



IMPACTELEVEN

THE COMMUNITY

Your Secret Weapon to Bigger Stages,
Higher Fees and Greater Impact – Faster

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Edition III | March 2024

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AN EXPERIENCE... LIKE NONE OTHER

The ImpactEleven Community is your direct line to the industry's top thought leaders, speakers and the resources needed to accelerate your speaking business. From one-on-one expert support to on-going in-person and virtual experiences, business growth tools, and always-on expertise, the ImpactEleven Community is your secret weapon to bigger stages, higher fees and greater impact.

LIVE EVENTS.
EXPERT COACHING.
PROVEN SYSTEMS.
BUREAU ACCESS.

TAP INTO THE KNOWLEDGE, HEART & EXPERIENCE OF IMPACTELEVEN

The Collective Expertise of ImpactEleven Speakers & Thought Leaders:

427

Years
Speaking

18K

Keynotes
Delivered

2.6M

Books
Sold

\$334M

Fees
Earned

1.2B

Lives
Impacted

A SPEAKER ACCELERATOR COMMUNITY DEDICATED TO YOU

**Build your life & share your passion with experts who,
like you, change the world through their words.**

- + Amplify your reach, boost marketing effectiveness and get booked
- + Level up your delivery, stage skills and audience engagement
- + Develop and grow transformative bureau agent relationships
- + Mitigate risk and increase your odds of breakthrough success
- + Drive revenue and impact beyond the speaking platform
- + Unlock essential peer connections – so we are truly better together

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01

COMMUNITY OVERVIEW

ImpactEleven: Community Central

+ Create

Home Feed

Events

Discovery

Members

Quarterly Masterclasses

Creating World-Class Content

Amplifying Demand & Getting Br

Virtual Event Replays

Weekly Learning Sessions

Weekly Impact Hour

Monthly Member-Led Sessions

Monthly Member Showcases

Channels

Weekly Member Spotlights

All Member Discussion

Impact Launch Team

Mic Drop Podcast

Impact Gold

Topic-Specific Discussions

Frameworks & Methodologies

Human Performance

Insights & Advice

Performance Mechanics

Research, Insights & Trends

Drive Revenue & Impact

Discovery

Go Live

Top Members
SEE MORE

Upcoming Events
SEE MORE

You're Going

TODAY • 3:00PM
Weekly Impact Hour
(Presented by Seth Mattison & Connor Trombley)

Zoom Meeting

You're Going

WED, SEP 27 • 3:00PM
Community Learning Session
(Presented By: Jenny DeRosse & Ivy Gustafson)

Zoom Meeting

You're Going

THU, SEP 28 • 1:00PM
Monthly Member Showcase

Zoom Meeting

You're Going

WED, OCT 4 • 3:00PM
Community Learning Session
(Presented By: Sara Smith)

Zoom Meeting

You're Going

WED, OCT 11 • 3:00PM
Stand-Out Sales: Authentic Selling That Feels Great
(Presented By: Rachel Sheerin)

Zoom Meeting

Featured
SEE MORE

RSVP: Expertise Based Selling
(Presented By: Peter Sheahan)

Connor Trombley

Mic Drop Podcast: Grounded in a Higher Calling
(ft. Jessica Encell Coleman, Jesse Israel, and Light Watkins)

Connor Trombley

Member Spotlight: Justin Wren
Hi Everyone, Please meet this week's Community Member...

Sharon Fenton

SEP 01

Weekly Impact Hour
(Presented by Seth Mattison & Connor Trombley)

Zoom Meeting

Mic Drop Podcast: Striking a Chord
(ft. Chris Barton)

Listen to our next episode of...

Connor Trombley

Top Spaces

All Member Discussion
A place for all Members to share wins, discuss challenges, ask questions, and provide support.

Last Active 7m ago

Mic Drop Podcast
Hear from the world's top thought leaders and experts, sharing strategies to drive speaking success.

