

Divided into four sections, the content corresponds with the four [core competencies](#) that the [National Speakers Association](#) (NSA) has identified for success as a professional speaker:

- **Eloquence:** platform mechanics, presenting, and preparing
- **Enterprise:** business management, sales, and marketing
- **Expertise:** topic development, authorship, and product development
- **Ethics:** professional awareness and professional development

## LEARN HOW TO

- Create compelling presentations using stories of humor
- Hone your presentation and [facilitation skills](#)
- Convey a professional image through dress and [body language](#)
- Market and sell yourself effectively
- Develop an authentic and innovative brand
- Partner with speakers bureaus
- Spice up your writing and sell book proposals
- Establish yourself as an expert in your niche
- [Leverage](#) the virtual world
- Adhere to an [ethical code of behavior](#)
- And much, much more!

Read ***Paid to Speak*** from cover to cover, or open it to any chapter, for tried-and-true, hands-on information on taking your speaking career—and your bank account—to the next level.