



# Charbonneau North Texas Speakers' Academy



Joe Charbonneau  
CSP, CPAE

Ready to take your speaking career to the next level?

Want to gain an insider's edge on what it takes to make it today as a professional speaker?

Join us for the 2019-2020  
Charbonneau North Texas Speakers' Academy  
October 2019 to May 2020

*We want to help you accelerate YOUR professional speaking career!*

## You will learn

1. How to craft and deliver your unique message – Speaking skills and platform mechanics
2. How to get booked – Sales and promotional skills
3. How to build a successful speaking business – Business, financial and administrative skills

## Your Investment

**\$925 – 1st-Timer Academy Registration Fee**

**\$525 – Academy Alumni Repeat Registration Fee**

All Academy members are required to be current NSA-NT members (\$317 annual dues) and All Access Pass holders (\$397/year). All Access Pass includes all monthly meeting and lab registrations.

***Space is limited – Sign up TODAY!***

**Questions???**

**Niki McCuiston, CSP** – 2019-2020 Co-Dean – [niki@nikimccuiston.com](mailto:niki@nikimccuiston.com) – (214) 394-6794

**Jim Pancero, CSP, CPAE** – 2019-2020 Co-Dean – [jim@pancero.com](mailto:jim@pancero.com) – (952) 913-8998



# 2019-2020 Charbonneau North Texas Speakers' Academy Curriculum

## **Evening welcome orientation**

Thursday, October 10, 2019 – 6:30 PM - 9:00 PM

## **Understanding the business of professional speaking**

Saturday, October 12, 2019 – 1:00 PM - 4:00 PM (following chapter meeting)

Key question to be answered: What areas/skill sets will I need to develop to be a successful professional speaker?

## **How to craft your unique message**

Saturday, November 9, 2019 – 1:00 PM - 4:00 PM (following chapter meeting)

Key question to be answered: How do I stand out with a message people want to pay to hear?

## **Coaching to help you refine your unique message**

Monday, November 11, 2019 – Evening Message Coaching Lab – 6:30 PM - 9:00 PM

Key question to be answered: How can I strengthen my unique message?

## **Achieving excellence in platform and speaking skills**

Saturday, December 7, 2019 – Full Day Deep Dive – 9:00 AM - 4:00 PM

Key question to be answered: How do I deliver a message people want to pay to hear?

## **How to get booked**

Saturday, January 11, 2020 – 1:00 PM - 4:00 PM (following chapter meeting)

Key question to be answered: How do I market and sell myself to get booked as a professional speaker?

## **Coaching to help you promote and sell your speaking services**

Monday, January 13, 2020 – Evening Sales Coaching Lab – 6:30 PM - 9:00 PM

Key question to be answered: How do I market, promote and sell myself and my message so I can get booked?

## **How to sell and promote your speaking business**

Saturday, February 1, 2020 – Full Day Deep Dive – 9:00 AM - 4:00 PM

Key question to be answered: What are the skills I need so I can sell myself and my message?

## **Coaching to help you improve your social media presence**

Monday, February 10, 2020 – Evening Social Media Coaching Lab – 6:30 PM - 9:00 PM

Key question to be answered: How do I build my visibility on the internet so I can get booked?

## **How to build your business (and office) to fit your professional speaking business**

Saturday, March 14, 2020 – 1:00 PM - 4:00 PM (following chapter meeting)

Key question to be answered: How do I set up and run my speaking business as a profitable business?

## **Coaching to help you set up and run your profitable speaking business**

Monday, March 16, 2020 – Evening Business Coaching Lab – 6:30 PM - 9:00 PM

Key question to be answered: How do I establish my speaking office and profitable speaking business?

## **How to run a successful speaking business**

Saturday, April 4, 2020 – Full Day Deep Dive – 9:00 AM - 4:00 PM

Key question to be answered: What are the skills I need to run my speaking business as a business (and make money)?

## **Final Q&A on how to best build the speaking career you want**

Monday, April 13, 2020 – Evening Coaching Lab – 6:30 PM - 9:00 PM

Key question to be answered: What questions do you still have and want to discuss?

## **Academy “Ed Talks” / Graduation Showcase**

Saturday, May 9, 2020 – 1:00 PM - 4:00 PM (following chapter meeting)