

# **5 WAYS TO GROW YOUR BUSINESS WITH SPEAKING**

*(even virtually!)*

---

WITH MARY CZARNECKI



**Most entrepreneurs  
are overwhelmed  
when deciding how  
to grow their  
businesses – the  
options seem  
endless!**

blogging...

podcasting...

joint ventures...

SEO...

write a book...

content...

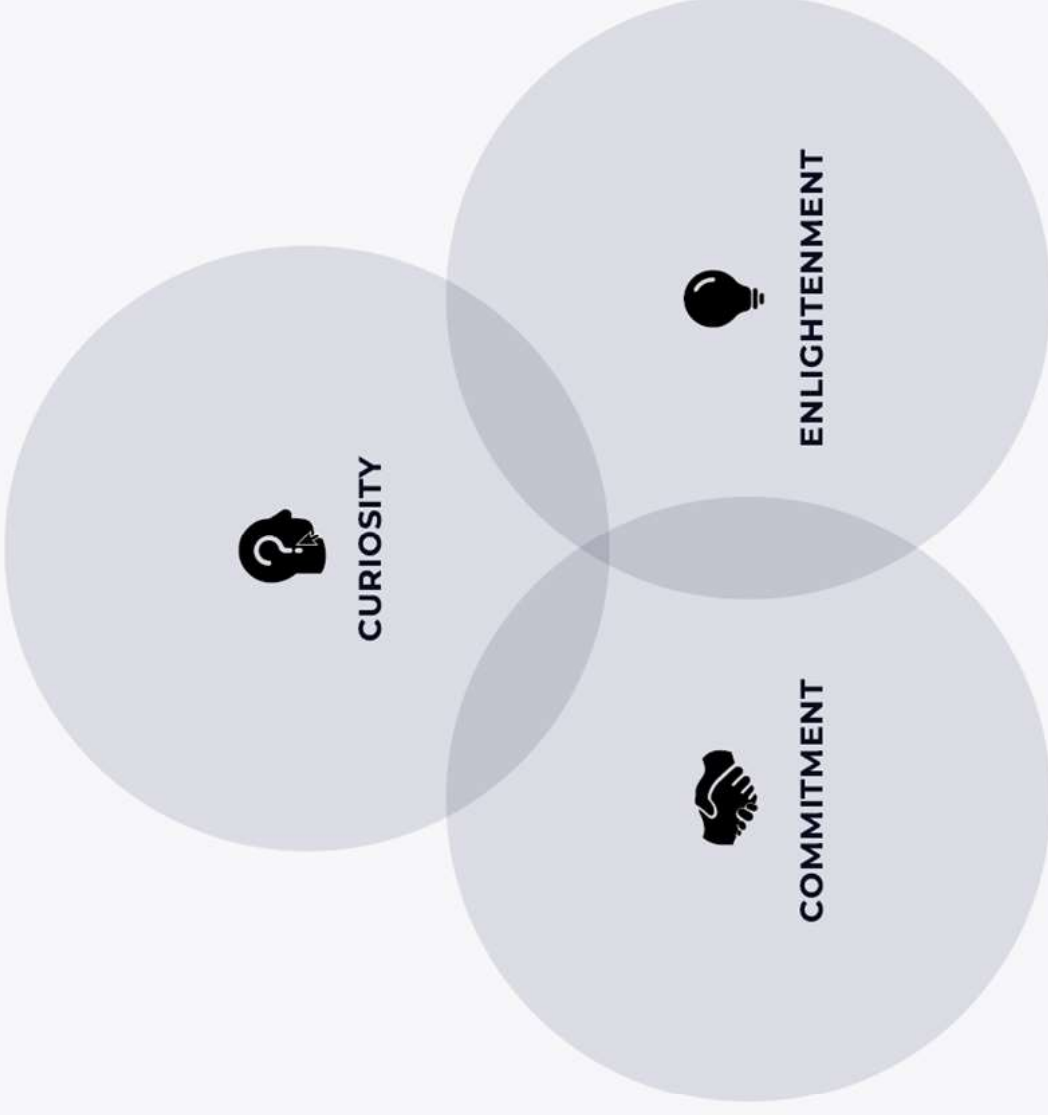
social media...

paid ads...

webinars...



**Speaking is the  
fastest way to  
generate new  
revenue – without  
spending a dime  
on ads or dancing  
on TikTok.**





**Future Clients**

**Exploring the Benefits**

Why SHOULD  
I say yes?