Last Active 2d ago

Weekly Member Spotlights
Get to know your fellow Community Members in a deeper way.

Last Active 2d ago

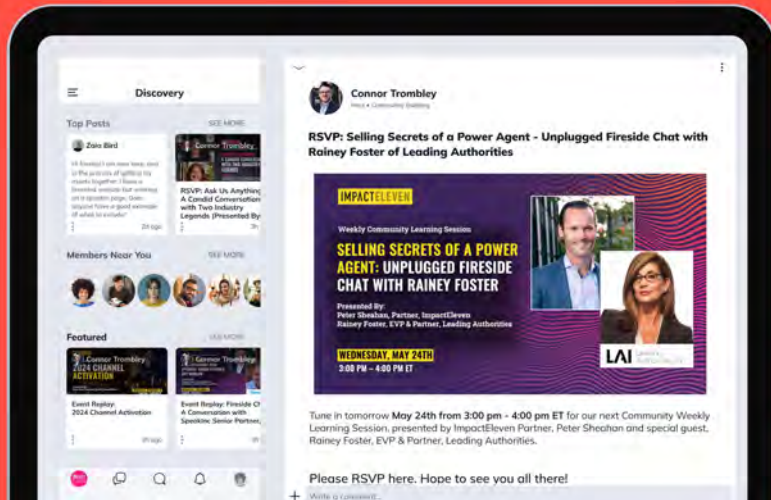
Weekly Impact Hour
A weekly, 60-minute open discussion on all things speaking.

Last Active 1d ago

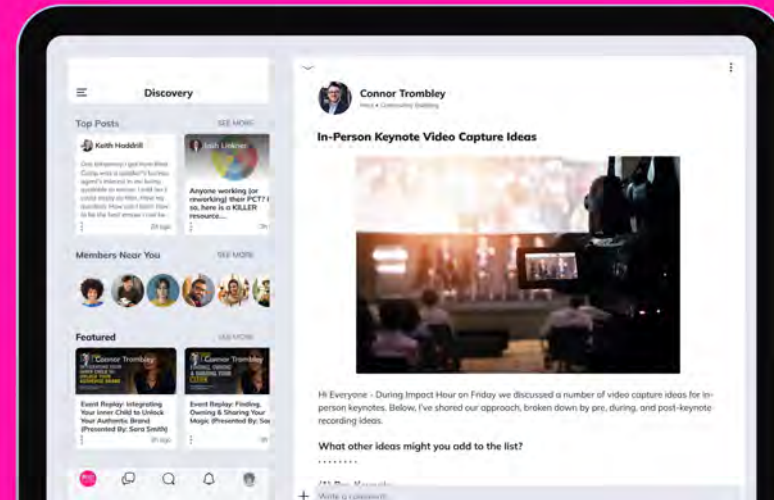
Frameworks & Methodologies
Drive your thought leadership expertise forward, faster.

