Program Overview

I'm reopening **The Known, Booked & Paid Blueprint** for a new cohort in January 2027, and I'm keeping it limited to 15 speakers max so the work stays personal, sharp and properly hands-on. **Enrolment closes on 15th Jan 2027**, or when all 15 spots are gone.

This is primarily for expert speakers in the UK, US, and European market who are ready to stop treating speaking like an expensive hobby and start building a business around their brilliance. However, the program is still valuable to any speaker in the business and corporate space.



The Problem

You might be good in the room. You might have a strong message, real expertise, and people who tell you how much they loved your talk. But if the calendar is still too random, the paid enquiries are too thin, and you're still being asked to speak for "exposure" by people who somehow found budget for the venue, catering and branded tote bags, something needs to shift.

Because applause is lovely, invoices are lovelier.

You might be posting regularly, joining bureaus, applying for exposure opportunities and wondering why none of it is turning into consistent paid work. You might be

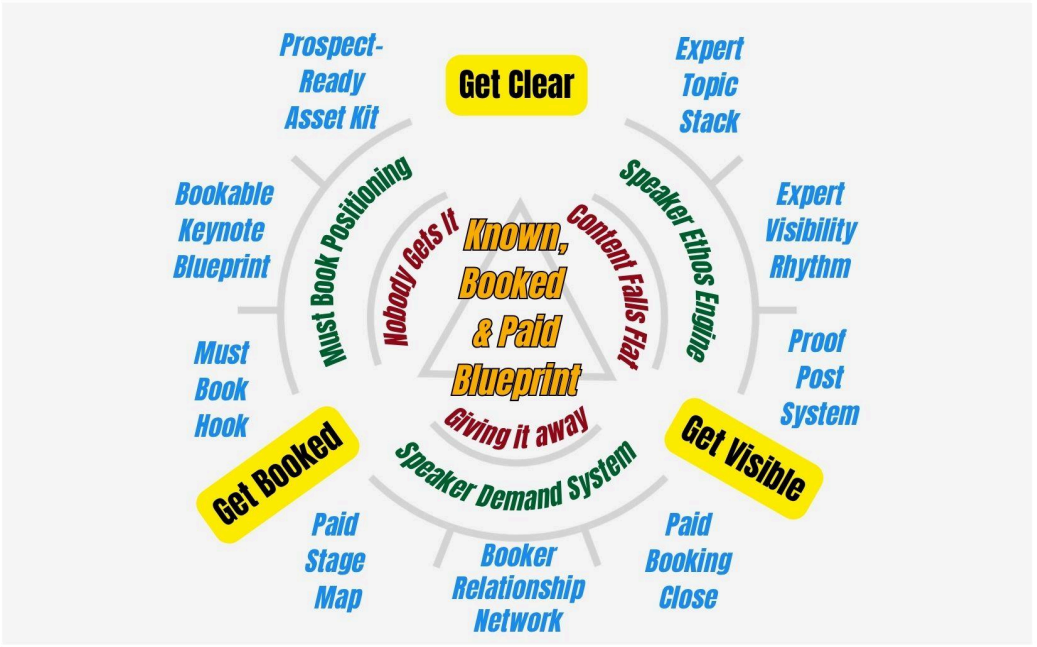
getting booked here and there, but still sitting below €/$/£2,000 a gig, even though you know your work is worth more.

Or you might be quietly worrying that if this speaking thing doesn't become a proper business soon, you'll need to find some other way to make the numbers make sense.

You're not broken. You're probably just trying to be booked like a speaker before you've built the business of a speaker. I've seen what happens when speakers have the talent but not the business behind it.

The Solution

Inside **The Known, Booked & Paid Blueprint**, we fix that in three stages over 6 months. In the first 90 days, we'll take you from unsure, underbooked, and far too easy to ignore to clearly positioned as a must-book expert speaker, with a keynote you can confidently take into £/€/$10k booking conversations, a bookable speaker kit, and a booking engine that creates paid speaking opportunities.



I've been the lead coach and course trainer for **T. Harv Eker** since 2011, and I've led train-the-trainer work for people learning to deliver transformational material from the front of the room in a way that actually lands. I've also coached for **The Speaker Lab**, helped numerous clients land $10k gigs in their first 3 months with me, and helped speakers fix keynotes that weren't getting rebooked or referred, then open up paid workshops and consulting from the same message.

My show, **Professional Speaking**, is in the top 5% of podcasts globally on Listen Notes, and through it I'm well connected in the UK, US and European speaking industry. This is a practical business plan, not a fantasy land.

We guide you through three clear pillars:

Sharp Expert Positioning: Punch up your keynote, sharpen the market pain you speak into, clarify buyers, and upgrade speaker assets so a booker can make an immediate decision.