**READY NOW**  
**< 1%**

**Objections to Ownership**

WHY SHOULDN'T  
I say yes?

**Final Selection**

WHO should  
I trust and say yes to?



**BUT WHAT CAN SPEAKING REALLY DO FOR ME?**



# **Increase Your Visibility**







You may be the  
BEST... but if  
they don't know  
about you, they  
can't say YES!

Speaking generates visibility  
without having to pay for ads  
or build your own audience!

# **Differentiate Yourself**





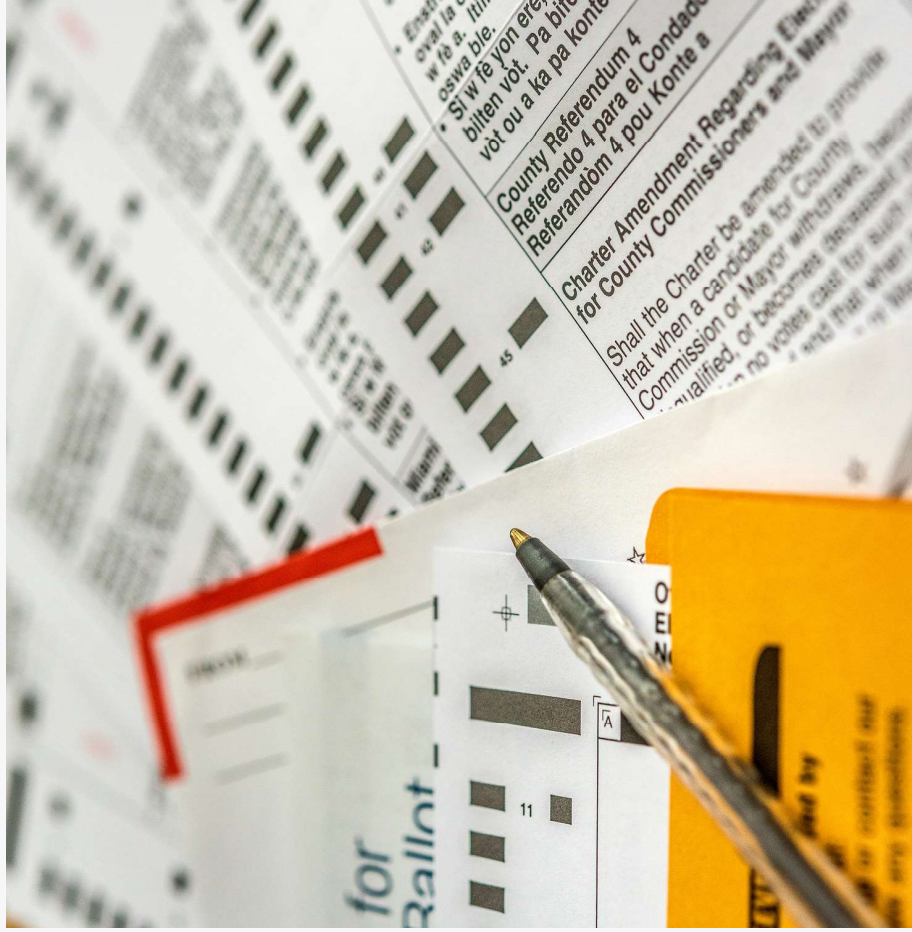
No matter how  
amazing your  
online presence is...  
sometimes it can  
become a blur for  
your audience!

The personal connection you  
create when speaking  
separates you in the mind of  
your ideal client audience!

# Build Confidence



Even experienced businesses must continue building confidence in their offers and test their messaging.





There's no faster way to see  
what is going to resonate  
then testing it "on stage"!



**BUT WHY BELIEVE ME?**



a bit about me...

# Mary Czarnecki

Business leaders today face a **unique set of challenges** that can make it hard to know **where to focus** and what to do to grow their brands.

I help people skip the overwhelm and create marketing strategies & client communications that **build trust and deliver consistent results**.

---



→ **Speaker**  
→ **Consultant**  
→ **Strategist**



a bit about me...

# Mary Czarnecki





a bit about me...

## Mary Czarnecki



Speaking enabled me to grow  
my business by 257% from  
2019 to 2021 and leave my  
corporate job after 20+ years!





a bit about me...

