

You are

INVITED TO SPEAK

Discover the 5 Ways you can get paid as a Speaker and how to get positioned as a profitable Global Brand in 2021 even from the comfort of your home!

RUTH ZUBAIRU

why SPEAK?

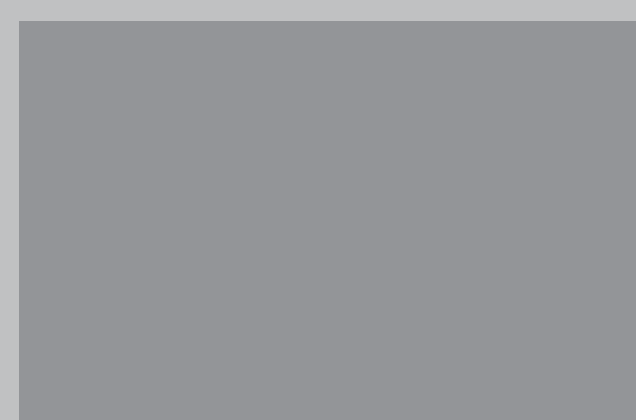
The self-education industry is begging for your Expertise and Experience.

People are moving away from rehearsed text and boring lectures and want to learn from people with real life experiences.

The aftermath of the Pandemic has made global reach possible as you can deliver a session even though you are hundred of miles away from your audience.

And get PAID to do that.

Question is, how do you position yourself to get invited to speak?



speaking OPPORTUNITIES



Here are the following ways speaking can pay you as a global brand:

- **Keynote Speaking**
- **Subject Matter Training/Facilitation**
- **Panel Host/Facilitator**
- **Becoming an Author**
- **Coaching Program**
- **Course Content Creation**



keynote **SPEAKING**



Keynote speaking is the most popular form of getting paid to speak.

You are invited to an event and get paid for your time.

Before you get invited, you must be recognized as someone that people will love to listen to.

It is either you have a big "enough" brand to pull an audience, or you deliver outstanding value as a subject matter expert.



subject matter EXPERT



The more specific your area of speaking, the better you are recognized as a subject matter expert.

Corporate training programs are constantly looking for subject matter experts to train live attendees and become assessors for recruitment.

For example, if people want to invite a Finance Expert, they will invite someone who is closest to their subject of interest.

Think of ways you can be a specialist and you will be in demand!



panel **HOST/MC**



If you have a warm personality and can infuse wit and humor when you stand in front of a crowd, then becoming an event host/ Master of Ceremonies is something you can get paid for doing.

Corporate events, government functions require a certain level of professionalism that some comedians can't give.

So show up and get hired!



becoming an **AUTHOR**



Your book can be the key to opening doors to speaking opportunities.

You can write a book about:

- an area of expertise**
- your experience**
- a trending topic and your opinion**

Whatever subject you feel most comfortable speaking about, there is a book waiting to be written about it.

It doesn't matter how many books on that subject already exist.

You are a unique mix of knowledge, exposure and experiences.

Don't deny the world of your **LIGHT.**

become a **COACH**



A coach is someone who helps another person get desired results over time.

You can take your speaking to another level when you help your audience experience the transformation that you speak about using a coaching program.



online course CREATION



The self-education industry is worth billions of dollars and you are entitled to a slice of that!

Convert what you know to a product that can solve a problem for those whom you want to help.

This is an amazing source of income because you create it once and earn from it as long as you have it up for grabs!

"Getting paid while you sleep" is the new normal.



how do you POSITION yourself as a global brand?



Build a brand that helps you

- Get seen**
- Get Known**
- Get Paid**



Get Seen

You need to be visible online. Your online presence is the new CV. People will often type your name in Google or LinkedIn especially if they want to invite you to speak.

Ensure that you put your best foot forward.

Having a website is great, but if you don't have one, please update your LinkedIn bio.

It should contain:

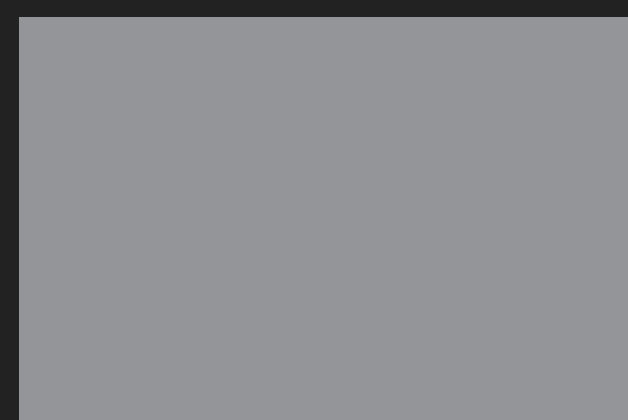
- Your elevator pitch (who you help and what you help them with)**
- how it relates to UN Sustainable Goals**
- Your mission and your WHY**
- Topics you speak on and any relevant endorsements or comments from those who have heard you speak/train.**
- Images from past events**
- A link to book a call with you**



Get Seen summary



- Your LinkedIn Bio
- Your Website
- SEO Blog posts
- Guest Posting
- Podcasts
- Optimized YouTube Videos
- Social Media Presence
- Online Business Directories



Get Known



content around your area of expertise.

You can begin with the topics you like to speak about and use Google search to look for common questions people ask in that industry.

Address each question in a post, podcast or video and share the link on social media.

Invite people to have a conversation with you and your content by liking and commenting.



Quick Strategy to

When you are starting out, it is easy to feel overwhelmed and frustrated because you are a newbie.

What you can do is create your best content and share it on other people's platforms.

This is the secret to Guest Posting. People who are already following those platforms, when they see you featured there, it will be easy for them to believe in you and follow you.

It is a faster way of building an audience online without having to run ads.



Get Paid



In order to get paid online, you must have a system to move people from casual interest to committed buyers.

This is what email marketing does for you.

When you have an email list, you have the opportunity to build interest in your products/services.

To get people on your email list, you need to offer a freebie that your audience will find valuable. This could be a free chapter of your book, a checklist, a cheatsheet, etc

When Should You Start?

Today.

No one becomes an expert at something he/she has never started.



The world is waiting for your brilliance.

It is time to SHINE your LIGHT.



Attend the Online Visibility Bootcamp

Adoza Visibility Company

COLLABORATION WITH

Clave Girl

Ruth Zubairu

Deborah Franklin

MaDonna Williams

DJ Sobanjo

Paul Foh

PRESENTS

BRAND VISIBILITY BOOTCAMP

Date:

The Bootcamp will help you to:

- Share your story and turn what you know to multiple streams of income
- Overcome the Time Trap
- Create a Visible Brand Online without stress
- Sell without feeling salesy

Global Networking Opportunities available as attendees will get featured on publications and radio shows in the US)

Limited Seats Available.

Go to bit.ly/July21bootcamp

Meet Ruth Zubairu



Ruth Zubairu is the founder of AVC where she helps busy, successful individuals interested in coaching and thought leadership grow their business online.

She helps them create online visibility strategies and systems that will help them attract and grow a loyal and paying audience online even if right now they have zero knowledge of tech and online tools.

As much as she loves making magic with digital tools, she cherishes her role as a wife and mother to her three boys

What Others Say...



She has been able to build an extensive network of clients and partners in the US, UK and Europe.

She looks forward to a time when African talents will be sought after on the global stage.

Book your slot for the Online Visibility Bootcamp.



OR Connect with her via WhatsApp