



Be Unstoppable

**SPEAK YOUR WAY TO THE BANK™
SPEAKONOMICS**

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SYWB

You Are the BRAND®

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SPEAK YOUR WAY TO THE BANK™

Becoming an Iconic Influencer starts by crafting a marketable brand. The foundation of a brand that resonates begins with your stage off-stage presence. Through our established & proven methodology, we guide you in recognizing and articulating your distinct value, enabling you to narrate your identity in a manner that positions you as a prominent influencer and brand personality.

Whether you're an experienced pro seeking to elevate your influence or a business professional, aspiring influencer, or coach, this program is tailored to suit your needs. Our team delves deep into the development of your brand package, equipping you to secure opportunities that make you stand out, whether it's through public appearances, speaking engagements, endorsements, or business meetings—all aimed at monetizing your brand.

Years of experience on your side.



Would you be interested in receiving mentorship from one of today's foremost agency leaders, who is also a highly regarded professional speaker? She is eager to share with you the essential tools and strategies to help you secure speaking engagements and keep your schedule packed.

With a rich professional history spanning over three decades, Connie brings a wealth of knowledge to the table. She's not one to hold back, and she's ready to guide you in everything from mastering the art of public speaking and storytelling to transforming your creative talents into a thriving business.

Connie provides a variety of coaching options from group, 1:1 to Liberty Live that can accommodate both your budget and schedule.

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CRAFTING YOUR STORY



Meet Your Trainer: **Connie Pheiff**



She is a personal mentor and high-performance Talent Agent for today's high achievers, including best-selling authors, award-winning podcast hosts, award-winning artists, entertainers, celebrities, professional athletes, and professional speakers with a reach of thousands of clients from around the globe for nearly three decades. Her techniques have dramatically improved emotional engagement, confidence, career success, brand awareness, quality of life, relationships, work, and income.

As a former executive in the C-Suite who has successfully led high-performing and thriving organizations, as well as entrepreneurs who have built their own businesses, our diverse team understands the challenges and aspirations you face. She has walked in your shoes and is here to help you reach your goals with a team of experts is ready and available to cater to your specific needs.

Whether you're a business owner, an entrepreneur, an athlete, an artist, a speaker, a musician, a writer, or an entertainer, having a personal coach can be a transformative experience for individuals who identify as the "Crazy Ones®" – those bold and passionate individuals who believe they can change the world.

Your dreams are not just dreams; they are the reality waiting for you to get there. In this program, you will reach your destination faster, armed with greater clarity and newfound confidence.

We understand that you require consistent guidance, a certified mentor, and a supportive community. That's precisely what we offer to empower you on your journey.

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Deliverables



Phone not ringing, unsure how to present yourself, or build a sustainable business with your creative gifts? We can help make that happen for you with *Your Stage off Stage*.

We begin our work by enhancing your influential clout and providing you with the tools to create a thriving, evergreen business. *Speak Your Way to the Bank* produces results and gives you strategies to go far beyond the crowded gig space. Before securing engagements, and becoming an iconic influencer... you must first create a solid brand off stage, that leads to you speaking your way to the bank.

Every Talent from Pro Athletes, entertainers, corporate executives, to influencers, needs a solid brand portfolio that exceeds the industry's standards. This includes Media Soundbites, clarity of your message, an Electronic Press Kit (EPK), professional headshots, a professional speaker website, professional video, and healthy social media platform(s).

SYWB is for the everyman, the crazy one who wants to feel confident when stepping centerstage with the understanding that it all starts with your stage off stage. Learn how to craft the most impactful message. SYWB speaker school helps you become a confident, empathic, storyteller from your online presence to centerstage.

You are responsible for your own achievements and success. We cannot and do not promise that you will take any specific action or attain specific goals. What we do promise is to provide you with the tools to escalate your business goals- with a focus on business, presence, storytelling, and how to utilize your stage off-stage and speak your way to the bank.

Based on your qualification level the following packages are available to assist you in achieving your business goals, while using speaking as a tool to increase your revenue. This is a no-refund program. Our guarantee is that we provide you with the tools needed to speak your way to the bank.

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Agency Representation



Our Talent relationships take several months to cultivate, so it's essential that our Talent come to us early with the time, patience, and budget where our strategic partnership translates into a decisive win. You get what you pay for – the TCAA model is designed from years of experience to execute the level of excellence that exceeds the industry standards.

qualifications

- Solid Foundation of a successful career
- 2-years minimum as an Entrepreneur
- Speaking fees greater than \$10K
- Combined social platforms >40,000
- High-impact electronic press kit
- Open to work as a partnership
- Not afraid to take action

Onboarding Fee: \$5,000 + 25% for confirmed opportunities

Onboarding Time Frame: Approximately 25 days.