# Mary Czarnecki





**Stepping on  
Stage Will  
Put Money  
In The Bank.**

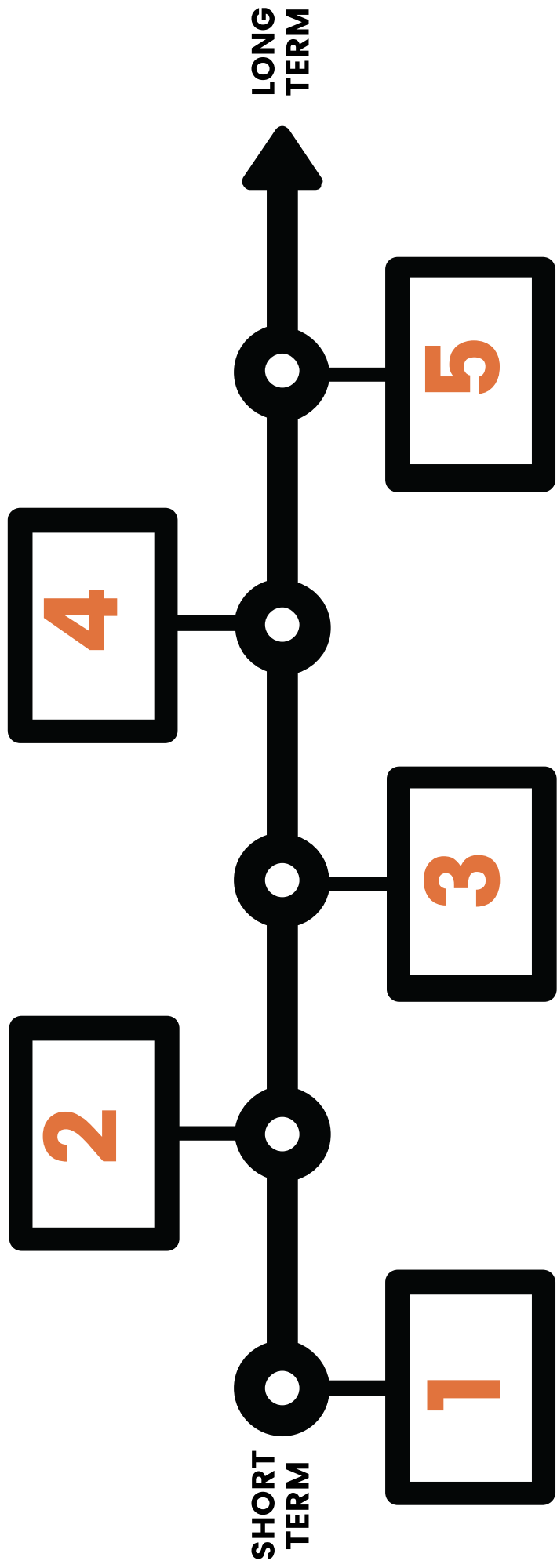




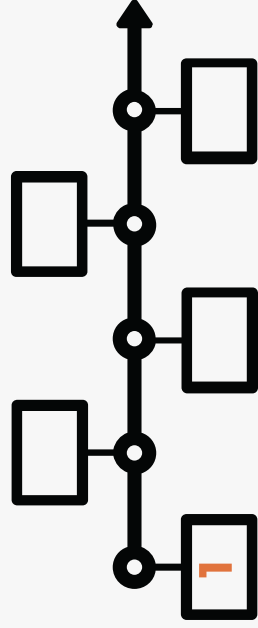
# **FIVE WAYS TO INCREASE REVENUE BY STEPPING INTO THE SPOTLIGHT**

*(even if you hate “public speaking”)*

# YOUR "SPOTLIGHT ON REVENUE" ROADMAP...



# Speaker Fee



# FAQ:

How do I decide on  
my speaker fee?