Last Active 5d ago

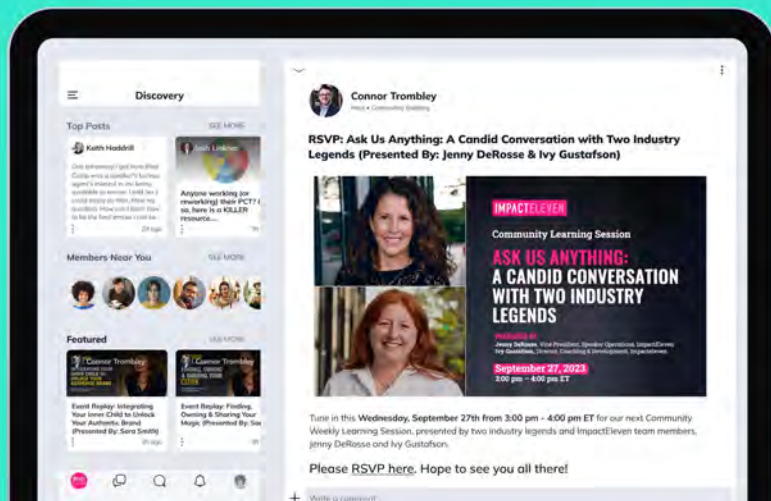
BUREAU ACCESS LIKE NEVER BEFORE



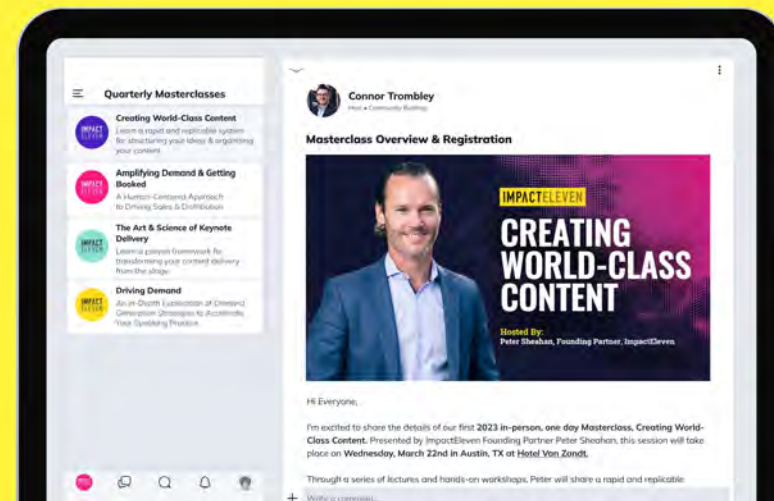
ACCESS TO BUSINESS GROWTH TOOLS



ALWAYS ON SPEAKING INDUSTRY EXPERTISE



QUARTERLY, IN-PERSON MASTERCLASSES



COMMUNITY ENGAGEMENT

To Date

39K

Total Member
Contributions

17K

Total Member
Post Cheers

16K

Total Member
Post Comments

2.8K

Total Virtual Event
Member RSVPs

219

Active Community
Members

195

Hours of
Virtual Learning

COMMUNITY ENGAGEMENT

This Time Next Year

112K

Total Member
Contributions

52K

Total Member
Post Cheers

61K

Total Member
Post Comments

7.4K

Total Virtual Event
Member RSVPs

532

Active Community
Members

645

Hours of
Virtual Learning

Quarterly, In-Person

BOOTCAMPS





2024 Quarterly, In-Person

MASTERCLASSES

01 | MARCH

Content Development

Presented By: Peter Sheahan

02 | JUNE

Sales & Distribution

Presented By: Ryan Estis

03 | SEPTEMBER

Brand & Marketing

Presented By: Josh Linkner

04 | DECEMBER

Performance & Stage Skills

Presented By: Seth Mattison

Bootcamp & Masterclass

EVENT SCHEDULE

MARCH 3-6, 2024

San Diego, CA

JUNE 9-12, 2024

Detroit, MI

SEPTEMBER 22-25, 2024

Detroit, MI

DECEMBER 8-11, 2024

Nashville, TN

Build Connections with
**TOP SPEAKERS BUREAUS
& MANAGERS**



BUREAU MATCHMAKING **+** **BUREAU AUDITIONS** **=** **UNPARALLELED BUREAU ACCESS**

**Only ImpactEleven Has This Level Of
Access To The Industry's Top Agents**



ImpactEleven is a Proud Member & Platinum Sponsor



IASB

INTERNATIONAL ASSOCIATION OF SPEAKERS BUREAUS



NASHVILLE, TN

January 2024

TAMPA, FL

February 2024

SAN FRANCISCO, CA

April 2024

WASHINGTON, D.C.

