

Here's what I'm doing with the Known, Booked & Paid Accelerator for Professional Speakers.

I'm opening up space to work closely with 5 speakers who want a real speaking business in the UK & Europe, not just the odd gig. When these 5 spots are taken, I'll close the accelerator until the next intake so I can stay hands-on with everyone.

The outcome is simple: in the next 90 days you'll go from "unsure and underbooked" to clearly positioned as a must-book expert speaker, with a €/\$10k-worthy keynote, a bookable speaker kit and a reliable engine to fill your speaking calendar.

The goal is simple: to get you ready and positioned for top speaker bookings so you're regularly hitting €/\$10k income months and higher.

Here's how it works:

First, we lock in your Must-Book Positioning.

In the first month, we run your idea through the "so what?" test, get total clarity on the problem you solve and for who, and tune your message for both bookers and audiences, so you become the obvious choice for the right stages instead of a generic "motivational speaker".

Next, we build your \$10k Keynote.

We'll unpack your solution, build a clear IP framework, and run it through my Killer Keynote outline to stress test and sharpen the talk, so you finish with a tight, high-value keynote that can credibly command \$10k-level fees and doesn't fall apart when you're under lights.

Along the way, we turn that into real-world assets and an engine that can fuel your speaking business for years.

Here's what you get inside:

Must-Book Positioning Lab

We'll put your current positioning, topic and promise under the microscope and run it through the "so what?" test, so you land on a problem, promise and positioning that bookers actually care about and can pay top dollar for.

\$10k Keynote Build

We'll map out the elements of your solution, build a simple visual IP framework, and run it through my Killer Keynote outline to create or redevelop your keynote, so you walk away with a talk that's structured, memorable and feels worth a serious fee, not a patched-together slide deck.

Speaker Asset Suite

We'll design your talk abstract/description, refine your speaker bio and map the structure for a simple, powerful demo video using your keynote and any existing footage, so bookers can immediately see what you do, how it lands with an audience, and why you're worth higher fees.

Authority Profile & Site Cleanup

We'll tune your LinkedIn profile to feature your speaking work and, if you have a speaker site, we'll clean it up and make it easy for bookers to check you out, so every digital touchpoint reinforces your positioning and makes saying "yes" feel safe and straightforward.

Prospecting & CRM Engine

We'll set up a simple but robust prospecting and CRM system around the right industries and decision-makers for you, so you always know who to reach out to next, where each opportunity is up to, and how to steadily fill your calendar instead of relying on random inbound or hope.

What typically happens when we do this:

Clients commonly go from unsure, overstuffed keynotes and fuzzy “I talk about lots of things” bios to clear, high-value positioning and noticeably increased bookability in less than 90 days. Your message gets sharper, your talk gets tighter, and bookers can finally see why you’re worth bringing in.

You also get a couple of extras to make it faster and easier:

Bonus 1. Niche Prospecting Map

We’ll identify the best industries and buyer types for you based on urgent, obvious problems you can solve, so your outreach is pointed at rooms with budget and clear need, not random scrolling through LinkedIn hoping for the best.

Bonus 2. LinkedIn Visibility Plan

We’ll create a simple content plan focused on what bookers actually notice (topics, formats, cadence), so you stay on the radar of the right decision-makers without needing to live on social media.

Bonus 3. Killer Keynote AI Tool

You’ll get access to my Killer Keynote AI tool, so you can keep iterating and tightening your talk outline as you test it in the wild, instead of stalling every time you want to tweak a section.

Bonus 4. “Podcast Guesting for Professionals” Audio Program

You’ll also get my podcast guesting audio course, so you can start building authority and driving inquiries from the right shows while we’re building out your keynote and assets.

I want this to feel safe for you.

Known, Booked & Paid is a do-the-work, get-the-result program. If you show up, do the work and, by the end of the program, you don't feel you've built a €/\$10k-worthy keynote and a functioning booking engine, I'll either work with you for free until you do or refund your investment – your choice.

Your investment and how to join:

Your investment for the 6-month accelerator is €5,950 pay-in-full, or 2 monthly payments of €3,250 if you prefer to split it.

I'm keeping this round to 5 speakers so I can stay close to your positioning, keynote and outreach. Once those 5 spots are taken, this page comes down and the accelerator closes until the next intake.

Who this is for...

This round is for you if:

- You're either based in, or actively speaking into, the UK & European market.
- You want a real speaking business with consistent paid gigs, not just the occasional "nice to have" slot.
- You're ready to do the work on your positioning, keynote and assets instead of endlessly tweaking slides decks.
- You're coachable, open to feedback and willing to test in the real world.
- You're an action taker, not someone who collects courses for fun.
- You're not too much of a diva – we'll do serious work here, we just don't do drama.

If that's you, here's what to do next:

Step 1. DM me with the words "Known, Booked & Paid". ([LinkedIn](#))

Step 2. I'll reply with a couple of quick questions or a short form to make sure we're a good fit and one of the 5 spots is still open.

Step 3. If it's a yes on both sides, we'll get your enrollment sorted, book your kickoff, and start building out your positioning and keynote.

P.S. As soon as you join, you'll get instant access to the Podcast Guesting for Professionals audio course, your calendar link to book the kickoff, my WhatsApp for direct support, and the Killer Keynote AI tool – so you can start tightening your message and assets straight away while we map out the rest of your speaking business.

P.P.S. If you're not already, follow the Professional Speaking show on your favourite podcast provider for expert guidance and exceptional guests sharing the insights and expertise that will help you keep rising to the top of the professional speaking world.

<https://presentinfluence.com/podcast>