

Insider Secrets to Creating, Managing, and Growing the Ultimate Profitable Speaking and Training Business

Course Description: This course discusses how to create a speaking business and grow it through marketing with a low level of investment. This course discusses the setting up of the business and ways to adjust it to bring in money through keynotes, training, seminars, and products. Participants will learn why it is important for the speaker to stay engaged in the marketing.



self-paced
online

Method of teaching: Students will learn tips, techniques, and processes through webinars, which can be accessed 24/7 and completed at their own pace. Remember, though, that you must complete the course within 90 days.

Course Objectives:

Module 1: Choosing a Name for the Speaking and Training Business

Module 2: Why Do Speaking and Training Businesses Fail?

Module 3: How Successful and Lucrative Can Someone Be in the Speaking Business?

Module 4: Success Involves Creating Multiple Pots of Income

Module 5: Create Products to Sell

Module 6: What is Your Goal or Dream for a Speaking Business?

Module 7: Creating Internal Processes for Generating Clients

Module 8: Making the Business Legal

Module 9: Determining the Target Market and Specialization

Module 10: Determine How to Market to the Target Group

Module 11: The Need for a Specialized Website

Module 12: Selecting an 800 Number and Email

Module 13: Creating Content for the Presentations

Module 14: Creating a Pricing Strategy

Module 15: Best Practices for Working with Speaker Bureaus

Module 16: Best Practices for Working with Training and Seminar Companies

Module 17: Working with State and Federal Clients

Module 18: Building Your Group of Potential Clients

Module 19: Best Practices for Using Educational Marketing

Module 20: Marketing to the Most Important Customers

Module 21: Best Practices for Creating Videos

Module 22: Choosing Training and Seminar Topics

Module 23: Building One's Expertise

Module 24: Presentation Skills and Expanding Them

Module 25: National and International Associations Use Speakers and Trainers