

# Impact and Income Beyond the Stage

*Leverage Your Speaking Career  
into an Expert Empire*

with **JOSH SHIPP**  
[www.YouthSpeakerU.com](http://www.YouthSpeakerU.com)

# **LANDING A MAJOR BOOK DEAL**

**{ } 01 BUILD & DOCUMENT YOUR PLATFORM**

**{ } 02 CRAFT THE BOOK PROPOSAL**

**{ } 03 GET A LEGIT BOOK AGENT**

**{ } 04 CRAFT THE PROPOSAL ROUND II**

**{ } 05 PREPARE FOR PARTNERSHIP MEETINGS**

**YOU WRITE  
A BOOK**

**=**

**YOU'RE  
AN  
EXPERT**

# **MAXIMIZE IMPACT & INCOME FROM YOUR GIGS**

**{ } 01 PRE-SELL PRODUCT**

**{ } 02 ADD ON GIGS IN THE SAME TRIP**

**{ } 03 DOCUMENT EVERYTHING!**

**{ } 04 INVITE POTENTIAL CLIENTS TO SEE YOU IN ACTION**

**MARKET TO  
YOUR  
CLIENTS  
DESIRES  
NOT  
YOUR OWN**

# **LEVERAGE MEDIA FOR EXPOSURE & BOOKINGS**

**{ } 01 WHAT IS YOUR MESSAGE TO THE MEDIA?**

**{ } 02 THE MEDIA DOES NOT BOOK SPEAKERS.**

**{ } 03 THE PRESS RELEASE FORMULA**

**{ } 04 SHOULD YOU HIRE A PUBLICIST?**

**YOU MUST  
BE KNOWN  
TO  
BE  
BOOKED**

# **PACKAGE YOUR CONTENT AND SELL IT**

**{ } 01 CAN YOUR MESSAGE BE FACELESS?**

**{ } 02 WHO ARE THE COMPETITORS?**

**{ } 03 CREATE A PROTOTYPE**

**{ } 04 UNDERSTANDING LICENSING**

**YOU'LL  
GET 100  
NO'S FOR  
EVERY 1  
BEAUTIFUL  
YES!**

# **KNOWING WHAT I KNOW NOW**

**{ } 01 STUDY MARKETING. A LOT.**

**{ } 02 GET A MENTOR**

**{ } 03 INVEST IN YOUR BUSINESS**

**{ } 04 BE YOURSELF**

**{ } 05 STUDY WHO IS BOOKING YOU**

**IT TAKES  
10 YEARS  
TO BECOME  
AN  
OVERNIGHT  
SUCCESS**

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