



## Road to a Professional Speaker Coaching Program

### Background

The road to professional speaker is a coaching program is exclusively offered by 24 Carat Speakers, LLC. It was designed and developed by Dr. Lawana S. Gladney. Her PhD is in Instructional Psychology and Technology. This degree is not only focused on human behavior, but how the brain processes information that will lead to behavior change. The technical part of the degree focused on the writing and creation of information that the brain can easily process, thereby leading to behavioral change. She has been a professional speaker for more than 30 years and is the CEO of 24Carat Speakers. She is an expert when it comes to helping others to launch and grow their speaking business.

### Program

The speaker program includes the key elements to ensure that you become a successful paid speaker charging fees of \$5,000 and up. Many people have a dream to become a speaker or start speaking and don't know how to grow their business to attain wealth in the industry. Having an expert coach will ensure your success. The 60-day program includes:

- How to define your target market
- How to craft a killer keynote
- How to create your unique brand in the world
- How to create content and messages that sell
- How to set and increase your speaking fee
- Learning the ins and outs of the speaking industry
- Marketing strategy
- Analysis of speaking style

Price and Value of Program = \$5,000

Special Pricing for limited time- **\$3,500**

### Payment Options

One Time Payment of \$3,500

Two Monthly Payments of \$1,750