

How to Earn £500,000 a Year as a Speaker, Author or Coach... it's easier than you think!

Many speakers, coaches and authors are not earning what they are worth, for many reasons including:

- **They don't know how to market or position themselves so that more people know about them**
- **They don't know how to price their services**
- **They only earn money by swapping time for money**

So, we want to help bust a couple of myths & raise your belief in what income is possible for you, how you can achieve it & some advice on what resources will help you get there quicker.

Let's start with an ideal sales funnel of products.

Now don't get scared! Nobody starts with having ALL of these products in place, but it's great to see them all mapped out with suggested prices, so you can see how your customers can move through your offerings & so you have a roadmap to aspire to.

And stick with us, because what you will discover afterwards is how simple it is to use these products to create £500,000 a year... it will really shock you with how little you have to sell!

Product Funnel

Book or eBook (£9.99 or £4.99)

This could be self, traditionally or hybrid published. It can be an inspiring autobiography, a practical guide or positioning you as an expert in your field illustrating your framework or methodology.

Tripwire product (£7.99)

This is a digital product which offers the customer a quick result to a common problem of theirs. It could be an assessment/quiz or a report, manual, blueprint or practical short guide.

Membership Site (between £29 - £49 per month)

This is where your raving fans gather & access exclusive content & resources from you. New content should be added monthly at the very least which gives the members a reason to continue to pay a monthly fee.

1-Day Seminars (£49 - £99)

This could be done live or as an online summit (you will always get more engagement & impact from being live). Focus the content on 1 core problem that your customer has & break the day down into teaching, practical exercises, time for Q&A from stage and sharing from case studies/testimonials.

Short Online Course (£147 - £197)

The ideal length of this course is between 60 – 90 minutes and involves teaching in depth & solving a very common problem that your customers have. It shouldn't contain EVERYTHING you know – just ensure you focus on 1 problem & that you give them everything that they need to overcome it. You might also, in time, create multiple short courses on the common problems your clients often come to you with.

Flagship Online Course (£497 - £997)

The ideal length of this course is between 6-8 hours & provides the next step to dive deep into your content. If you have a methodology / framework that underpins your teaching or message this course should take the client through this step by step. It also could include all of your short courses + additional content to create a larger course.

2-Day Workshop (£999 - £1500)

This deep dive interactive live event focuses on a specific outcome that your clients want. Optimally, the two days will involve theoretical teaching, practical exercises (so they walk away with a tangible result), time for networking, guest speakers on the specialist areas and Q&A. For this price, lunch & refreshments are expected to be included.

1-2-1 Coaching (£250 per hour)

If you have the other products in your sales funnel, then you have the luxury to be very selective who you work with & you also won't need too many clients. To make it easier for you, it's better to sell 1-2-1 sessions as a package, (e.g. 6 sessions over 6 months) and this will help you focus on an outcome at the end for your client & will help you forecast your cash flow & manage your time.

Speaking engagements (from £2000)

We suggest you have a range of topics/themes that you speak about with different prices for the various lengths of keynote (30 mins, 1 hour, half / full day facilitation, MC etc.).

We believe having a framework that your keynotes work around, but we strongly suggest that you tailor every keynote to the audience & their specific outcomes,

Retreat / Mastermind (from £5000)

This is your top product, as it not only involves 1-2-1 time with you, it provides space & time to deep dive into a specific subject area with high quality peers. This is the time to go behind the scenes with your clients, share the contacts from your little black book & bring your mentors in to teach them directly. Luxury & expertise is what these products should contain so accommodation/food etc. are expected to be included,

so they don't have to think about anything else while they are there!



So now you can see WHAT you can develop... start by focusing on 1 product to create. We would advise you to build something at the lower price end of your funnel & if you don't have anything digital – start there!

Digital products allow you to have a product that doesn't have a limit of geography or capacity of how many can buy it... and it doesn't involve you being present to deliver it!

How to Earn £500,000 a Year

For many speakers, authors & coaches this sounds like a dream... and when you break it down to targets for each product, these are extremely achievable, even for someone early in their career.

Take a look at the plan & start making notes on your prices & how much you currently earn:

- **Book:** Target 20 books per month @£10 = £ 2,400 per annum
- **Tripwire:** Target 100 per month @£10 = £12,000 per annum
- **Membership Site:** Target 30 members a month @£30 = £70,200 per annum (as 30 new members join every month & the existing members continue to pay)
- **Short Online Course:** Target 80 per month @£150 = £144,000 per annum
- **Flagship Online Course:** Target 5 per month @£1,000 = £60,000 per annum
- **1 Day Seminar:** Target 4 per quarter with an audience of 100 people @£50 = £60,000 per annum
- **1-2-1 Coaching:** Target 4 per month @£250 = £12,000 per annum
- **2 Day Workshop:** Target 20 per quarter @£1250 = £100,000 per annum

- **Speaking Engagements:** Target 1 per month @£3000 - £36,000 per annum
- **Retreat / Mastermind**– Target Once a year for 12 people @£5000 = £60,000 per annum

Total earnings: £556,600 per annum!!!!

Now we don't want to give you an unrealistic vision of earnings, as all these products have overheads, required delivery resources & marketing commitments to constantly find the clients to sell to.

So here are summarised checklists of what is required to bring your products & sales into reality:

Overheads & Resources:

These are rough costs of some of the resources you'll require:

- **Publishing Costs** (around £1-3k if self or hybrid publishing)
- **Membership Site Build / Hosting** (around £2k to build or £100 per month if using a managed platform)
- **Digital Course Content Hosting Platform** (between £60 – £200 per month)
- **Room Hire for Seminars/Workshops** (min £1500 for 100 people in London)
- **Audio Visual Technician & Equipment for Live Events** (around £500 – £1k)



- **Hot Desking / Coaching Space / Membership Club** to hold 1-2-1 coaching (between £60 - £100 per month)
- **Website Creation** between £1-4k
- **CRM System** between £10 - £150 per month
- **Webinar Platform** between £50 - £300 per month
- **Squeeze Page Software** – around £20 per month
- **Video / File Storage** – around £10 per month
- **Merchant Account** – just pay a % on transactions
- **Video Editing / Screen Recording Software** - £100
- **Social Media Scheduling** - £20 per month

Marketing Targets:

When you are building your product funnel, you want to give an equal amount of time to building your tribe of fans! So these are the minimum marketing activities you will be required to do CONSISTANTLY:

- **Daily social media posts** on your primary social media platform, which for 99% of you will be Facebook. This involves sharing content, status updates, memes, responding & engaging in groups
- **Weekly blogging / fb lives.** Video gets better engagement than written posts & it takes less time!
- **Monthly Webinars** teaching deep dive content on common topics
- **Weekly opt in content** (reports/chapters/surveys) where they need to give their email address to access the content

- Increase **social media following by 300 a month**, by discovering where your ideal clients hang out on social media & encourage them to like your page.
- Increase **database by 200 a month**, by providing lead magnet content via opt in pages, capturing data at live events or from stage & joint venturing with other experts.

