

Timing of Your Presentations & Suggested Price Points

Total Speaking Time Allotted	30	45	60	90
Opening Grabber Statement/Question, WIIFM Little bit of your credibility	5	5	5	5
Body / Content (Divide total time between points) Point #1 Point #2 Point #3	18	28	38	65
Recap Anchor back to opening and WIIFM	2	2	5	5
Conclusion / Closing Invitation to Next Steps	5	10	12	15
Suggest Price Point for Offer	\$20 to \$100	\$50 to \$200	\$100 to \$400	\$200 to \$1500

When considering what price point to offer, keep in mind these factors:

- As a beginning speaker where you are speaking to a cold audience (i.e. they are not at all familiar with you or your products and services), you will want to stay on the lower side of the spectrum.
- If you are speaking at an event where the host has great credibility and authority with the audience, you will be leveraging their credibility and can then move towards the higher price range.
- As you build your brand, reputation, and credibility, you will be able to leverage those assets to sell at the higher end of the spectrum.