



THE INSIDER'S GUIDE TO  
BUILDING A SPEAKING CAREER

# SPEAK FOR A LIVING

SECOND EDITION

ANNE BRUCE & SARDEK LOVE



# YOU ARE IN THE RIGHT PLACE IF...

You're tired of  
speaking for free &  
being promised  
great "exposure"





# YOU ARE IN THE RIGHT PLACE IF...

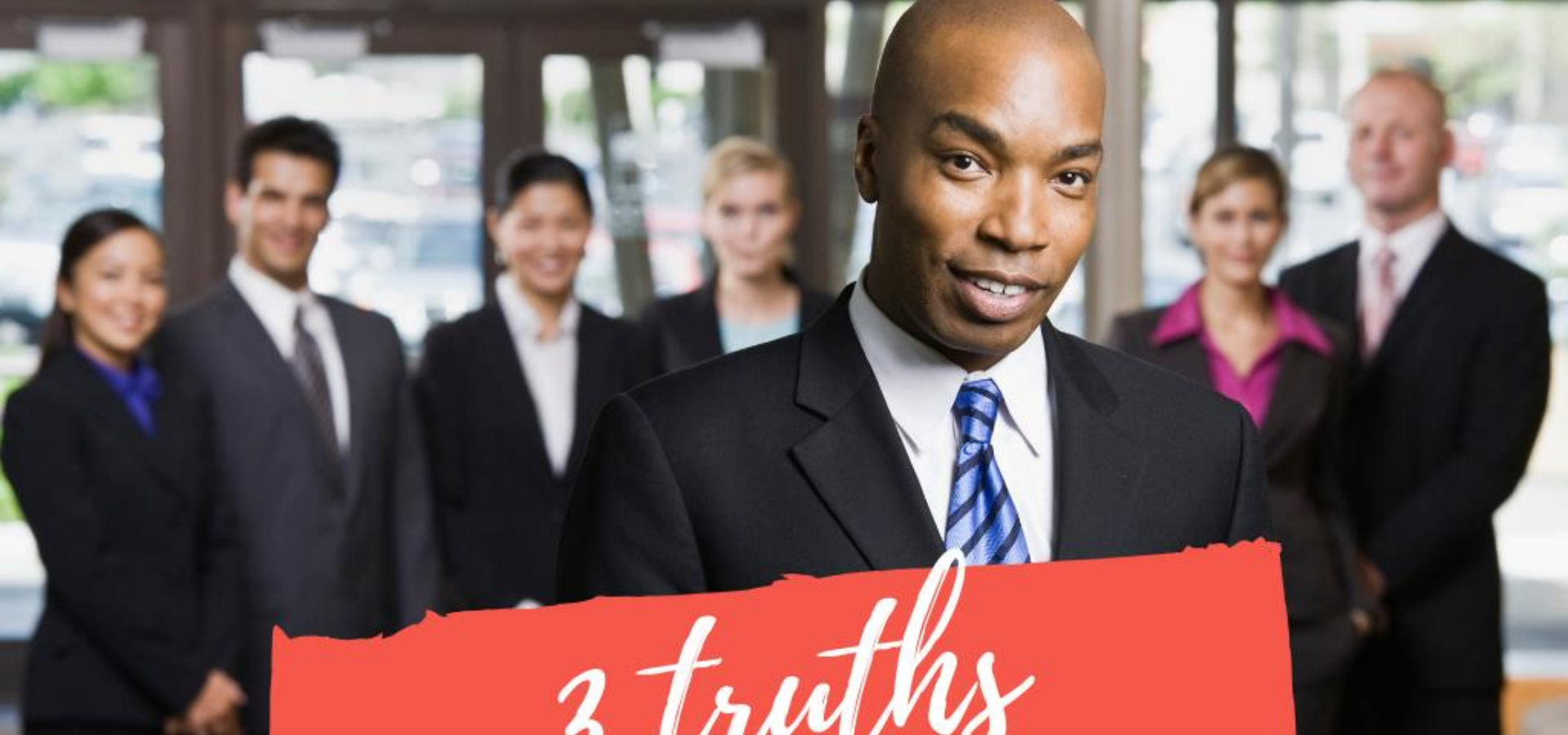
You want to find  
high-fee speaking  
gigs without the  
high-fee marketing  
budget



# YOU ARE IN THE RIGHT PLACE IF...

You want to  
eliminate the  
guessing game &  
know exactly how  
much to charge for  
your speaker fees





# 3 truths

## Truth #1:

85% of all freelance trainers & speakers go out of business within first 18 months





*3 truths*

Truth #2:

Most speakers lack a proven strategy & mentoring to build a profitable speaking business



# 3 truths

## Truth #3:

100% of what we're going to teach you today can be implemented right now!

