

Comparison of Speaker Success / Fees

courtesy Alan Weiss

Speaker Category	Fee Range	Reputation	Marketing	Image
Stratospheric	\$20,000+	Well known, name recognition is a draw: celebrity, politician, author, performer, media		
Circuit Stars	\$10,000-\$20,000	Well known among bureaus, corporate buyers, and the media. Name can serve as a draw.	Primarily through bureaus or agency. Often has a book in print. Featured in brochures.	Professional demo videos, testimonials. Accolades at high level. General session speakers.
Networked	\$2,000-\$10,000	Well known by bureaus and some corporate buyers. Appear in the media if they have a specialty.	By personal contracts, clients referrals, hired staff, and bureaus. Some will 'cold call'.	Sometimes a demo video, demo audio. Usually have articles in print, testimonials.
Climbers	\$500-\$2,000	Unknown outside of immediate locale. If there.	Shoestrong. Appear in some listings. Network extensively.	Usually constrained by budget. Generic look.
Gazers	\$0-\$500	None.	None.	Unknown.

6 Key Things to Up Your Emerging Speaker Value:

(use in negotiations for a better rate)

Relevance: You have a topic that audiences care about and want solved

Innovative: You have a new and unique way to solve a pain / challenge, or are able to present in a way that makes the audience aware of a problem they never had and you have the solution.

Large Social Proof: you have an online following interested in and engaged in your topics

Clout / Influence: Whether you carry clout or have influence in an industry / arena / community, OR are connected to some heavy weights willing to connect you / vouch for you.

Other Skills / Services You Bring to the Table: Can you do, willing to do pre-event webinars? Can you offer workshops, free coaching, ebook or other materials. Can you do a training session, breakout session or sit on / lead a panel? Can you moderate, facilitate, emcee?

Demonstrated ability to do a Keynote

(Perceived value ahead of time results in higher fees; perceived value after the fact results in higher bookings. - Alan Weiss)