May 2024

NEW YORK, NY

June 2024

MINNEAPOLIS, MN

September 2024

BOSTON, MA

October 2024

ATLANTA, GA

November 2024

Weekly Virtual LEARNING SESSIONS

100+ Hours of Insight



Weekly Virtual Learning Sessions

A SAMPLING OF TOPICS & THEMES

EXPERTISE	PERFORMANCE	PROMOTION	HUMAN DEV	BIZ BUILDER
Messaging & Positioning	Boosting Your L-factor	Mind Of Meeting Planners	Your Authentic Self	Selling Beyond The Stage
Boosting Your Fee	Stage Skills	Activating Social Channels	Building On Belief	Back-office Dashboards
Boost Credibility	Pre-event Preparation	Bureau Relationships	Finding Your Voice	Building Products
Anatomy of an Insight	Client Activation Process	Brand Competitive Analysis	Owning Your Story	Consulting
Keynote Development	Persuasion	Search Engine Optimization	Personal Declaration	Train The Trainer
Hunting For Fresh Stories	Memorization Strategies	Marketing Tools & Tactics	Growth Mindset	Content Licensing
Storytelling Mechanics	High Pressure Delivery	Content Marketing	Attuning To Others	Emerging Tech
Writing / Publishing	Adding Humor To Talks	Your Sales Pitch	Connecting Head & Heart	Managing Support Staff
Podcast Development	Storytelling Mastery	Sales Mastery	Keynoter Vs. Athlete	Channel Standards
Speaking Topics	Evoking Audience Emotion	The Trusted Advisor	Fueling Recovery & Sleep	Drive Spin Business
The Ladder of Abstraction	Audience Interaction	Event Planner Trends	Optimizing Your Health	Digital Product Suites

IMPACTELEVEN

IMPACT HOUR

EVERY FRIDAY

3:00 PM – 4:00 PM ET



Bob Marsh

Jenny DeRosse

Jordan Broad

Ivy Gustafson

Seth Mattison

Connor Trombley

1:1 COACHING & SUPPORT



MATT CICCONE

VP, Business Development

Areas of Expertise:

Dashboards & Tracking, Business Operations, Key Performance Indicators, Business Planning and Forecasting



JENNY DEROSSE

SVP, Community & Bureau Experience

Areas of Expertise:

Speakers Bureaus and Speaker Managers, Building Industry Relationships, Crafting, Refining and Elevating Your Approach to the Market



IVY GUSTAFSON

VP, Speaker Development & Coaching

Areas of Expertise:

Messaging and Positioning, Keynote Structure and Refinement, Expertise Packaging, Market and Bureau Readiness, Sales and Distribution Planning



CONNOR TROMBLEY

SVP, Community & Product

Areas of Expertise:

Strategic Planning, Speaking Business Systems, Processes and Automation, Asset Development, Expertise-Based Product Development and Launch

02

THE COMMUNITY EXPERIENCE

THE SPEAKER BAND SYSTEM

Identify the current state of your speaking business and
precisely what you need to do to take your thought
leadership practice to the next level

THE SPEAKER BAND SYSTEM

Identify Your Current State & Illuminate Your Path Forward

Level One:

WHITE BAND

Thought leaders and experts who are new to professional speaking. You're focused on building an initial set of core assets and IP, gaining experience, and are often delivering free or lower-fee speeches to build skills and get in the reps.

Level Two:

PURPLE BAND

Thought leaders and experts who are on the rise as a professional speaker. You're focused on elevating your brand presence in the marketplace, deepening your body of work, while optimizing your business operations for scale.

Level Three:

RED BAND

Thought leaders and experts who have gained real traction as a professional speaker. You're focused on increasing your speaking fee and volume, while also establishing business growth consistency.

Level Four:

BLACK BAND

Thought leaders and experts who are clearly at the top of their game across all dimensions of the craft and business. You have achieved market leading success and exemplify the gold standard when it comes to expertise, promotion, and performance.

