

What We Do & Who We Do It For

We provide **full-service speaker representation built around proactive outbound**.

We're a particularly good fit for:

- **Licensed professionals** who use continuing education, conferences, and other speaking opportunities to build relationships and generate referral business.
- **Independent thought leaders** who use speaking to create visibility, credibility, and demand for the offering they actually monetize.
- **Paid speakers** who want an energetic outbound effort to build speaking into a meaningful revenue stream.

Our Approach

We use highly targeted, human outbound to identify and secure speaking opportunities for our clients.

Unlike a traditional speakers bureau, we are not trying to monetize a two-sided marketplace or waiting for event organizers to come looking for someone like you. We actively identify the right organizations, events, associations, and hosts; develop relationships with them; and create opportunities on your behalf.

The goal is not simply to get you "more speaking." It is to get you into the **right rooms**, in front of the **right audiences**, for the business outcome you are trying to create.

HOW NEW REPRESENTATION BEGINS

New representation relationships begin with a four-month engagement at **\$3,000/month (\$12,000 total)**.

This is a working engagement, not a package of fixed deliverables. The retainer is our only compensation during the initial four months; **we take no commission** on speaking engagements generated during this period.

The work moves from positioning and offer clarity into market identification and thoughtful outreach, followed by sustained follow-up, relationship development, and booking work.

At the end of the four months, if there is strong mutual fit, strong positioning and materials, and meaningful market traction, we may discuss a commission-based relationship going forward. Commission-only representation is not our starting model.

What the Engagement Includes

- **Speaking strategy and positioning** — We clarify the audiences, organizations, event types, topics, and opportunities worth pursuing.
- **Target-market development** — We build and continually refine a targeted universe of associations, conferences, firms, professional groups, companies, and other potential hosts.
- **Opportunity research** — We identify specific speaking opportunities as well as organizations where we can create opportunities through direct outreach.
- **Contact research** — We find the people responsible for programming, education, events, membership, partnerships, or other relevant functions.
- **Outbound outreach** — We contact prospective hosts directly with thoughtful, personalized outreach designed to start real conversations rather than simply submit speaker applications.
- **Follow-up and relationship development** — We stay in touch, follow opportunities over time, and develop relationships with organizations that may produce multiple speaking opportunities.
- **Pitch development** — We help shape the speaker bio, topic descriptions, positioning, and outreach language needed to make the opportunity easy for a host to understand and say yes to.
- **Booking coordination** — We handle the back-and-forth required to move an interested host from initial conversation to a confirmed engagement.
- **Negotiation** — Where appropriate, we help negotiate speaking fees, terms, format, timing, and other engagement details.
- **Administrative support** — We manage scheduling, confirmations, host communication, and the other details that can turn speaking into an administrative burden.
- **Ongoing reporting and strategy** — We track outreach, conversations, opportunities, and bookings, and use what we learn to continuously improve the campaign.

In short: **we build and operate the outbound engine behind your speaking practice, so you can spend more of your time doing the work that makes you worth putting on stage.**