

# Speaker School

*The Business of Keynote Speaking*

by Judi Holler

## Introduction + Welcome

Holla! Welcome to Speaker School! Judi is about to share little-known facts about her journey to the stage, which leads to why she decided to create this course and sets the stage for what you can expect as you move through the acts. Get ready--it's showtime!

## Act One: The Opening Act

Judi is about to step on stage, open the show and give you her pro tips on everything she did to build her 7-figure keynote speaking business from the ground up. On the other side of the Opening Act, you will have all the pro tools to master your mindset, craft your message, pitch yourself, generate leads, and go from speaking for free to charge a fee.

ACT	TOPIC + Module Copy
1.1	<b>MASTER YOUR MINDSET</b> You aren't going to get very far if you don't think you can get very far. Managing fear (perfectionism, self-doubt, self-sabotage, procrastination, and imposter syndrome) is required to build anything new. In this module, Judi shares her most significant breakthroughs and mindset shifts that will help you keep moving, despite doubt.
1.2	<b>HONE YOUR MESSAGE</b> No one is you; this is your power! Now that your mindset is primed let's do the same with your message. In this module, you will learn how to package your story and experience into a relevant, marketable, and bookable talk.
1.3	<b>WRITE YOUR FIRST SPEECH</b> Make your big idea irresistible! In this module, you will learn how to build a conversational case™ for your big idea, which will help you start, or finish, your talk and build a pitch around your unique positioning.
1.4	<b>BUILD YOUR BRAND</b> Do not be surprised by how quickly the universe will respond once you have decided! Now that your message is on point, it's time to build a brand around it. In this Act, you will learn what meeting planners look for when booking speakers and the essential elements of building a brand.
1.5	<b>PITCH LIKE A BOSS</b> Always be pitching. Now that you feel confident in your unique positioning and have a brand that backs it up, it's time to start selling yourself because no sales mean no money, and no money means no business. This Act will teach you to stop fearing sales and pitch yourself like a boss.
1.6	<b>LEAD GENERATION AND FINDING STAGES</b> You were born to shine. Now that you have your website and sales strategy on lock, let's book some business, shall we? The next opportunity is grown from the current one. This Act will teach you how to become a lead generation machine and find stages to shine on.

1.7	<b>MONEY MINDSET AND SPEAKER FEES</b> Show Me The Money! In this Act, you will learn how to generate more wealth using the four abundance codes, set and scale your speaking fee, and say no with confidence.
1.8	<b>BUSINESS OPS, SYSTEMS TO SCALE, and FINAL THOUGHTS</b> I got 99 problems, but systems aren't one. In this Act, you will learn about all the tools you can use to help you organize your speaking business, build a team around you, and scale on your terms.

## Act Two: The Headliner

In the second Act of the course, Judi will walk you through everything you need to know to step on stage confidently. You will learn how to protect yourself with contracts, set yourself up for success on-site, understand audio-visual requirements, prepare for your presentation, travel like a pro, and protect your energy throughout it all.

ACT	TOPIC + ACT Copy
2.1	<b>THE CONTRACTING PROCESS</b> The first rule of business, protect your investment. YOU, your time, and your intellectual property must be protected at all costs. In this Act, Judi shares her contracting process, templates, and the most important things to consider when you are booked to speak.
2.2	<b>AUDIO VISUAL, TECH, and GEAR</b> Lights, Camera Action! Understanding how to work seamlessly with onsite audio-visual teams is critical for the success of your speech. In this Act, you will learn to avoid common onsite pitfalls, prepare your talk for the live or virtual stage, and gather the necessary gear.
2.3	<b>PERFORMANCE TIPS TO SLAY THE STAGE</b> YOU are the PowerPoint! In this Act, it's important to be ready when the lights go up, but what happens when they go down? How do you prepare? What do rehearsals look like? What are the habits, routines, and rituals to get your head in the game and protect your energy? Judi shares all her tried and trustworthy performance tips in this module to help you slay the stage.
2.4	<b>TRAVEL LOGISTICS AND TRADEOFFS</b> She's a jet setter! Planes, trains, and automobiles are a big part of stepping on stage and shining. In this Act, you will learn how to travel smartly and safely + pack and prep like a pro. Additionally, Judi discusses the complex parts of the speaking biz that most don't talk about so you can assess the tradeoffs and prepare yourself.

## Act Three: The Encore

In this Act, Judi teaches you how to keep the momentum going long after you've left the stage. She gives you her hottest tips to scale, build community, create passive income, and leave a lasting legacy.

ACT	TOPIC
3.1	<b>BUREAUS, AGENTS, AND RELATIONSHIPS</b> You fancy, huh? Once you start gaining traction in your business, you will get the attention of

	<p>speaker bureaus and agents. In this Act, you will learn what a speaker bureau is, how to work with them, and learn long-term relationship-building tactics to help you build a lasting legacy.</p>
3.2	<p style="text-align: center;"><b>BUILDING A TEAM</b></p> <p>You don't have to do life or business alone. Building a team of experts around you is not only a smart business strategy but also required to scale. In this Act, you'll learn who to hire, when to hire them, and how to scale strategically without considerable risk.</p>
3.3	<p style="text-align: center;"><b>PASSIVE INCOME OFF THE STAGE</b></p> <p>Don't put all your eggs in one basket. The average millionaire has at least seven different revenue streams. In this Act, you will learn how to diversify your business and build passive income streams that bring peace of mind so you can focus on building a legacy that lasts.</p>
3.4	<p style="text-align: center;"><b>HIGH-PERFORMANCE HABITS</b></p> <p>You get what you aim at. In this Act, you will learn the long-term mental fitness practices that pay off the most, including insider access to Judi's rituals, routines, and bespoke goal-focused planning methodology.</p>
3.5	<p style="text-align: center;"><b>THE FINALE</b></p> <p>Holla! You did it! It may feel like the end, but it's only the beginning. Use the resources in this final act to take the course content even further and organize it all.</p>