THE SPEAKER BAND SYSTEM

Community Experiences, Content & More Mapped To Your Current State

	WHITE BAND	PURPLE BAND	RED BAND	BLACK BAND
Band Description	Thought leaders and experts who are new to professional speaking. You're focused on building an initial set of core assets and IP, gaining experience, and are often delivering free or lower-fee speeches to build skills and do the reps.	Thought leaders and experts who are on the rise as a professional speaker. You're focused on elevating your brand presence in the marketplace, deepening your body of work, while optimizing your business for scale.	Thought leaders and experts who have gained real traction as a professional speaker. You're focused on increasing your speaking fee and volume, while also establishing business growth consistency.	Thought leaders and experts who are clearly at the top of their game across all dimensions of the craft and business. You have achieved market leading success and exemplify the gold standard when it comes to expertise, promotion, and performance.
Typical Speaking Experience	1 – 2 Years	3 – 4 Years	5 – 7 Years	8+ Years
Expected Fee Range	\$0 - \$7,500	\$7,500 – \$15,000	\$15,000 - \$25,000	\$25,000+
Expected Business Performance	Annual speaking revenue under \$250K	Annual speaking revenue between \$250K - \$500K	Annual speaking revenue between \$500K - \$1M	Predictable & consistent annual speaking revenue of \$1M+
Speaking Assets & Performance	<ul style="list-style-type: none"> Define Your Unique Messaging, Positioning and Pitch (PCT) Complete Your Brand Blueprint Develop Your Flagship Keynote Structure and Supporting Content Blocks Develop Your First-Generation Marketing Assets and Selling Tools Establish an Ownable Body of Work 	<ul style="list-style-type: none"> Architect and Deploy an Inbound and Outbound Sales Strategy Elevate Your Brand Presence and Unique Value Proposition Within Topic / Category Deepen Your Body of Work Through Research, Experiments or Collaborations Develop and Fine-Tune Your Business Operations, Systems and Processes 	<ul style="list-style-type: none"> Level Up Performance and Stage Skills Further Deepen Your IP and Body Work Scale and Fine-Tune Bureau Relationships and Channel Partnerships Elevate Your Go-to-market Strategy Amplify Marketing Asset Effectiveness Assemble a Team to Support Your Growth Trajectory 	<ul style="list-style-type: none"> Continue to Grow as a Speaker and Expert Elevate From Pro to Legendary Industry Status Refine and Expand Mastery Across Content, Expertise, IP, Branding, Distribution and Business Performance
Focus Required to Reach Next Band	Become fully market ready (eight core marketing assets), establish clear position and sales pitch, with core IP established. Ready to deliver and crush free and/or paid speaking engagements.	Become bureau ready, lock in and nurture your top five bureau relationships, complete the next evolution of your marketing assets based on market feedback, shift from free or lower-fee speeches to consistently booking full fee opportunities, optimize your business operations for scale, and leverage business acceleration tactics.	Consistently booked by multiple bureaus, establish month-over-month business predictability, IP is gaining meaningful traction and market recognition, performance and stage skills mastery, eliminate shortfalls in all major areas of your craft and business, with elevated customizable marketing materials complete.	No tangible next level, rather striving to unlock one's own maximum potential and impact on and off the stage, with a methodical dedication and consistent work ethic to hone your craft and elevate the industry and the world.

THE SPEAKER BAND SYSTEM ASSESSMENT

Identify your current state and areas for growth through a four-part business analysis complete with questions, asset requests and industry expert panel review

IMPACTELEVEN

Are you presently executing a demand generation strategy? If so, please elaborate.*

Note: Demand generation refers to your inbound and outbound sales and marketing strategy. If you do not have a strategy, simply answer "n/a"

Type your answer here...

Submit to create a lead track

OK ✓ Cancel

IMPACTELEVEN

Which aspects of your speaking business do your in-house support staff oversee?*

Please select all options that apply.