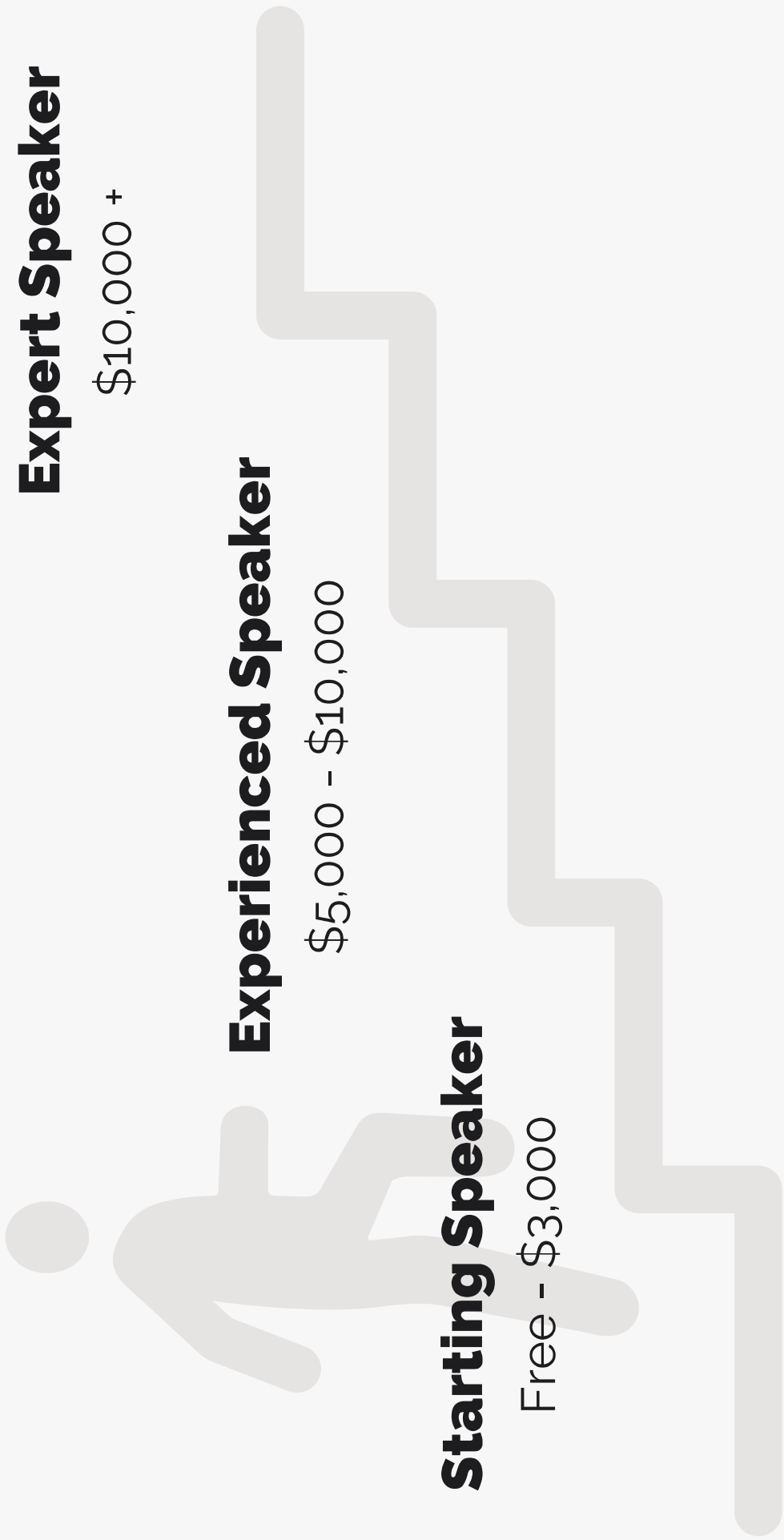


# FAQ:

How do I decide on my speaker fee?

# A:

Assess the value



## **Expert Speaker**

\$10,000 +

## **Experienced Speaker**

\$5,000 - \$10,000

## **Starting Speaker**

Free - \$3,000

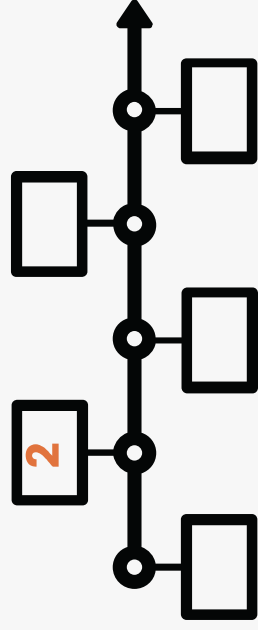
**Steal My \$\$\$ Script...**

*DON'T say, "Do you have a budget for speakers?"*

DO say, "What is your speaker budget?"



# Direct Sale





# FAQ:

What should I sell  
from stage?



