



GET PAID TO SPEAK: From Free to Fee!



BECOME A PROFESSIONAL SPEAKER




Every day thousands of meetings around the world are in need of speakers. Isn't it time people pay to hear you speak?

Did you know professionals who speak make up to 40% more money? Realtors, authors, entrepreneurs and small business owners who speak get more clients, customers, business, and more press! *It's time you get paid.*

Learn how to speak *for fee* at conferences and conventions, get paid thousands to speak as a subject matter expert, and how to stage your own public seminars.

- ▶ Learn how to climb the ladder from free to fee as a speaker
- ▶ Get known & booked for your expertise — be seen as the subject matter expert
- ▶ Connect with meeting planners, bureaus, HR managers & training directors
- ▶ Understand how to get booked for conferences, conventions and special events
- ▶ Learn about teleseminars, webinars and distance learning
- ▶ Turn your speeches into gold through related audio, video and book products
- ▶ Receive a roadmap to success to apply immediately on your journey to success



Learn what it takes from one who knows! **CRAIG HARRISON** IS A PROFESSIONAL SPEAKER, the 2004-05 president of the NATIONAL SPEAKERS ASSOCIATION'S Northern California chapter, a past TOASTMASTERS District Governor who has coached and mentored countless of amateur & professional speakers building their careers.



Craig has been profiled by the *Wall Street Journal*, interviewed by 60 MINUTES, quoted by *Bottom Line*, *Selling Power* and the *Financial Times*, and his articles have appeared in the *San Francisco Chronicle*, *Orange County Register*, *Support World*, *Professional Speaker*, *The Toastmaster* and hundreds of magazines, newspapers and journals worldwide. Visit Craig's website, www.ExpressionsofExcellence.com/f2f.htm for more information.

Sat, Aug 15

9-5pm
Pleasant Hill
510/547-0664



Craig Harrison's
**Expressions
of Excellence!**TM
Sales & Service Solutions Through Speaking



GET PAID TO SPEAK: From Free to Fee!

HOW TO BECOME A PROFESSIONAL SPEAKER

- ▶ Finding Your Topic as a Speaker
- ▶ How to Customize
- ▶ Differentiating yourself from the Competition
- ▶ Markets for Speakers
- ▶ Identifying your Unique Selling Proposition
- ▶ From Good to Great...Polishing Your Professionalism
- ▶ Tips on Fees, Websites, One-Sheets, Demo Videos, Negotiations and more.

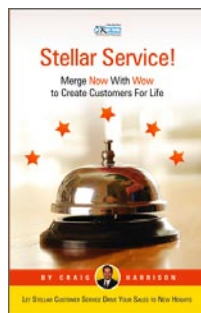
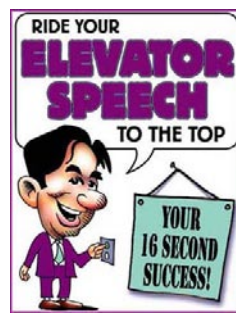
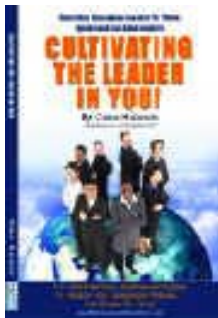
ABOUT CRAIG HARRISON:

2009 NATIONAL SPEAKERS ASSOCIATION — NORTHERN CALIFORNIA'S MEMBER OF THE YEAR

RECIPIENT OF A PRESIDENTIAL CITATION FROM TOASTMASTERS INTERNATIONAL (2004)

AUTHOR, *CULTIVATING THE LEADER IN YOU*, *YOUR SIXTEEN SECOND SUCCESS*, *STELLAR SERVICE!* AND MORE.

INSTRUCTOR, UC SANTA CRUZ EXTENSION, BUSINESS DEPT.



Special summer price: ~~\$149~~ \$97
www.ExpressionsOfExcellence.com

Questions: (510) 547-0664

To register: www.expressionsofexcellence.com/free-fee/f2f_register.htm