- Sales & Distribution
- Brand & Marketing
- Social Media & PR
- Content Development
- Research
- Operations & Finance
- Other

IMPACTELEVEN

Please upload a list of your top five client testimonials:*

Note: Upload one Word or PDF document. Before uploading, rename the file according to the following naming convention: *First Name Last Name Testimonials*

Choose file or drag here

File Size: 10MB

- 1 About You**
Area of Expertise, Unique Differentiation and Primary Areas for Improvement
- 2 Your Business**
Speaking Experience, Fee Range, Business Performance and Growth Trajectory, Bureau Relationships and Demand Generation

- 3 Your Market Presence**
Content, IP, Body of Work, Brand Identity, Speaking Website, Demo Reel and Sales and Marketing Tools
- 4 Your Performance & Stage Skills**
On-Stage Experience, Storytelling Effectiveness and Long-term Individual and Organizational Transformation

THE SPEAKER BAND SYSTEM

BUREAU VERIFICATION

All Speaker Band System Assessment Submissions are Scored By the ImpactEleven Team and Bureau Agents for Independent Verification

SPEAKER BAND LEVEL BUREAU VERIFICATION FORM

IMPACTELEVEN

SPEAKER NAME: _____

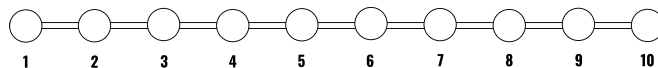
ASSIGNED BAND LEVEL: _____

TO WHICH INDUSTRIES MIGHT YOU PROPOSE THIS SPEAKER?

Please select all that apply:

- | | |
|---|--|
| <input type="radio"/> Associations | <input type="radio"/> Information Technology |
| <input type="radio"/> Education | <input type="radio"/> Manufacturing |
| <input type="radio"/> Entrepreneurship & Startups | <input type="radio"/> Not For Profit |
| <input type="radio"/> Financial Services | <input type="radio"/> Professional Services |
| <input type="radio"/> Franchise Organizations | <input type="radio"/> Retail |
| <input type="radio"/> Healthcare & Pharma | <input type="radio"/> Travel & Hospitality |
| <input type="radio"/> Human Resources | <input type="radio"/> Other: _____ |

ON A SCALE FROM ONE TO TEN, HOW IN DEMAND IS THIS SPEAKER'S CONTENT?



LIST UP TO THREE SIMILAR SPEAKERS IN THE MARKETPLACE:

1. _____
2. _____
3. _____

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1 of 2

SPEAKER BAND LEVEL BUREAU VERIFICATION FORM

IMPACTELEVEN

MOST SIGNIFICANT IMPROVEMENT OPPORTUNITIES:

Please select up to three:

- ☐ Content, Positioning & Messaging
- ☐ Expertise & Credibility
- ☐ Audience & Organizational Impact
- ☐ Performance & Stage Skills
- ☐ Brand Presence & Assets

AFTER REVIEWING THIS SPEAKER'S PROFILE, WHAT IS THE ONE THING THAT MOST STANDS OUT?

DO YOU AGREE WITH THIS SPEAKER'S ASSIGNED BAND LEVEL?

- ☐ Yes ☐ No

IF NO, WHICH BAND LEVEL DO YOU RECOMMEND AND WHY?

ADDITIONAL FEEDBACK (OPTIONAL):

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2 of 2

MEMBERSHIP TIERS & BENEFITS

Experiences, Coaching, Accountability, Business Growth Tools
and Exclusive Benefits to Accelerate Your Path Forward

