



NSA-Oklahoma

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Negotiate Professional Speaker Fees, If:

By Jeff Magee

1. There is significant spin-off potential from contacts up- line from the platform exposure.
2. There is significant spin-off potential from contacts down-line from that platform exposure.
3. There is a media vehicle (magazine, newsletter, flyer, bulletin, etc.) to that audience prior to your appearance that you can have an Article in with your contact follow up data in and a follow up article with contact data in a post media vehicle!
4. There are eMedia vehicles, like an internal eZine that you can have an eArticle in and a repeat presence immediately after your presentation!
5. Their Website can have an announcement about your participation and partnership with them under a Press Release or like header with a hyper link to your site.
6. You can facilitate a pre program eSurvey to their data base, with a bounce-back mechanism like: % Discount coupon on products from your booth or product table if printed and brought to your event; % Discount off of resources on your website book store; Copy of special HOW TO article that you will email (Ideally) back to them.
7. You can get an eEndorsement Letter on the clients letter head (and a hard traditional copy mailed to you as well); and then have copies sent to at least ten other potential buyers in the clients industry directly from the client to the prospect and a copy (CC) back to you when mailed.
8. There are several additional dates on there calendar for this Quarter and year that if you do a good job, they would commit to contract with you for those dates.
9. If they can guarantee you a break in their agenda immediately after you speak so that attendees will have an opportunity to immediately meet you at your product booth/table and purchase your STUFF then!
10. If there is going to be an opportunity to obtain commercial grade raw footage video and or audio of your program that can in turn be used in or as a new demo vide, saleable product (CD, DVD, Video, Cassette, etc...thus a free produced product!).
11. This is the type of organization that by having made an appearance, their name will provide you career boosting leverage-marketability ... every speaker kills to be on the Million Dollar Roundtable Conference (perceived as the Super bowl for professional speakers), as that immediately allows them entry into the \$10K+ club as an example!



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12. You produce a content rich value added eZine that you can gain access to their email list and provide delivery of your eZine on a regular basis to that data base.

13. They produce a high quality publication/magazine that with their readership, there are possible spin-off opportunities and they will design and run a promotional endorsement/advertisement in it prior to and after you presentation.

14. The client is of the membership size that they would pre order a volume of products from you for attendees to generate a significant additional income stream from ... and then place a book- mark or order form within each book or audio that promotes your other products and website; Thus generating additional passive income and website pullthrough traffic.

15. The client will allow you to do a direct marketing mailer to their attendees list after your program.

16. The client will allow you to put a direct mail card about you in any pre-conference participant mail-out packet...or allow you to have access to their data base for pre-mailer that you facilitate.

17. There is anything else that you can get that has a monetary value that you feel comfortable in as a trade, and which validates lowering your fee **AND ANY FEE NEGOTIATION WITH A CLIENT NEEDS TO BE STRICTLY COMMUNICATED THAT THIS IS NOT YOUR NORM AND AS A MUTUAL COURTESY**, it is requested that they keep the fee confidential!

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