**FAQ:**

What should I sell  
from stage?

**A:**

Anything you want!



## **Physical Item**

Book, Video, etc.

## **Introductory Offer**

DIY Course, Program, etc.

## **High Ticket Offer**

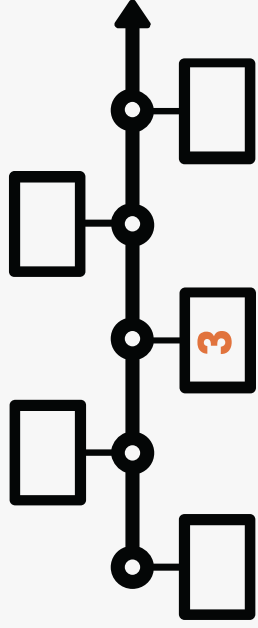
VIP Package, Exclusive, etc.

## **Steal My \$\$\$ Script...**

*Instead of, "Ok, I understand this is an unpaid opportunity. That's fine."*

Try, "I'm willing to waive my standard speaker fee in exchange for the opportunity to share an exclusive invitation with your attendees at the end of my talk."

# Payment-in-Kind





# FAQ:

Um, you mean I get paid in "stuff"?





# FAQ:

Um, you mean I get paid in "stuff"?

A:

Yep! And it can be awesome!





**Travel  
Expenses**

**Physical Items  
or Services**

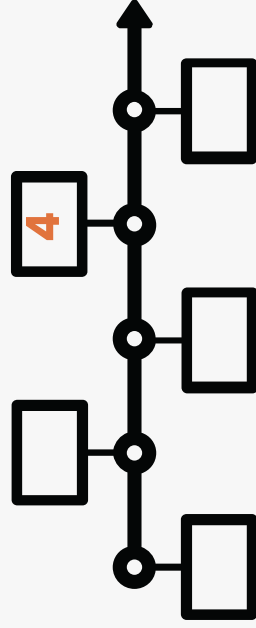
**Luxury Items  
or Services**

## **Steal My \$\$\$ Script...**

*BE SPECIFIC:* "I understand you aren't able to cover my speaking fee, but I want to work with you. Could we set up a face-to-face 20-minute meeting with the CMO/SVP of your organization?"

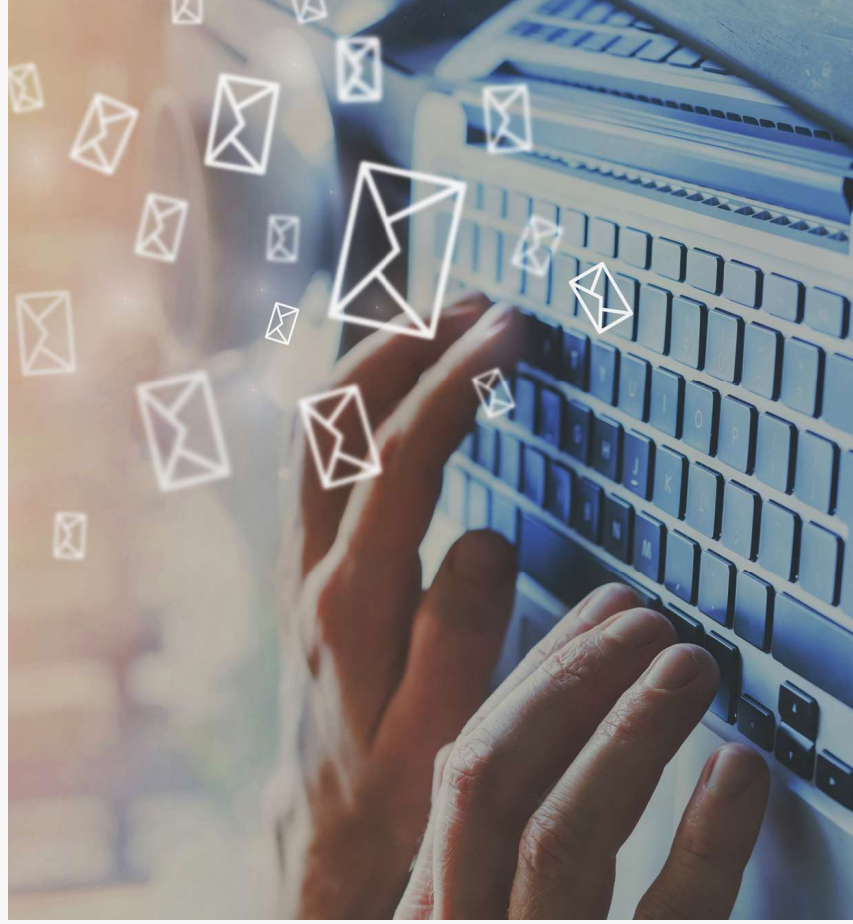
*OR LEAVE IT OPEN:* "I understand you aren't able to cover my speaking fee, but is there another way we can work this out?"