Comes with an Annual Representation Agreement

onboarding PRESS package

- Press Release - PR Newswire > 400,000+ Newsrooms, direct feed & media outlets
- Talent of the Week Spotlight
- TCAA Website Listing [5000+ hits daily]
- Listing with two Major Agencies
- Bi-Weekly WIP Calls
- 2x Monthly Mentor Calls

ongoing deliverables

- Increase bookings & fees
- Multiply sales channels
- Develop new markets
- Enhance client relations
- Access to TCAA extensive relationships

Group Coaching Package



Phase 1:

discovery

- **Company History**
- Mission/Vision Statement
- Strategic & Business Plans - One-year, Five-year
- Project Plans - Sales, Marketing, Expansion Product Introduction, Legacy, etc
- Review Current Story Brand & Marketing Assets – media (print ads, radio scripts, TV spots, etc.), social platforms, brochures, sale e-flyers, emailers, e-newsletters, invoices, packaging, etc. used within the past two to three years

Phase 2:

diagnosis

We will evaluate and present our findings and recommendations with a proven system that has worked for thousands of successful Talent.

Fee: \$7,500 [3 pay \$2600]

Time Frame for Phase 1 & 2: Approximately 25 days.

Phase 3:

development

- Business Building Tools Resource Library
- Stage Presence
 - Design, training, and delivery of your signature keynote
- Launch a marketing campaign to test the messaging
- Provide tools to secure speaking opportunities on your own
- High-Impact Electronic Press Kit (EPK)
- Create a pitch to targeted corporate buyers
- Roleplay and tailored recommendations
- Video & Website recommendations
- Registration with [multiple] Exclusive National Agencies.

Time Frame for Phase 3: Approximately 90 days.

ongoing deliverables

- Confirm opportunities with lead follow-up from the marketing campaign and begin to qualify leads
- WIP - Weekly review of the week's in-process data and performance review
- Weekly Group Mentor Calls
- How to find your first 25 speaking leads
- Invitation to attend Speakonomics Speakers School

Time Frame: Ongoing for one full year

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SPEAKERS SCHOOL

What you will Learn

Day 1: 8 am to 4 pm EST

The Business of Speaking

Unlock the secret-sauce from a seasoned expert with more than two decades of invaluable experience in the dynamic realms of entertainment and public speaking.

Day 2: 8 am to 4 pm EST

Your Stage off Stage is Undeniable

Share the core principles of being undeniable in the entrepreneurial world. Explore techniques to stand out, build a unique brand, and project unwavering confidence.

Day 3: 8 am to 2 pm EST

Your on Stage Presence

We will work collaboratively to refine your message: you'll receive expert feedback and deliver your message in the group - recorded as your takeaway to allow you to refer back as you become an undeniable force.

Fee: \$6,500 [3 pay - \$2200]

Special pricing for alumni of agency programs.

Includes meals, materials, real-world applications, experiential activities, and loads of breaks and surprises. Talent is responsible for Travel & Lodging.

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Website Listing Only - Fee: \$149.99 Set up, plus \$95/ monthly

Not quite ready to take the plunge into a full-fledged commitment, but eager to stay informed about the latest trends, opportunities, and insights within the industry. The TCAA platform has proven to be a beacon of inspiration for emerging talents, and we are confident that being listed on the TCAA website will open doors to new connections and possibilities.

The Full Shebang VIP Package: Unlock Your Potential with the Ultimate Speakonomics Success Bundle!

Are you ready to elevate your speaking career to new heights and turn your passion into profit? Introducing our exclusive Speaker's Success Bundle – the game-changer you've been waiting for! This all-in-one package is designed to empower you, equip you with essential skills, and set you on the fast track to speaking success.

Website Listing (\$1300 Value):

Speakers School Live Package (\$6500 Value):

Coaching Package (\$7500 Value):

An Unbelievable \$12,500 for a \$20,300 Value!

Seize this limited-time opportunity to invest in your future success for only \$12,500. Yes, you heard it right – you'll be saving a whopping \$7800 while gaining access to a treasure trove of resources that will catapult you to the top of the speaking circuit, scale your business and achieve the ultimate influencer goals.

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For Information & Get Started Contact

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