

# Game Changer Coaching Professional Speaker Online Course Workbook

THE ULTIMATE COURSE FOR  
LAUNCHING YOUR CAREER AND  
GROWING YOUR BUSINESS THROUGH  
PAID PROFESSIONAL SPEAKING



WITH RENNIE CURRAN

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**Conclusion**  
**Congratulations!!**

# PROFESSIONAL SPEAKER ONLINE COURSE WORKBOOK

NAME

DATE

## Intro: Introduction To Professional Speaking

**What Type of Professional Speaking Do You See Yourself Doing?**

1. 

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2. 

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3. 

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**What Type Of Events Would You Like To Speak At?**

1. 

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2. 

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3. 

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4. 

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**Notes**

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# PROFESSIONAL SPEAKER ONLINE COURSE WORKBOOK

## Intro: Goal Setting For Success

### Write Your Three S.M.A.R.T Goals

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Who Will Be Your Accountability Partners?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Why Are These Goals Important To You?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### What Will It Cost You If You Don't Achieve Your Goals?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

# PROFESSIONAL SPEAKER ONLINE COURSE WORKBOOK

## Module 1: Build Your Speaker Brand

### Action Step Lesson 1: Identify Your Core Speaker Values

#### Examples

Authentic	Humorous	Influential
Confident	Enlightening	Spiritual
Inspirational	Courageous	Engaging

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### Action Step Lesson 2: Identify Your Passions & Interest

#### Examples

Mental Health	Leadership	Motivation
Entrepreneurship	Social Media	Sales
Teamwork	Culture	Diversity

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### Action Step Lesson 3: Identify Your Mission For Being A Professional Speaker

**My Mission as a professional speaker is to...**

# PROFESSIONAL SPEAKER ONLINE COURSE WORKBOOK

## Module 1: Build Your Speaker Brand

### Action Step Lesson 4: Identify Powerful Stories

#### Story 1

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#### Story 2

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#### Story 3

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#### Themes

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#### Themes

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#### Themes

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#### Audiences

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#### Audiences

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#### Audiences

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The Three Content Building Techniques I Will Use To Drive My Story Are...

# PROFESSIONAL SPEAKER ONLINE COURSE WORKBOOK

## Module 1: Build Your Speaker Brand

### Action Step Lesson 5: Build Your Star Bank

#### Star Bank Examples

Awards  
Education  
Partnerships  
Case Studies  
Media Features  
Books Published  
Testimonials  
Certifications  
Notable Clients

#### My Star Bank

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# PROFESSIONAL SPEAKER ONLINE COURSE WORKBOOK

## Module 2: Marketing Prep For Success

### Action Step Lesson 1: What Is Your Niche?

1.

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2.

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3.

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### Who Is Your Target Market/Ideal Audience?

1.

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2.

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3.

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### What Challenges Does Your Target Audience Face?

1.

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2.

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3.

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### What Solutions Do You Provide For Your Target Audience?

1.

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2.

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3.

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# PROFESSIONAL SPEAKER ONLINE COURSE WORKBOOK

## Module 2: Marketing Prep For Success

### Action Step Lesson 2: Industry Research

#### Examples

Auto	Education	Real Estate
Government	Sports	Faith
Financial Services	Nonprofit	Manufacturing

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### Action Step Lesson 3: Research Top Trends

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- ---
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### Action Step Lesson 4: Who Are Your Peers?

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# PROFESSIONAL SPEAKER ONLINE COURSE WORKBOOK

## Module 2: Marketing Prep For Success

### Action Step Lesson 5: What Is Your Competitive Edge?

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### Complete Your Personal Swot Analysis

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

# PROFESSIONAL SPEAKER ONLINE COURSE WORKBOOK

## Module 3: Building Your Marketing Collateral

### Action Step Lesson 1: How To Craft Your Biography

#### My Biography Template

**[Name] is a [Title(s)] who [Works With/Serves] [ Who You Work With] to**

**[What You Do To Help Them]. Born In [Where You Were Born], [First Name] has**

**[Landed/Worked With/Supported] [Insert A Compelling Experience Or Accolade]**

**[First Name] is a [Professional/Trained/Certified] [Insert Trainings/Experience]**

**In [Year], he/she [Published/Built/Was Featured In] [Insert Accomplishment]**

**[Name] holds a [Insert Degree] in [Area of Study] from [Insert University]**

**When [Name] is not speaking he/she is [ Insert Interesting Facts]**

**[Name] is man/woman of [ Insert core values]**

#### My Biography

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# PROFESSIONAL SPEAKER ONLINE COURSE WORKBOOK

## Module 3: Building Your Marketing Collateral

### Action Step Lesson 2: Social Proof

#### Social Proof Examples

Pictures      Speaking Videos      Nonprofits      Certifications  
Testimonials      Interviews      Associations  
Blogs      Books Reviews      Company Logos

#### Social Proof Plan

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# PROFESSIONAL SPEAKER ONLINE COURSE WORKBOOK

## Module 3: Building Your Marketing Collateral

### Action Step Lesson 3: Your Speaker Press Kit

### Download Speaker Press Kit Example

#### How Will You Create Your Speaker One Sheet?

1.