# Leads



# FAQ:

What's the best way to ask for contact info?

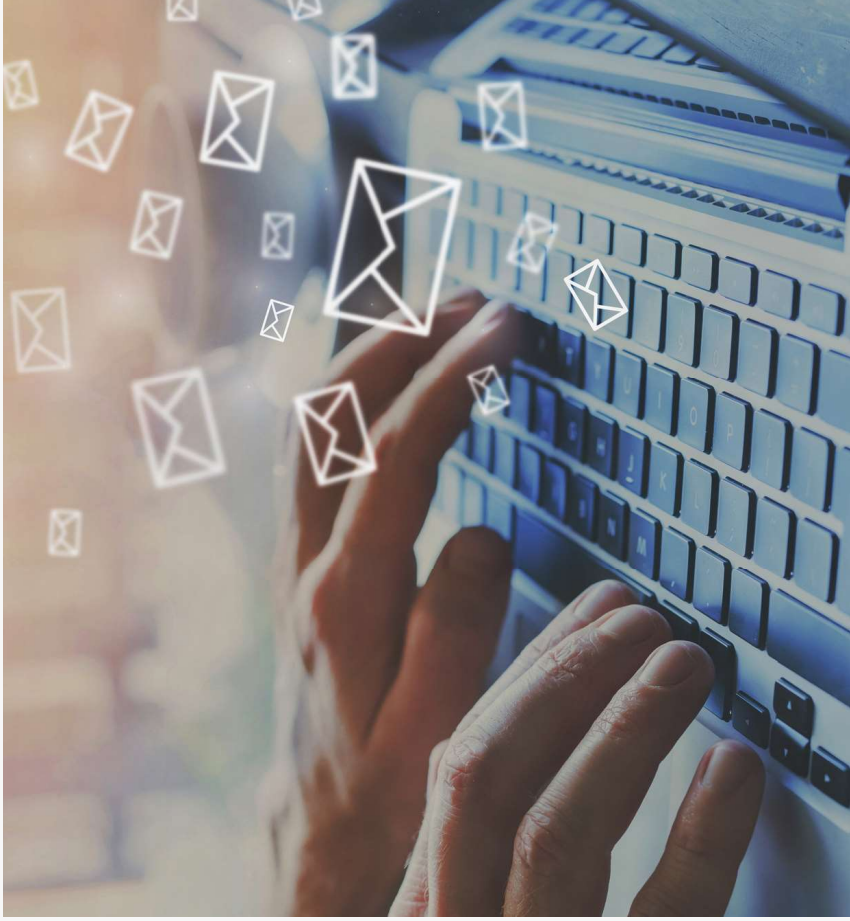


# FAQ:

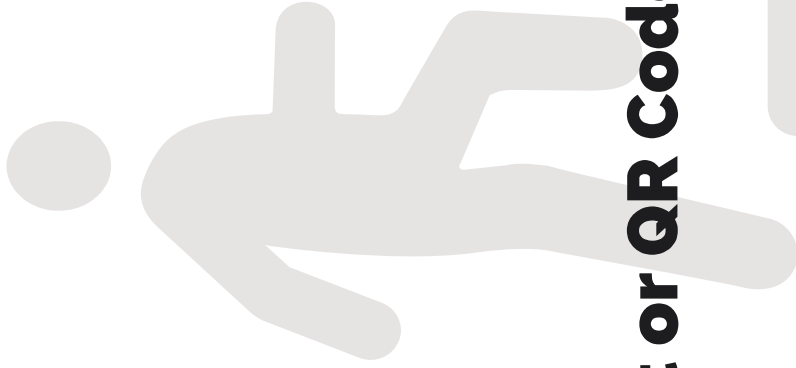
What's the best way to ask for contact info?

