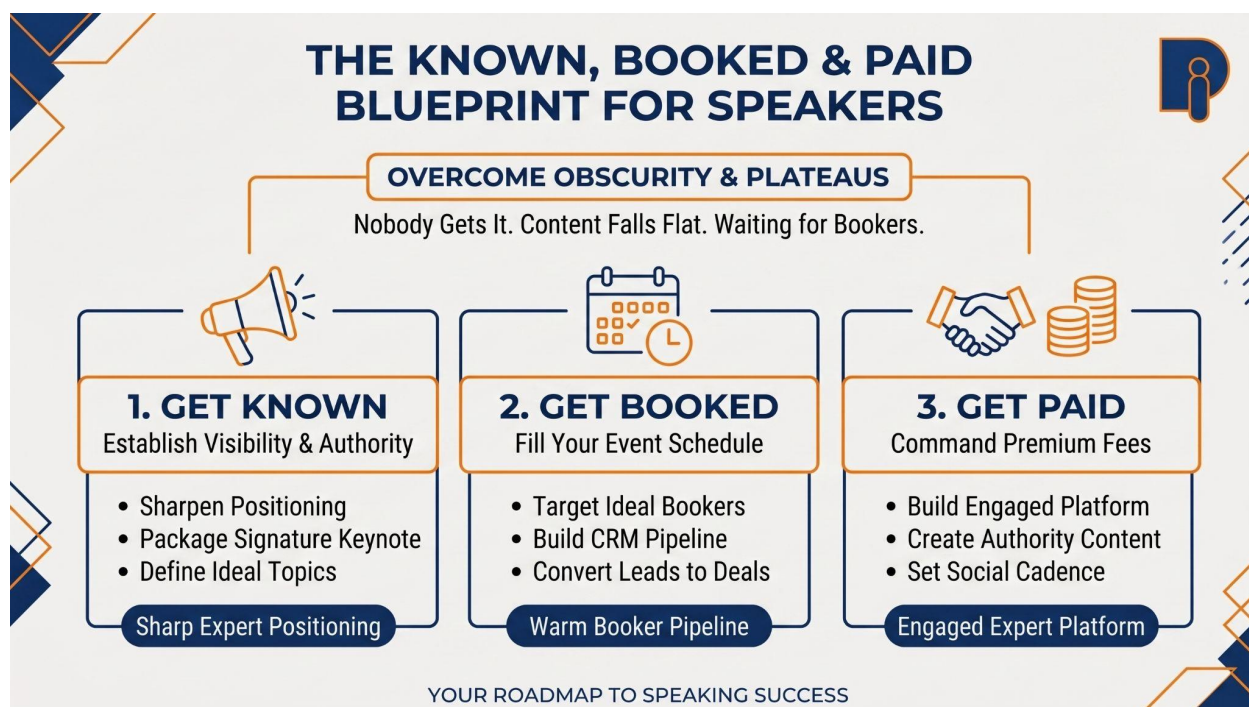




I'm opening the first cohort of The Known, Booked & Paid Blueprint in October, and I'm keeping it to 5 speakers so the work stays personal, sharp and properly hands-on.

Enrolment closes on 1st October, or when all 5 spots are gone. A waiting list will be available.

This is primarily for professional expert speakers who are already speaking but would also be effective for new speakers moving to professional stages. I'm based in Spain, so my availability may be better suited to the UK and European markets, but the blueprint would work equally well in the North American and international markets. It's for speakers who are ready to stop treating speaking as an expensive hobby and start building a business around their brilliance.

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 the budget for the venue, catering, and branded tote bags, then something needs to shift.

Because applause is lovely.

Invoices are lovelier.

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.



Because this is the founding cohort, you'll get the full 6-month Blueprint at the founding member rate in exchange for showing up, doing the work, tracking your progress, giving honest feedback, and being open to sharing the story when it leads to the result we're building towards.

Fair swap. No weirdness.

I've seen what happens when speakers have talent but no business behind it.

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

My show, Professional Speaking, ranks in the top 5% of podcasts globally, and through it I'm connected internationally in the speaking world.

So I'm not teaching this from a fantasy land where "just post more on LinkedIn" magically fills your calendar.

This is not for divas who only want the microphone and none of the business work. It's not for people who just want to get paid to speak but don't care deeply about their topic, their audience, or the change they're here to create.

