



THERAPY

definition: the **curative** process of becoming more **bookable**

What is bookable, anyway?

Being bookable is about consistently capturing the attention of the buyers armed with only your online brand, word-of-mouth reputation and collateral materials.

Are you bookable?

The speaking industry is saturated with hard-working, well-intended talent. On its own, a good story is just a good story. On its own, a killer marketing strategy is, well, a waste of money. Further, it is becoming harder and harder to get in front of prospective buyers. So, is there a magic formula?

A bookable speaker is more than talent behind the microphone. It's more than hard work, and it's a lot more than good intention. It's all of that, and a myriad of nuances often overlooked by even the most seasoned speakers.

How do you become bookable?

Quite simply, the way to becoming bookable is by removing all doubt of your excellence. If anything about your marketing materials incites fear in the buyer, you'll be passed over. Instill confidence, and your bookability increases.

By allowing us to pop the hood on your speaker business, we can see what you can't. We do this by auditing everything from your branding to your bio.

Why us?

The path to bookability is lined with courses, consultants, and boot camps that can, and often do, help a great deal. *Oftentimes these are offered by fellow speakers who've blazed the trail. However, rarely is that feedback coming from the actual people buying and selling speakers.*

As a **management agency** with over two decades on the frontlines, we work every day with bureaus and planners on the hunt for talented speakers. This means we know what they like, who they like, why they like it.

And what they hate.

Our **consulting division** works with professional talent and speakers on making the marketing package more buyer-friendly. We give you the x-ray vision to seeing your stage from *every* angle.

We find where you are wasting your time and money.

We examine how you are presenting yourself, and we find out how others are perceiving you.

Then, we help you appeal to the buyer.

Working with us will give you

...**configuration of your brand** for more bookings.

...**confidence** that you're headed in the right direction.

...**clarity** around your whole package.

...**congruence** between who you are and what you're presenting.

"The Speaker Therapy assessment I completed with Christa was extremely thorough and thought out. She did a great job of uncovering areas where I could continue to improve my message and marketing collateral. She is not about saying what you want to hear; she gives you the real perspective from someone who has the experience of hiring speakers herself. The engagement is defined, but I never felt rushed by her or that there were any questions I couldn't ask. This was a great experience that provided me the confidence I needed to take my business to the next level." - Amy Vetter, CPA.CITP, CGMA

"I worked with Christa and her team for a Speaker's Diagnostic Report and it is a game changer. Every step of the process provides incredible value. It starts with a questionnaire, which is worth it on its own. It asks pressing questions that really gets you thinking about what type of life you want to create and how your business can help you achieve it. Then there is the 1on1 call, where Christa shares feedback on your questionnaire but also on what her team found during a deep dive into your marketing materials. She lets you know how you come across compared to what you want to represent and identifies the gaps between the two. And then finally, there's the report. As an engineer, this thing is like a gift from the actionability heavens. It's not just a recap of your questionnaire, a recap of the marketing review, or a recap of the call, it is an all-encompassing action plan of how to go from where you are to where you want to be. I've already started to see great results from just a handful of the recommendations I've already implemented, and I can't wait to start working on the rest. I would definitely recommend Christa and her team to anyone looking to take their business to the next level." – Andrew Tarvin