# A:

Give something they can get value out of in <10 minutes.







**Text or QR Code**

**Website URL**

**Contact Card**

## **Steal My \$\$\$ Script...**

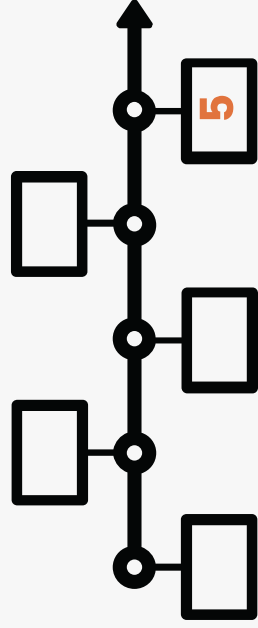
*On Your Contact Card, Ask ONE Key Question:*

"Are you interested in scheduling a strategy call?"

"Are you interested in having this keynote presented at your organization?"

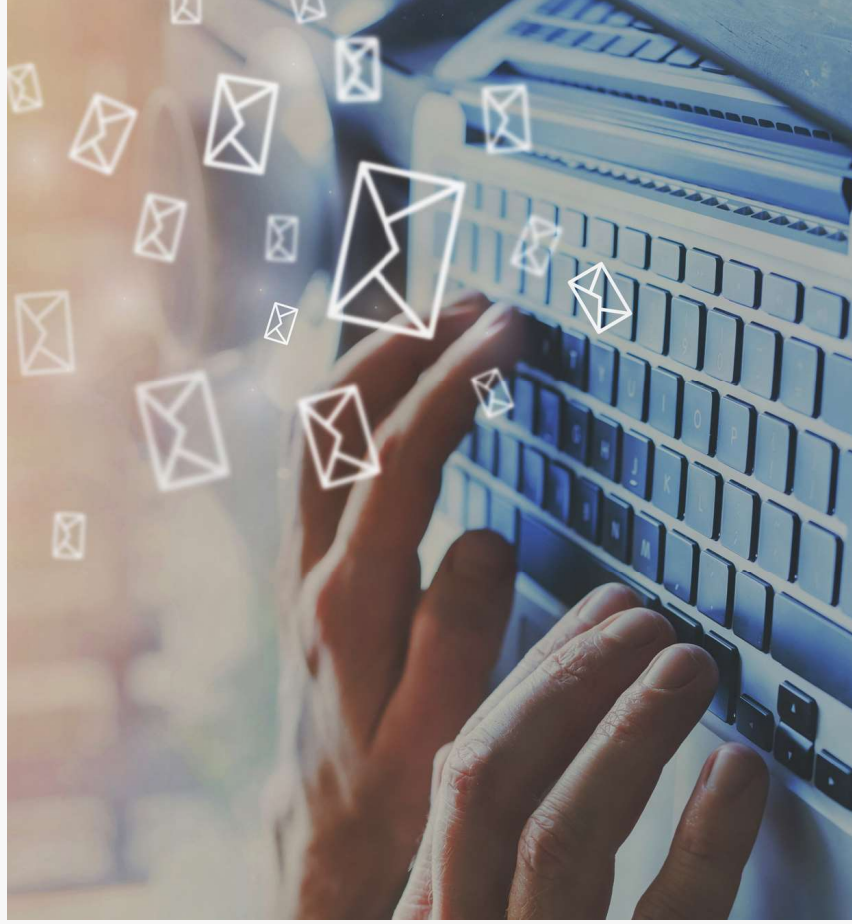
\_\_\_\_ YES \_\_\_\_ NO \_\_\_\_ MAYBE

# Social Proof



# FAQ:

What else can I ask for  
from organizers?