Engaged Expert Platform: Map your core topics, target rooms where they matter, and create strategic content that shows budget-holders why your message belongs on their stage.

Speaking Opportunity Pipeline: Master outreach, relationship development, and prospecting so you consistently generate paid opportunities without waiting to be discovered.

What You Get

1:1 Coaching (6 x 1 hour): Direct, personalised focus on your positioning, keynote, speaker kit, and outreach - no abstract theory.

Group Sessions (Twice a Month): Practical teaching, working sessions, peer learning and implementation, delivered live on Zoom.

Prospecting Power Hour (Mondays): A live, practical Zoom session to align, submit questions, cut through distractions, and drive your speaker business forward. Open to anyone; members receive priority.

Continuous WhatsApp Support: Direct access between calls for fast feedback on booker emails, keynote descriptions, or proposal negotiations.

Free Online Event Access: Free access to my paid webinar events, with advance notice and event details. This will include the Position of Authority event and Podcast Guesting for Professional Speakers.

The bonuses are there to speed things up, not give you more homework.

That's not all…

Private Speaker Cohort Group: A private WhatsApp group with fellow expert speakers to share insights, referrals, and reduce the isolation many remote business owners experience.

Bonus #1: The Niche Prospecting Map: Pinpoint the exact industries, buyers, and rooms equipped with commercial budgets for your specific message.

Bonus #2: The LinkedIn Visibility Plan: Establish top-of-mind presence with primary decision-makers without wasting hours on social media metrics.

Bonus #3: The Killer Keynote AI Tool: Iterate and sharpen your talk dynamically as you deliver it in the wild, keeping it consistently optimised.

And as an exclusive festive bonus, the first five people who sign up before the New Year will get **The Speaker Opportunity Game Plan™:** a power session where we'll take a look at all the assets you have or don't have yet, from your speaker page to your LinkedIn profile, to help you get ready to update and upgrade your online business assets for 2027 before we even start the main program.

Investment

The full investment for the January 2027 cohort is €5,950 *(plus VAT where applicable, eg., Spain).*

Financing and payment options are available. We can confirm the best avenue during your fit call.

If the program looks good but isn't where you're at right now, **don't** book a program fit call just yet. Instead, check out our newsletter, podcast and YouTube channel, all of which are filled with free resources to help you on your journey and then…

Shoot me a DM to say you'd like to join the program in the future; I'll add you to my follow-up list **and** send you a free copy of my book **Serious About Speaking** to help you get there. *(Soon to be published).* I want you to win, whether you work with me ot not.

John's Guarantee

I want this partnership to feel completely secure. Test **The Known, Booked & Paid Blueprint** for the first 30 days. If you actively participate, execute the initial assignments, and don't find your strategy becoming significantly clearer and sharper, we will buy it back from you in full—no drama, no awkwardness.

Furthermore, if you complete the 6-month program and do the work, yet we haven't successfully developed the positioning, keynote, speaker kit, and booking engine promised, we will continue coaching you entirely free until we do, or we'll have a private chat to decide the best resolution. Your choice.

How to Join

This program is not for anyone and everyone. It was created for dedicated experts who care deeply about their message, audience and commercial growth.

If your plan is to wait for a bureau to discover you, sprinkle fairy dust over your profile, and send you a flood of paid gigs, we may need a small intervention. Let me know, and we'll schedule yours ASAP.

I'm not looking for over-achievers who think they always need to be in hustle mode and have to get on every stage. That just sounds exhausting. However, speakers who are prepared to do the work but still want plenty of time for friends, family, and fun will fit right in here.

The blueprint isn't for wannabe divas who just want a stage and a microphone but none of the business effort. A true diva puts in the work before expecting the reward and respects others regardless of status. Respect is a hard boundary here, and I trust you to share it.

Also, you don't have to laugh at all my jokes, and there will be many. I do like to joke around; I may even let you watch my stand-up comedy gigs, but I'm always dead serious about helping you get real results.

So, if you're ready to build a high-performing speaking business, follow this simple, streamlined process:

Step 1: DM me with the phrase **"Known, Booked & Paid."**

Step 2: We will schedule a brief 'fit' call to ensure a seamless alignment between us and the cohort.

Step 3: Once we agree on the fit, secure your enrolment by **15th Jan 2027** to join the January cohort.

Want in?

P.S. As an immediate enrolment bonus, I'll send you a selection of the books that I believe every professional speaker should read. Just tell me your preferred formats. I also have a few other surprises planned along the way.

P.P.S. The first 10 people who join the program will be invited to join my special 'Close off 2026' session between Christmas and New Year.

Enrolment closes on Friday, 15th Jan 2027, or when all 15 spots are gone. Enrolments will not be accepted after this date. The cohort kicks off with a group call on Weds 20th January 2027.

Are you ready to make this YOUR year? Let's go!

— John Ball