



*Bridging the Gap Between Speaker Marketing, Sales & Bureau Agent Connections*

## Why Speaker Story Bank?

In today's competitive speaking landscape, speaker success is all about intentional and strategic curation of content and relationship building. This is where SSB excels, as we bring 25 years of expertise from within the speaking world, with deep relations with the world's leading speaker agents and managers, whose guidance is part of our journey with a speaker. Together we help the speaker position their thought leadership for success!

## Goals & Outcomes

The goal of our work together is to create fresh market positioning for your thought leadership, based on understanding the current competitive marketplace and landing on a strategic launch campaign.

Elevated Exposure for you as a Keynote Speaker.

Ripped from the headlines marketing content for competitive market positioning.

A launch campaign for your new positioning.

## SSB PACKAGES

### TIER 1: CONSULTATION PACKAGE

With three 90minute virtual sessions, we will assess a speaker's current market positioning across LinkedIn, Website and Search and discuss the gaps that exist and the edits that need to be made to grab the attention of busy speaker buyers.

### TIER 2: MARKETPLACE POSITIONING PACKAGE

This is a more comprehensive deep dive over four weeks, that addresses the current market positioning of the speaker based on the competitive landscape. It includes an audit of the speaker's website and LinkedIn profile as well as a robust 60min consultation with a Top 10 Veteran Bureau Agent. Based on these conversations, we will help the speaker refine their content and pitch strategy.

### TIER 3: SIGNATURE PACKAGE

Our Signature Package takes place between 8-10 weeks and is our most comprehensive package that has three phases. Phase 1 is the marketplace assessment; Phase 2 is strategic asset creation; Phase 3 is a specific LinkedIn launch to gain attention from busy speaker buyers.

### TIER 4: QUARTERLY DEAL CLOSERS PACKAGE

This package is for the seasoned speaker who is considered a triple threat, which means they have true lived experience that gives them credibility on their topic; they are excellent at delivering content that creates an impact; and they have solid speaker assets (website, highlights reel, etc). These speakers come to SSB to get more exposure with agents and speaker buyers through our three month exposure and agent relationship building package.

**CONTACT [MIRJANA@SPEAKERSTORYBANK](mailto:MIRJANA@SPEAKERSTORYBANK) FOR DETAILS**

“SSB is a partner who will help you dig in to find the story that will resonate most with the people you serve and THEN help you create a strategic action plan for your thought leadership that gets the attention of busy speaker agents.

**LIZ BOHANNON**

Bestselling Author of *Beginner's Pluck*; *FORBES* Top 20 Speaker



**TERENCE MAURI**

Founder, Hack Future Lab  
MIT Solve Partner

*"It's been a huge success and a joy to work with Speaker Story Bank to grow my speaking business. They are masters of the big picture and the detail and also have the expertise, track record, and tools to accelerate your impact and visibility—fast!"*

*Speaker Story Banks puts their values to work every minute in the pursuit of excellence and the outsized results show for it. What I love most about working with them is their values of integrity, empathy and ambition. Wherever you are at on your speaking journey, they will elevate your business and help you grow 10X. Thank you!"*



**TINA VARUGHESE**

Cross-Cultural Communication Expert  
A Top Keynote Speaker on DEI

*"What a sincere pleasure to work with Speaker Story Bank! As a keynote speaker I already had a very successful speaking business so elevating to the next level was very important to me. Working with such knowledgeable, inspiring, relevant individuals was imperative. I appreciated their honest, direct approach. The curation of assets was so easy- even fun- and so valuable and on-point. Their strategic direction for my topic of expertise was relevant in an industry that continually changes. Additionally, they managed to get me represented by top speaking bureaus immediately. To have such remarkable women in my corner is an asset in and of itself."*



**GARY BRADT**

Emotional Intelligence & Change Expert  
Guiding C-Suite Leaders on a Courageous Path Forward, CEO Bradt Leadership

*"Working with Speaker Story Bank is a pleasure from start to finish. They are knowledgeable, passionate and talented. They are innovators. They are willing to take risks and try new things. Perhaps most importantly, Speaker Story Bank cares deeply about their clients. With them, collaboration is a breeze and working with them is fun. If you are looking to spark new life into your business, they'll help light the flame."*



**RYAN LEAK**

Inspiring Workplace Cultures Rooted in Values,  
Passion and Risk-Taking

*"I get to reach about 100,000 people every single month. I tell you that because the only reason I have been able to do that is because I have been fortunate to have some incredible people in my corner like Speaker Story Bank. When I first started working with Speaker Story Bank, I wasn't sure of what it would really mean for my career. I was already doing pretty well, so I thought. But I found out pretty quickly, there's levels to this thing. And Speaker Story Bank equipped me with the tools I needed to take my craft to a whole new level. They are incredibly skilled at pulling out the gems inside of people and being able to craft that in the messaging that adds tremendous value to leaders around the globe. My speaking business has absolutely skyrocketed since connecting with them. There's no better company, there's no better people that I'd recommend working with more than Speaker Story Bank."*