - THEY CHOOSE THE WRONG TOPIC

While it is important to choose a topic you are passionate about, it is great to bear in mind that no one really cares about your passion.

They rather care about how your passion can help them solve a problem or achieve a desire.

## WHAT YOU SHOULD DO INSTEAD

So your topic has to be a problem-solving topic. Focus more on how you can help people solve a confirmed problem rather than just how you can share information.

The speaker who can command solution to known problems attract more premium fees.

## REASON 3 - BORING PRESENTATION

Have you ever been at a conference or on a webinar and the speaker literally spoke you to sleep?

I mean you just found yourself uninterested and turned off as you sat there listening to the speaker vomit gibberish from his mouth.

Well, I have a couple of times and I discovered that this often happens when the speaker is kinda boring.

## WHAT YOU SHOULD DO INSTEAD

You have to learn the dynamics of effective communication if you are going to make progress as a speaker.

As a matter of fact, your delivery is what determines whether you get booked again by the same host or that first time becomes your last as well.

So to help you deliver top notch, in our **Speak To Millions MASTERCLASS**, I give you a presentation template to help you move from your introduction to conclusion seamlessly without losing your audience.

I will tell you more about that MASTERCLASS later.

## REASON 4 - WAITING FOR PEOPLE TO COME TO THEM AND HIRE THEM

This is where the rubber meets the road friend.

Most speakers assume that because they are great at speaking, people will somehow find them and book them.

Other better still, some believe that because they delivered well previously, the organizer will sing their praises all over and get all their friends to book the speaker as well.

Of course, all that can happen and they have happened to me but you want the truth?

That is the added advantage. That is the bonus. The real matter is that except you proactively go after the gigs, you will be out of business faster than you know it.

I once heard Steve Harris talk about submitting about 1500 proposals in one year! That is an average of 30 proposals per week. Damn!

Then you see him on social media speaking at XYZ event and think it just happened?

## WHAT YOU SHOULD DO INSTEAD

Put yourself out there. Stop waiting for event organizers or platform owners to find you.

Go all out there and reach out to them.

But before you start that, take a look at the 3 steps for building a successful speaking business below.

# 02

3 Steps To  
A

Successful

Speaking

Business

## STEP 1 - YOUR POSITIONING

When you get serious about speaking as a business model, the first thing you need to do is to position yourself as a professional speaker.

You need to put yourself out there as someone who is open for real business in the speaking field. And that starts by creating a speaking profile.

Your speaking profile is by far the most important document you need to have in place to start making money as a speaker.

In fact, it is one of the major differences between speakers who only receive thank you and those who get paid to speak.

This profile should be tailored towards event organizers and platform owners who are looking to hire a speaker for the community or audience. It should tell them who you are, what they can expect from working with you, your past speaking engagements and a whole lot more.

In our [Speak To Millions Masterclass](#), I will be showing you more details of what this profile should include and examples of some of mine.

## STEP 2 - YOUR BOOKING SYSTEM

What system do you have in place for getting booked?

This can be the difference between speakers who are booked back to back and those who speak once in a blue moon.

Your booking system comprises of four major parts. They are:

### 1. Research:

Here is how you research the events and platforms you intend to speak at. You need to know them well enough to determine that they are a great fit for you.

Nothing is more frustrating than a speaker-audience mismatch! So it is at this stage you want to make sure that the prospects you are considering are in fact, people you would love and enjoy working with.

Trust me, there are too many opportunities out there for you to settle for just any event or organization because you are desperate.

During the [Speak To Millions Masterclass](#), I will show you how to have countless number of prospects for your speaking business.

As a matter of fact, the real problem you will have will be that there will not be enough time to reach out to and speak at the events that will flood your way.

## STEP 2 - YOUR BOOKING SYSTEM

### 2. Outreach:

After researching and determining that a group or an event is right for you, it is time to reach out to the organizer or the platform owner.

This is where the expert/authority outreach system becomes really handy for you. In it I show you exactly how to reach out to experts in a way that is authentic and always gets them to say yes to you

My wife and I use these system and always get more than 80% yes each time we launch a campaign. In fact, those who couldn't have us on board at the time often apologized for not making it!

### 3. Follow- Up:

Life is busy so it is not unlikely that your potential host forgets to respond to you. In fact, the follow-up stage is another difference between successful speakers and mediocre speakers

You might have heard them say that 70% of the result is in the follow-up... that is so freaking true. But with the system I show you in the **Speak To Millions Masterclass**, you already lock in more than 50% of the results from your outreach alone.

So the follow-up phase is more like combing in the excesses!

## STEP 2 - YOUR BOOKING SYSTEM

### 4. Getting Booked:

Okay, its time to get booked my dear. And the success of this phase depends on several factors. These include:

- Your ability to have convinced the organizer that you really care about the welfare of their audience.
- Your ability to prove that you are Mr. Right
- And the readiness of the host to bring about that transformation for their audience.

## STEP 3 - YOUR MONETIZATION SYSTEM

The last but in no way the least step in building a successful speaking business is to have a monetization system in place.

This system should detail exactly how you get paid for the speaking work you do.

Some bank on speaking fees alone as their monetization strategy but I say NO!

As a matter of fact, if you have your monetization strategy in place, you can get booked to speak for FREE and end up walking out of the room with more money than you might have charged for if you charged for the event.

The key, however, is that you want to make sure the audience you are speaking to is a buying audience. Getting booked to speak for FREE to an audience of buyers is always more profitable than being paid to speak to an audience that aren't accustomed to buying!

So with the right monetization strategy, you can actually confidently do free speaking gig and smile to the bank all the same.

In my upcoming [FREE Online Workshop](#), I go into further details on how you can boost your speaking business.

When you join me for that workshop, you will discover:

- Where to find speaking gigs both online and offline
- 3 steps to book PAID speaking gigs
- 5 elements of a profitable speaking business
- How I booked 4 speaking gigs in a country nobody knew me and made over a million naira in few weeks.
- And so much more ...

To be a part of this FREE training, just visit the link below and register.

[UcheCharlesEmmanuel.com/stm-workshop](https://UcheCharlesEmmanuel.com/stm-workshop)

W A N T   T O   G E T   I N   T O U C H ?

Send an email to:

[charles@uchecharlesemmanuel.com](mailto:charles@uchecharlesemmanuel.com)

or beep me up on Facebook ([Charles Emmanuel II](#))