And 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.

But if you're a good speaker with real expertise, and you know there are people on stages right now who are not as good as you but somehow seem fully booked and in demand, this is probably for you.

You might be posting regularly, joining bureaus, and applying for exposure opportunities, 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 when 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 run out of runway and need to find another way to make the numbers work.

You're not broken. You're probably just trying to be booked like a speaker before you've built the business of a speaker.

Inside The Known, Booked & Paid Blueprint, we fix that in three stages.

First, we build your Must Book Positioning. In the first 30–60 days, we punch up your keynote, sharpen the market pain you speak into, clarify who actually buys this work, and upgrade your speaker assets so a booker has what they need to make a decision. By the end of this stage, you'll have a keynote and speaker kit you can send without wanting to immediately hide under your desk.

Then we build your Speaker Ethos Engine. Not a giant content machine, not a personal brand performance, and definitely not visibility for applause from randoms. This is where we map the topics you should be known for, the rooms where those topics matter, and the content that helps the right bookers, hosts, industry leaders, and budget-holders understand why your message belongs in front of their audience.

Then we build your Speaker Demand System. This is where we work on outreach, relationship development and prospecting, so you're not dependent on familiar channels, chance referrals, or waiting to be picked. You'll know where the opportunities are, who to approach, what to say, and how to keep momentum going even when the usual routes dry up.

You'll get 1:1 coaching twice a month, so we can work directly on your positioning, keynote, speaker kit and outreach instead of leaving you with another pile of theory and a mild headache.

You'll get a Monday Prospecting Power Hour, where we start the week together, check in, answer questions, and then get on with the work. It's optional, simple, and practical- a Google Meet where you can log in, stop faffing about, and actually move the speaker business forward.

You'll get WhatsApp support between calls, so when you're staring at a booker email, a keynote description, a speaker kit section, or a "what on earth do I say here?" moment, you don't have to sit there spiralling.

And because this is a tiny founding cohort, you'll also be in a private WhatsApp group with the other speakers, so you're not building this in a weird little cave by yourself. Speaking can already be oddly lonely for a job that involves standing in front of rooms full of people. Let's not make it worse.

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

You'll get The Niche Prospecting Map so we can identify the best industries, buyer types, and rooms with budget for your message, instead of having you randomly scroll LinkedIn like it owes you money.

You'll get The LinkedIn Visibility Plan, so you can stay visible to the right decision-makers without living on social media or performing for people who were never going to book you anyway.

And you'll get the Killer Keynote AI Tool, so your talk keeps getting sharper as you use it in the wild, without you rebuilding the whole thing every time one section feels a bit off.

The full investment for The Known, Booked & Paid Blueprint is €5,950.

For the 5 founding cohort speakers, the investment is half that, at €2,975. You can pay in full or split it into 2 monthly payments of €1,625 each (second payment 2nd Nov), for a total of €3,250. After the 5 spots are gone, the next intake moves to the full €5,950.

And I want this to feel safe to start.

Try The Known, Booked & Paid Blueprint for the first 30 days. If you show up, do the first round of work, and don't feel clearer, sharper and more confident that this is the right path for your speaking business, I'll buy it back from you in full.

No drama. No awkwardness.

And if you complete the program, do the work, and we still haven't built the positioning, keynote, speaker kit and booking engine we promised, I'll keep working with you free until we do.

You'll need to be willing to do the business work of speaking: the prospecting, the follow-up, the thinking, the testing, and the "yes, I know this is uncomfortable, please do it anyway" bits.

If that's you, here's how to join.

Step 1: DM me and say "Known, Booked & Paid."

(LinkedIn is best <https://www.linkedin.com/in/johnaball/>)

Step 2: We'll book a call to make sure it's the right fit.

Step 3: If it is, we'll get you enrolled before the 1 October cut-off, and you'll join the founding cohort.

— John A Ball

P.S. As soon as you join, I'll send you Podcast Guesting for Professionals, so you can start getting in front of aligned audiences while we build the rest of your speaker business. It's the fastest authority-builder to start with because you don't need a perfect speaker kit, a finished pipeline or a polished "speaker brand" to begin. You just need your expertise, a good angle, and the right rooms to borrow while we build your own.