

SPEAKER

WHO'S

HIT?



25 MEN AND WOMEN WHO ARE SHAPING OUR PROFESSION

PLUS: How to manage your online image

Meeting trends in today's economy

Taking care of business

Speech
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Real Lessons for the Real World

Joachim De Posada

- **Why this speaker was selected:** Book-ability and level of success
- **Fee range:** \$0 to \$20,000. De Posada will speak pro bono if the opportunity is right.
- **Topics:** Leadership, change, innovation, consultative selling, motivation
- **Average number of speaking dates annually:** "Counting both the freebies and the paid dates, I do about 50 a year."
- **Number of years in the business:** 35
- **Business model:** "There are many business models that can be used in the speaking business. Some people want to have staff and all of that. But I just decided to build my own brand and do as much good as possible. To me, that creates less hassle and a higher quality of life. I'm the main focus of the brand because I'm selling the product. I guess I'm using the Lone Ranger model."
- **What sparks your passion?** "When I was 18, I heard Earl Nightingale speak. I remember thinking, 'Wow, I want to do what that guy does.' I've followed the dream my whole life. I started out with the goal of becoming the Earl Nightingale of Latin America. I unexpectedly wrote a best-seller, and suddenly was known in Latin America and globally. Then, I thought, 'Maybe I can be the Earl Nightingale of the entire world.' I thought I could touch and help more people. Throughout my career, my goal has been trying to figure out how to get people what they want. If I can do that, then I'll get what I want. There have been many times when I've accepted speaking engagements for a lot of money, and other times when I've done them for free—which brought me a lot more business."
- **What makes you "hot"?** "I think my greatest advantage is that I speak from experience. I tell real stories about things that happened to me and made a difference in my life. I tell my stories in a way that entertains people. But they'll also grasp the message and find it very profound. I am constantly looking for more opportunities to deliver important messages."
- **Other cool information:** De Posada is the author of *Don't Eat the Marshmallow Yet: The Secret to Sweet Success in Work and Life*. "Besides speaking, I also write for various magazines and newspapers, and I'm currently working on a new book."



The Millionaire Messiah

Randy Gage

- **Why this speaker was selected:** High fees, success
- **Fee range:** \$25,000 domestic; up to \$60,000 international
- **Topic:** Prosperity and success
- **Average number of speaking dates annually:** 40 to 50 keynotes, 15 to 20 public seminars
- **Number of years in the business:** 18
- **Business model:** Diversified—coaching, consulting, public seminars, Webcasts, products. "I believe in diversifying so that people can buy you in the medium that works for them."
- **What sparks your passion?** "I struggled for many years. A lot of people say, 'We were poor, but we didn't know it.' Well, I was poor, and knew it, and hated it. I don't like seeing other people struggle, so sharing the universal laws of prosperity is my calling."
- **What makes you "hot"?** "I don't pander to the audience—I challenge them. They give me permission to metaphorically slap them upside the head. I know that some speakers tell people what they want to hear, they get polite applause and people like them. But no real change takes place. I'm not afraid to confront the people in the audience—they'll find it threatening. But by the end, they feel that I have their highest interests at heart."
- **Other cool information:** "I'm a comic collector—my favorite is *The Savage Sword of Conan* series. I enjoy playing softball and my guilty pleasure is watching *Project Runway*, because I actually love fashion."