

GET PAID TO SPEAK

➔ Where I am now? Circle Where I want to be one year from now? Circle
-then draw a line between your circles- Page 1



Bookings Per Year: 0 • 5 • 10 • 20 • 30 • 40 • 50 • 60+

Ave. \$ Per Booking: 0-\$2.5K • \$5K • \$7.5K • \$10K • \$15K • \$20K • \$25K • \$50K+

	(Amateur)	(Stand Out)	(World-Class)
Keynote Value:	1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9 • 10		
Keynote Description:	1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9 • 10		
Clear Marketing Message:	1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9 • 10		
Clear Target Market:	1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9 • 10		
Marketing Headshots:	1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9 • 10		
Speaking Website:	1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9 • 10		
Speaker Reel Video:	1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9 • 10		
Conf. Research & Calls:	1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9 • 10		
# Newsletter Subscribers:	1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9 • 10		
Book on Main Topic:	1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9 • 10		
Client Testimonials:	1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9 • 10		

Continue to page 2...

What would a Highly Paid Speaker do?

WANT TO CLOSE THE GAP? WE'LL SHOW YOU HOW.

Get Our 59-Minute Training, No Charge:



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Darren LaCroix, CSP, AS
World Champion Speaker

GET PAID TO SPEAK



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	(Amateur)	(Stand Out)	(World-Class)
Lead Magnet Value:	1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9 • 10		
LM Page Conversion %:	1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9 • 10		
(How many people go to page/how many people give you their email.)			
Streamlined Systems:	1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9 • 10		
Organized Office:	1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9 • 10		
Marketing Headshots:	1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9 • 10		
My Podcast:	1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9 • 10		
Social Media Footprint:	1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9 • 10		
YouTube Views/Subs:	1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9 • 10		
LinkedIn Followers:	1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9 • 10		
X (Twitter) Followers:	1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9 • 10		
Instagram Followers:	1 • 2 • 3 • 4 • 5 • 6 • 7 • 8 • 9 • 10		

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WHAT GAPS DO I NEED TO CLOSE?

1. _____
2. _____
3. _____

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