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2.

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3.

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#### When Will You Complete It?

Date:

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#### Notes

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# SPEAKER WEBSITE

## checklist

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### Make Your Website a Success!

- Professional Photos Of You In Action
- Atleast One Video Clip of You Speaking
- A List Of Topics You Can Speak On
- A Short Bio That Highlights Your Speaking and Expert Experience
- A List Of Clients You've Worked With
- Contact Info Including Email and Number
- Social Media Links
- Assign someone to take notes.
- Record meeting if needed.
- Testimonials
- Contact Form
- Create actionable points and target dates.
- Demo Video of You In Action
- A Link To Download Your Speaker One Sheet

# PROFESSIONAL SPEAKER ONLINE COURSE WORKBOOK

## Module 3: Building Your Marketing Collateral

### Action Step Lesson 5: What Social Media Platforms Will You Use?

1.

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2.

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3.

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### What Types Of Posts Will You Share?

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### Who Is Your Target?

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### What Hashtags Will You Use?

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# PROFESSIONAL SPEAKER ONLINE COURSE WORKBOOK

## Module 4: Forming Your Professional Speaking Business

### Action Step Lesson 1: Legally Forming Your Speaker Business

#### Form Your Business Legally When Time Permits

##### When Will You Complete It?

Date:

### Action Step Lesson 2: What Type of Representation Are You Interested In?

1.

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2.

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3.

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##### List Three Potential Manager/Booking Agents

1.

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2.

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3.

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### Action Step Lesson 3: Your Speaking Engagement Contract

#### Download Speaker Contract Template and Customize

# PROFESSIONAL SPEAKER ONLINE COURSE WORKBOOK

## Module 4: Forming Your Professional Speaking Business

### Action Step Lesson 4: Who Do You Need On Your Team?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### Where Can You Connect With Them?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Action Step Lesson 5: What Speaker Bureau(s) Would You Like To Work With?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Notes

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# PROFESSIONAL SPEAKER ONLINE COURSE WORKBOOK

## Module 5: The Sales Process

### Action Step Lesson 3: Cold Calling and Emailing

### Download Cold Calling Script

I Will Practice My Script By Calling \_\_\_\_\_ (#) of Organizations On -

Date:

### Action Step Lesson 4: What Type of Post Will You Share On Social Media?

- 1.
- 2.
- 3.

### Action Step Lesson 5: Who Is In Your Ecosystem?

### Action Step Lesson 6: Negotiating Your Speaking Engagement Contract

None

# PROFESSIONAL SPEAKER ONLINE COURSE WORKBOOK

## Module 6: Preparing For Success

### Action Step Lesson 1: The Initial Interview

## Download Speaker Pre-Event Questionnaire

### Action Step Lesson 2: Outline Your Message

Title/Topic/Theme:

Main Principal:

Subpoint: (Story)

1. (Supporting Point)

2. (Supporting Point)

Powerful Lesson:

Main Principal 2:

Subpoint: (Story)

1. (Supporting Point)

2. (Supporting Point)

Powerful Lesson:

Main Principal 2:

Subpoint: (Story)

1. (Supporting Point)

2. (Supporting Point)

Powerful Lesson:

Close Your Message

### Action Step Lesson 3: What Preparation Techniques Will You Use?

1.

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2.

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3.

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# PROFESSIONAL SPEAKER ONLINE COURSE WORKBOOK

## Module 7: Executing Your Speaking Engagement

**Action Step Lesson 1: Three Ways You Can Improve My Executive Presence?**

1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
- \_\_\_\_\_

**How Will Improving These Characteristics Help You?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Action Step Lesson 2: What Techniques You Will Use To Overcome The Fear?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Action Step Lesson 3: Which B.R.E.A.S Method(s) Can You Use To Improve As A Speaker?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

# PROFESSIONAL SPEAKER ONLINE COURSE WORKBOOK

## Module 7: Executing Your Speaking Engagement

Which Audience Engagement Techniques Will You Use?

1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
- \_\_\_\_\_

Action Step Lesson 5: Which Techniques Will You Use To Close Your Message?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Action Step Lesson 6: Q & A Do's and Don'ts

None

Notes

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# PROFESSIONAL SPEAKER ONLINE COURSE WORKBOOK

## Module 8: After The Event

### Action Step Lesson 1: What Post Engagement Strategies Will You Use?

1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
- \_\_\_\_\_

### Action Step Lesson 2: Which CRM Tool Are You Interested In Using

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Action Step Lesson 3: What Books Will You Read?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Which Speakers Will You Watch

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

# Congratulations!

Thank you for taking the Game Changers Professional Speaker Online Course!

I hope that you were able to gain the tools, strategies, and empowerment to leverage the skill of public speaking in order to build your business and your career.

I believe that the information you learned in this course will not only help you to become more successful in your professional life, but it will allow you to have more fulfillment by having a positive impact on others!

This is just the beginning, please feel free to reach out if I can continue to help you along your journey.

RENNIE CURRAN



## CONNECT WITH RENNIE CURRAN

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