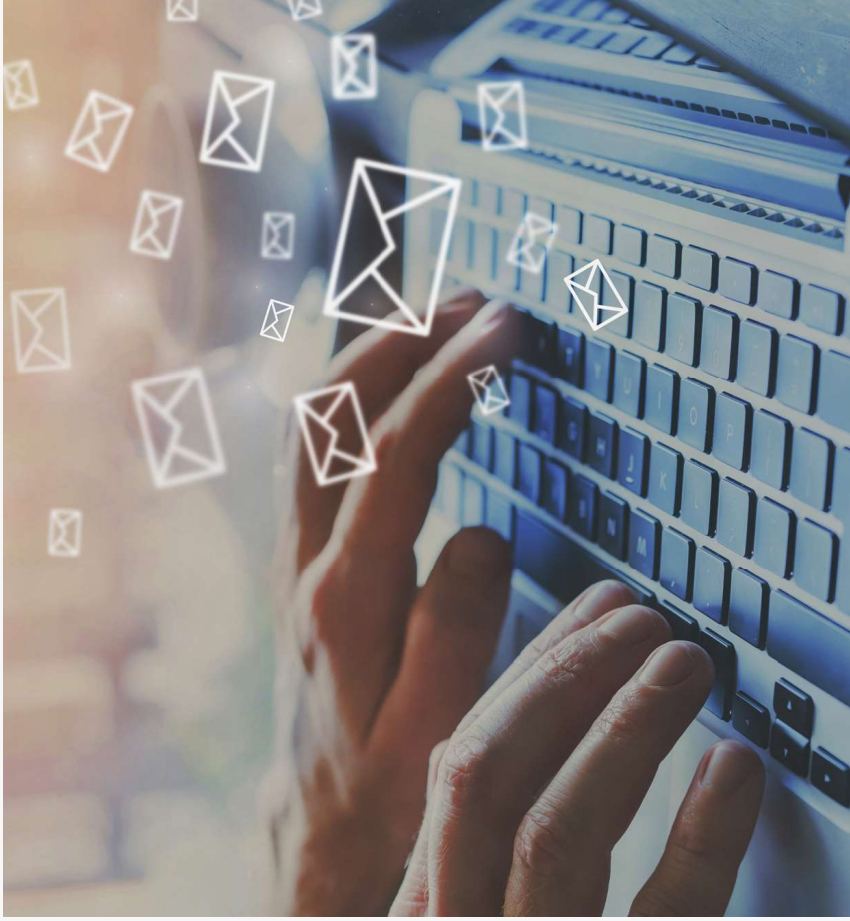


# FAQ:

What else can I ask for from organizers?

# A:

Ask for video content or photography, social mentions, referrals, and/or a testimonial.





**Record Video  
of Presentation**

**Ask for  
Referrals**

**Ask for a  
Testimonial**



## **Steal My \$\$\$ Script...**

*Instead of, "Ok, I understand this is an unpaid opportunity. That's fine."*

Try, "I'm willing to waive my standard speaker fee in exchange for five email introductions within one week after the event to other organizations that book speakers."

**Steal My \$\$\$ Script...**

*BONUS IDEA...*

Invite "Dream Stage" organizers to come see you speak at another speaking event!

Ask, "Can I have 2-3 tickets to invite guests to this event?"



**BUT, MARY, I HATE PUBLIC SPEAKING!**

# EVEN FAMOUS PEOPLE GET STAGE FRIGHT...



<https://virtualorator.com/blog/7-famous-people-afraid-of-public-speaking/>  
<https://www.forbes.com/sites/carminagallo/2015/12/05/how-adele-is-managing-stage-fright/>

**DON'T TRY AND CALM DOWN**

**TELL YOURSELF  
YOU'RE EXCITED,  
NOT NERVOUS.**

# TURN ANXIETY INTO EXCITEMENT

## “ANXIETY REAPPRAISAL”

Harvard Business School psychologist Alison Wood Brooks made study volunteers do several scary things: public speaking, karaoke, math, and more.

In each of these trials, she found that when the participants reframed their anxiety or nervousness as excitement, their performance improved.

<https://youtu.be/0SUTInEaQ3Q>

<https://www.businessinsider.com/harvard-research-says-dont-try-calm-down-when-feel-anxious-2019-9>

<https://www.thecut.com/2016/03/youre-excited-not-nervous-just-keep-telling-yourself-that.html>





**It can feel  
overwhelming  
when you're  
trying to decide  
what to do to  
grow your  
business...**



**Stepping on  
Stage Will  
Put Money  
In The Bank.**

Your action guide includes your  
**"SPOTLIGHT ON REVENUE"**  
**ROADMAP**

*and BONUS*

## **"STEP INTO THE SPOTLIGHT" GUIDE**

20+ Stages You Can Start Booking NOW!!!



# LET'S CONTINUE THE CONVERSATION....

Want my best advice on creating  
or updating YOUR speaking plan?

I'm opening time on my calendar  
to talk 1:1 - select your time here:

**MARYCZAR.COM/SUMMIT**



**THANK YOU**

