

## Speaker Support Services

*You have the gift of motivation, encouragement, and inspiration through public speaking, as your attendees have attested. Now you're ready to take your talent to the next level. To do so, you want to concentrate less on the administrative and marketing tasks and focus more on perfecting your craft.*

*We can help.*

Moovin4ward's Speaker Support Services Agency works with speakers, authors, and consultants who are regarded as experts in their fields who are seeking to increase their visibility in targeted niche markets. Our approach centers on the notion that YOU are the product.

*We exist for you.*

Services	PRIMO	SUPREME	SUPER
<b>Pull Marketing</b>			
Profile Page	X	-	-
Email Address	X	X	-
Profile Listing	X	X	X
<b>Push Marketing</b>			
Catalog Listing	X	X	X
# of Topic Listings	Unlimited	5	3
# of Regional Promotions	Unlimited	2	1
# of National Promotions	Unlimited	2	1
# of Target Audiences	Unlimited	2	1
<b>Admin Support</b>			
Contract Negotiations	X	X	X
Schedule Mgmt	X	X	-
Invoicing & Collections	X	X	-
Travel Logistics	X	-	-
Coaching Sessions	Unlimited	-	-
<b>Investment</b>			
Monthly Client Fee	\$150.00	\$95.00	\$50.00
<i>(Paid bi-annually)</i>	<i>(\$750.00)</i>	<i>(\$475.00)</i>	<i>(\$250.00)</i>
Commission ( <i>Booking Fee</i> )	20%	15%	15%

*\*Only a limited amount of Primo Clients are accepted.*

Other Marketing Services	For Clients	For Non-Clients
Marketing Plan Review	INCLUDED	\$ 125.00
Marketing Plan Development	\$150.00	\$250.00
Website Design ( <i>Basic</i> )	\$500.00	\$750.00
Website Design ( <i>Flash &amp; Media</i> )	\$850.00	\$1,150.00
Brochures & Flyers Design ( <i>w/logo</i> )	INCLUDED	\$200.00
PR/Marketing Coaching ( <i>monthly fee</i> )	\$250.00	\$400.00
Business Plan Development	\$150.00	\$250.00
Coaching – Situational / 1-session (60 min)	\$125.00	\$200.00
Coaching – Monthly / 3-sessions (45 min each)	\$275.00	\$400.00
Coaching – Three Months / 9 -sessions	\$200.00/mth	\$325.00/mth
Group Coaching – 4 sessions per topic	INCLUDED	\$75.00

## Terms & Definitions

Pull Marketing	The strategy of creating materials and tools to bring clients to the speaker, through searches and networking.
Profile Page	A full page profile of the speaker to include biographical information, primary topics and target audiences, videos and photos.
Profile Listing	A 150-word description of the speaker on a weblog page to include topics and audience.
Email Address	A <i>speaker@moovin4ward</i> address, if needed for contact purposes.
Push Marketing	The strategy of creating materials with messages that can be distributed directly to target audiences in order to create an awareness of the speaker.
Catalog Listing	An annually printed, glossy hardcopy speaker catalog with profile pages and listings that will be made available to meeting planners.
Topic Listing	A list of the various topic areas of the speakers.
Regional Public Relations	Press releases, marketing, and advertising in selected regions of the country (North East, South East, Mid West, South West, and West Coast)
Target Audience	The identified audiences which would most benefit from the message of the speaker (Colleges, High Schools, Middle Schools, Corporations, Churches, or Non-Profits).
Administrative Support	Included the various tasks of management to include invoicing, follow-up calls, and contracts.
Schedule Management	We will manage the calendar of scheduled speaking engagements, along with required logistics.
Contract Negotiations	We will negotiate with the event/meeting planners your contract terms and compensation.
Travel Logistics	We will manage your travel arrangements for events scheduled to include airline and hotel accommodations.
Public Relations Coaching	We are available via telephone, email, and other to discuss possible options for increasing your visibility with target audiences and continue to strategize on new audiences.
Client Fee	The annual fee to be paid annually or semi-annually to cover the expenses of administrative and marketing support.
Commission (Booking Fee)	Our percentage of the negotiated speaker fee and/or total product sales of a Moovin4ward booked event.
Marketing Plan Review	We would support the speaker by reviewing his/her current business plan to determine how we can execute the objectives of the plan.
Marketing Plan Development	We will support the speaker in developing a preliminary marketing plan to help devise a plan of action for the promotional services offered.
Website Design (Basic)	We will develop a simple 5 page website that will provide all the basic information about the speaker, his/her topics, and how to make contact.
Website Design (Flash & Media)	We would develop an extensive website with flash and media (audio & video), and shopping capabilities.
Ad Development (w/logo)	We will develop an advertising campaign (print or electronic) for a specific program or event using a previously designed logo.