# THE REAL PROBLEM

**NO**  
**Repeatable**  
**System or Process**





**OUR PURPOSE**



THE INSIDER'S GUIDE TO  
BUILDING A SPEAKING CAREER

# SPEAK FOR A LIVING

SECOND EDITION

ANNE BRUCE & SARDEK LOVE



Sardek Love



# **SPEAK FOR A LIVING SECOND EDITION**

The “go to” guide for speakers  
who want a

**predictable  
step-by-step system**

**for selling** to a steady stream of  
perfectly-targeted speaking clients

**without  
confusion  
frustration overwhelm**



# WHO ARE WE?



Anne Bruce



Sardèk Love



**TELL US ABOUT YOU**



# Poll Question #1

**Pick one that best describes the current status of your speaker business**

- 1) I don't speak at all at this time**
- 2) Speaking is a side hustle / hobby**
- 3) I've had a full-time speaking business 0 – 2 years**
- 4) I've had a full-time speaking business 2 – 5 years**
- 5) I've had a full-time speaking business 5+ years**



# 2 BIGGEST CHALLENGES SPEAKERS FACE

Finding  
speaking gigs

Setting  
speaking fees



# FINDING SPEAKING GIGS



# REPEAT & REFERRALS

1

LEAD  
CARDS

# LEAD CARD EXAMPLE

**YES!**

Contact me about the following:

- FACILITATING WITH IMPACT!**  
TRAINING FOR YOUR TEAM
- KEYNOTE SPEECHES (CIRCLE ALL THAT APPLY)**  
LEADERSHIP  
TRAINING & TALENT DEVELOPMENT
- TRAINING FOR (CIRCLE ALL THAT APPLY)**  
TRAINERS    MANAGERS    EMPLOYEES
- SPEAK FOR A LIVING SUCCESS ACADEMY**  
ONLINE TRAINING FROM AUTHORS OF  
*SPEAK FOR A LIVING – SECOND EDITION*

Sardek Love International

**FULL NAME**

---

**TITLE**

---

**ORGANIZATION**

---

**EMAIL ADDRESS**

---

**BEST PHONE NUMBER TO CALL**

---

[www.SardekLove.com](http://www.SardekLove.com)



# REPEAT & REFERRALS

1

LEAD  
CARDS

2

SPEAKER  
REFERRALS

3

EXISTING  
CLIENTS

**Social Media**

**Professional  
Associations**

**Colleges &  
Universities**

**Email Marketing  
Campaigns**

**Publications**

**Meeting Planner  
Websites**

**Speaker's  
Bureaus**

**Promotional  
Webinars**

**TELL US ABOUT YOU**





# Poll Question #2

**What is your current speaker fee range?**

**1) \$0 - \$2,500**

**2) \$2,500 - \$5,000**

**3) \$5,000 - \$7,500**

**4) \$7,500 - \$10,000**

**5) \$10,000+**



# 2 BIGGEST CHALLENGES SPEAKERS FACE

**Finding  
speaking gigs**

**Setting  
speaking fees**

# WHAT EVENT PLANNERS LOOK FOR



- 1. Testimonials**
- 2. Videos & Photos of You in Action**
- 3. Speaker Demo Video**
- 4. Speaker Website**
- 5. Speaker Kit**
- 6. Social Media Presence**
- 7. Industry Expert**
- 8. Branded Model / Framework**
- 9. Published a Book**
- 10. Represented by a Speaker's Bureau**
- 11. Sought After by Media**



# SPEAKER FEE RANGES

<b>MUST HAVE THESE IN PLACE TO GET THE FEE RANGE</b>	<b>\$0 - \$2,500</b>	<b>\$2,500 - \$5,000</b>	<b>\$5,000 - \$7,500</b>	<b>\$7,500 - \$10,000</b>	<b>\$10,000 - \$20,000</b>	<b>\$20,000+</b>
Testimonials		X	X	X	X	X
Professional Videos and Photos (of you in action)			X	X	X	X
Speaker Demo Video			X	X	X	X
Speaker Website			X	X	X	X
Speaker Kit			X	X	X	X
Social Media Marketing Campaigns				X	X	X
Recognized Industry Expert				X	X	X
Branded Model / Framework					X	X
Published Book					X	X
Represented by a Speaker's Bureau						X
Highly Sought After by Mainstream Media						X



# SPEAK FOR A LIVING

Second Edition

ATD WEBINAR

QUESTION AND  
ANSWER TIME WITH  
ANNE AND SARDEK

# **SPEAK FOR A LIVING**

## Second Edition

ATD WEBINAR

**Anne Bruce**

[abruceal@aol.com](mailto:abruceal@aol.com)  
[www.annebruce.com](http://www.annebruce.com)

**Sardek Love**

[splove@ictscorp.com](mailto:splove@ictscorp.com)  
[www.sardeklove.com](http://www.sardeklove.com)