



Speaking Fees

Fees can vary depending on the details of engaging Sandra and her services. Here are some variables to consider:

- The type of Presentation: keynote, general conference session, full training day or pre-conference workshop, mentor training, train-the-trainer.
- Follow-on needs (teleconferences, internet archived recording available in house, targeted articles, podcasts, media broadcasts, executive coaching, email reminders, continuing research updates.)
- Multiple presentations: different or same-presentation repeated (number of times - sequential or non-sequential days).
- Gifting a copy of Sandra's book, e-book, curriculum, CD, specialty article to each person attending the meeting.
- Participant materials needed and reproduction, distribution options (handouts, workbooks, WorkOuts®).
- Audience demographics: marketing potential of attendees, and available contact information to speaker for same.
- Expenses related to location or venue where meeting is being held (actual, flat fee, or included in the speaking fee).
- Licensing fee ... for permission to record or broadcast Sandra's presentation.
- Customization
 - Fee for building a program from the ground up using consulting and research for only this group.
 - Personalized, tailored-to-your-company or industry program.
 - Off-the-shelf presentation.
- Payment Terms
 - Full payment at signed, booking confirmation.
 - 50/50 scheduled fee payment option - 50% at signed, booking confirmation; 50% one week prior to presentation.

A typical fee will run between \$3,500 - \$7,500 and includes a written evaluation opportunity from each participant.

Pro-bono and low fee presentation are available on a limited basis.

Please call (800 607 2535) or [email Susan Guzzetta](#) to discuss how we can meet the best strategy for your event.

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