

#### BOOKED & BANKED: 7 MISTAKES KEEPING YOU FROM GETTING PAID TO SPEAK

It's time to learn what's blocking your breakthrough and how to start booking stages that pay and platforms that grow your brand.

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Created in the United States of America and offered for sale globally.

#### You're Not Invisible. You're Just Unclear.

You've got a voice. You've got a story. So why aren't you booked yet?

The answer isn't just more confidence—it's clarity, positioning, and preparation.

This guide reveals the 7 biggest mistakes keeping powerhouse women like you off stages, out of podcast interviews, and away from speaking opportunities that build your bank AND your legacy.

Let's fix that. Let's get booked.

Vow o /he

THE 7 MISTAKES

You're waiting for an invite instead of pitching.



Closed mouths don't get mic'd. Start pitching like a pro (we've got the templates to help).

**Mistake 1:** You're hoping someone notices your brilliance.

Quick Fix: Make a list of 5 podcasts or events you admire. Find their contact info and send a short, clear pitch this week—even if it's not perfect. Action beats perfection.

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Your Speaker
One-Sheet Is...
Missing.



No one is going to Google you.
Make it easy—give them a visual snapshot of your brilliance.

Mistake 2: You're expecting people to Google you.

Quick Fix: Grab a free Canva template and create a simple one-sheet. Include your name, title, bio, 2–3 talk titles, headshot, and contact info. Imperfectly done is better than perfect undone.

Dott Now!

## Your Messaging is Too Broad.



Get specific, get clear, get booked. Mistake 3: "I talk about empowerment" isn't specific enough to stand out.

Quick Fix: Reframe your message using this formula:

"I help [who] overcome [specific problem] so they can [specific result]."

entrepreneurs overcome mindset blocks so they can confidently pitch themselves on major platforms.

You Haven't Made It Easy to Say Yes.



Event hosts are busy. Have your headshot, bio, topics, and CTA in one place. Mistake 4: No assets, unclear topics, messy follow-up.

Quick Fix: Create a Google
Drive folder titled "Media Kit"
and drop in your bio,
headshot, and speaker
topics. Send it with every
pitch to look polished and
professional.

Dott Now!

## You Don't Sound Like the Solution.



Frame your talk as the answer to their audience's biggest pain points.

Mistake 5: Your pitch is focused on you, not them.

Quick Fix: Start your pitch with a problem their audience is facing —then position your talk as the answer.

Example: "So many women feel unseen in leadership spaces—I help them reclaim their voice and show up boldly."

Dott Now!

You're Not Speaking the Language of the Platform.



What works for a podcast pitch won't land a business summit. **Customize!**  Mistake 6: You're sending the same pitch to everyone.

Quick Fix: Scan the podcast or event website. Mirror their language and tone in your pitch. If they say "transformational stories," don't say "motivational speaking." Match their vibe.

Do # Now!





And we show you how to land right in it.

**Mistake 7:** You ghost after the first email—or annoy with 7 follow-ups.

Quick Fix: Schedule 1 follow-up email 5–7 days after your pitch.

Keep it gracious and light:

"Just circling back to see if my
message was a fit—totally
understand if timing isn't right. I'm
cheering on what you're building
either way."

You're not just one pitch away—you're one prepared & positioned speaker away.

Get the full **Booked To Speak Media Kit Bundle** for editable one-sheets, email pitch templates, and **50 events and conferences hiring Black female speakers today!** 

www.energizeHER.us/getbooked

### **QUICK SELF-ASSESSMENT**

#### **Are You Booked-Ready Or Still In The Lab?**

#### Instructions:

Answer YES or NO to each of the 10 statements below. Be honest.

This is about clarity, not shame. Count how many YES responses you have.

I have a speaker one-sheet that clearly explains
who I am and what I speak about.
I have at least 2 signature talk titles that are
specific and audience-relevant.
I know how to pitch myself for podcasts or
speaking engag <mark>ements.</mark>
I have professional-quality headshots and a
short bio ready to send.
I know my target audience and the problem my
talk solves.
I've pitched myself to at least one podcast, event,
or platform in the last 30 days.
I follow up after pitching if I don't receive a
response.
I know how to tailor my message depending on
 the platform (podcast, conference, panel).
I can confidently charge for speaking and know
 what to include in my fee.
I believe my voice is powerful—and I show up like
it.

#### YOUR SCORE:

#### 8-10 YES Answers: You're Booked-Ready Babe!

You've got the message and the mindset. With a few tweaks, you're ready to hit the stage, mic, or camera. The right tools will accelerate your bookings—and your bank.

#### 5-7 YES Answers: You're Warming Up the Mic

You've got potential, but there are gaps in your positioning, assets, or pitch strategy. Time to clean up the back-end and show up bolder. This kit will fill those gaps fast.

#### 0-4 YES Answers: You're Still in the Lab (and That's Okay)

You're working on it—and that's powerful. But without the right tools, you'll stay stuck in "I'm not ready" mode. Grab the Get Booked to Speak Kit so you can confidently pitch, present, and get paid.

#### Ready to stop wondering what's missing?

Grab our one-stop, full **Booked To Speak Media Bundle Kit** and walk away with the tools to pitch like a pro, position yourself as a powerhouse, and get paid to share your voice.

www.energizeHER.us/getbooked

### Are you ready to Stop Guessing and Start Booking?

### www.energizeHER.us/getbooked

## Grab our full **Booked To Speak Media Bundle Kit** today!

- Access editable speaker onesheets
- Use plug-and-play pitch email templates that actually get responses
- Access a curated list of 50 shows/events accepting Black women speakers

For a limited time, grab the full media kit bundle for ONLY \$47.

It's time to take the mic and get paid to share your message!

