

## MARKETING MATERIALS FOR SPEAKER REFERRALS

A great deal about Loren can be found in the links on the pages below. This includes short videos, podcasts, blogs and links to a great deal of the approach and foundation that is used.

The more you learn from this page and the subsequent links, the better you can share the message from speaking to consulting and being able to authentically showcase the different from so many out there only using hype and motivation.

Those that spend time to learn and listen to the concepts book many more speaking events.

And note, not everyone will get it. If someone, some booking agency or some conference representative is not getting it quickly, **it is not for them.**

Your time is valuable. **Move on.** It is not about getting as many gigs as possible or clients, it is about getting the people that can benefit from this and grow from this. Quality connections and engagement over quantity.

A great deal of money can be made, while a great deal of time can be saved by you when you personalize the message and also not waste too much time on someone that is not ready to hear it or see it.

Also, only sending this page to those you want to connect with can be too much. Think of this page as a palette of materials to pull from and share the right info and the right links for the right person.

Honor the individual as you connect with the content that might introduce them to a new speaker instead of overwhelming them with too many links and too much hype.

Take some time with each of these pages to learn and understand. I look for calculated and strategic referring, not reaching out to everyone. I also have the right to turn down a potential referral if the base of the person or business does not appear morally, ethically or professionally sound.

### FEES

Since COVID, I have shifted my fees down to a \$2,500 to \$15,000 USD range.

We can discuss exacts on Fees. I would prefer not to go out for less than \$2,000.00 with all expenses regarding travel (air, Uber, rental car, etc) , food per diems, transportation and lodging covered.

But, I am also willing to discuss certain non profit and gifting events that could lead to other bookings.

If multiple talks can be set up, conference dates aligned with consults in a given area, it is easier to do lower prices.

### KEY LINKS

#### Speaker One Sheet Page:

<https://lorenweisman.com/speaker-one-sheet/>

#### Speaking Contract Page:

<https://lorenweisman.com/speaking-contract/>

#### About the Speaker Page:

<https://lorenweisman.com/messaging-and-optics-strategist/>

#### Defining a Messaging and Optics Page:

<https://lorenweisman.com/defining-a-messaging-and-optics-strategist/>

#### Speaker Traveling Page

<https://lorenweisman.com/messaging-and-optics-strategist-travel/>

#### Interview Information Sheet

<https://lorenweisman.com/fsg-interview-information-sheet/>

That should do it!

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