



Genius Speakers Academy  
Your Voice Matters

## **12 PILLARS OF A GENIUS SPEAKER PLATFORM**

*Becoming a 10k Speaker is all about “Client Perception” and “Relationships.” These are the two main ways you get paid as a Highly Paid Speaker. Your job is to persuade your potential Client you are “WORTH” the fee you are charging.*

1. Have a great WEBSITE- Look like a 10k Speaker online
2. Have a professional One Sheet and Media Kit
3. Collect Powerful Testimonials from clients and influencers
4. Write a book that targets your Ideal Clients
5. Establish your Category of One
6. Have a slamming 1-3 minute Speaker Reel
7. Be Seen, Be Heard via Social Media and Traditional Media
8. Have clear and crisp Photos to represent you
9. Use Celebrity and Influencer connections to build your brand and influence
10. Create your Signature Story and Language
11. Create your Signature Formula/ Blueprint
12. Confidence. You have to be the NUMBER ONE believer in YOU!!!

**YOUR MESSAGE IS SOMEONE’S MEDICINE**