



**ART OF COACHING PODCAST™ EPISODE 67
BUILDING A SPEAKING CAREER**

Know Thy Playing Field: Name 2 problems that you see plaguing your field. Is there anyone that you know of that is currently speaking about, drawing attention to or helping solve this problem? Can you think of a way YOU can help solve this problem using your unique skill set or experiences?

Know Thyself: Why does Brett NOT recommend speaking about something you are broadly passionate about? What approach does he suggest instead?

Know Thy Audience: How can you learn about who you will be speaking to? Describe a few ways you can get to know your audience before you present.

Know Thy Tactics: Assuming you are just beginning, brainstorm 3-5 ways you can get in front of different audiences to practice speaking.



What is the one thing Brett urges new speakers NOT to do when first starting? Why?

What factors should you take into consideration when structuring your speaking fee? Use this formula to come up with an estimate of your hourly rate (Hint: do market research and ask colleagues).

Write down 5 ideas/topics that you could speak on. Stuck? Try to think of specific problems you have practice solving, interesting or novel populations you've worked with or experiences that make your take on a subject new/unique! Don't overthink it.



Art of Coaching Podcast™

ABOUT



Join us as we dive more deeply into what it takes to change attitudes, outcomes & behaviors across a variety of world-class environments. Our guests include a wide range of professionals ranging from coaching, law enforcement, scientists, managers, military and entrepreneurs.

While I may originally be a strength and conditioning coach by trade- my work now spans across the corporate realm, military setting and beyond. If you work with people in any capacity and are fascinated by what makes them tick, this show is for you!

Each episode is packed with tactical insights as we prioritize providing you with key take-aways, instead mass produced "surface level" advice. Expect to be challenged, expect to be surprised and expect to maybe find a few laughs along the way as well.



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