MEMBERSHIP TIERS & BENEFITS

A Customized Experience
By Speaker Band Level

VIRTUAL & LIVE EXPERIENCES		COMMUNITY	COMMUNITY +
2.5-Day, In-Person Bootcamp Experience:			
One Ticket Per Membership Year		•	-
Two Tickets Per Membership Year		-	●
Bootcamp Video Recordings		-	●
2-Day, In-Person Masterclass Experience:			
Four Tickets Per Membership Year		•	●
Masterclass Video Recordings		•	●
Half-Day, In-Person Open House Experiences:			
Unlimited Tickets Per Membership Year		•	●
Weekly Learning Sessions:			
Virtual Weekly Learning Sessions		•	●
Weekly Learning Session Video Recordings		•	●
Weekly Impact Hour:			
Virtual Weekly Impact Hour		•	●
Impact Hour Video Recordings		•	●
Member-Led Learning Sessions:			
Virtual Member-Led Learning Sessions		•	●
Member-Led Learning Session Video Recordings		•	●
Host Member-Led Learning Sessions (Application & Approval Required)		•	●
COACHING & ACCOUNTABILITY		COMMUNITY	COMMUNITY +
Custom, Private Coaching with The ImpactEleven Team: <small>See Page 22 for Coaching Areas & Team Member Access</small>			
Two Private Coaching Hours		•	-
Four Private Coaching Hours		-	●
Quarterly Founding Partner Mastermind:			
Participation in The Quarterly Mastermind		-	●
Mastermind Video Recordings		•	●
Ongoing Support & Accountability:			
Semi-Annual, 30-Minute, Personal Check-in & Strategy Session		•	-
Semi-Annual, 60-Minute, Personal Check-in & Strategy Session		-	●
Email Support & Community Central Chat		•	●
Member Accountability Partner Matching & Mentorship (By Request Only)		•	●

MEMBERSHIP TIERS & BENEFITS

A Customized Experience
by Speaker Band Level

BUSINESS GROWTH TOOLS		COMMUNITY	COMMUNITY +
Quarterly, Private Speaker Bureau Matchmaking: <small>Reserved for Purple, Red & Black Speaker Band Level Members</small>			
Introduction & 15-Minute Private Meeting with a Select Bureau Agent <small>(Requires Bootcamp Attendance – See Team for Details)</small>		•	●
Quarterly, In-Person Live Impact Auditions: <small>Reserved for Red & Black Speaker Band Level Members</small>			
Live Bureau Agent Showcase <small>(Takes Place at Bootcamp)</small>		•	●
Post-Audition Bureau Agent Feedback & Analysis		•	●
Community Member Directory:			
Profile Setup & Training		•	●
Member Profile Listing		•	●
“Find My Friends” Member Locator		•	●
Impact Marketplace:			
Vetted Partner Ecosystem		•	●
Digital Tools & Resources:			
Access to Tools, IP & Resources		•	●
EXCLUSIVE BENEFITS		COMMUNITY	COMMUNITY +
Community Central Platform:			
Platform Access <small>(Includes Mobile App)</small>		•	●
Topic-Specific Discussion Channels		•	●
Member Spotlights		•	●
Premium Recordings		-	●
Annual Community Awards UnGala:			
Dinner, Awards Ceremony & Entertainment		•	●
Preferred Member-Only Pricing:			
Additional Bootcamp Tickets		•	●
Private, Hourly ImpactEleven Expert Coaching		•	●
Impact Referral Program <small>(See Page 43 for Details)</small>		•	●
Impact Adventures:			
Annual Adventures <small>(Additional Fees Apply)</small>		•	●
Mic Drop Podcast:			
Exclusive Video Access		•	●
Mic Drop Episode Appearance Opportunity		-	●

03

HOW TO GET STARTED

MEMBERSHIP TIERS

12-Month Commitment

COMMUNITY

\$15,000

COMMUNITY+

\$22,500

WHY COMMUNITY+?

Take Your Community Experience to the Next Level

ADDITIONAL BENEFITS	COMMUNITY	COMMUNITY+
Bootcamp Tickets	One Ticket	Two Tickets +\$2,950 Value
Bootcamp Recordings	No Access	Full Access +\$26,000 Value
Private Coaching	Two Hours	Four Hours +\$1,500 Value
Founding Partner Masterminds	No Access	Full Access +\$12,000 Value
Mic Drop Podcast Appearance	No Access	Annual Appearance +Priceless
Extra Value	-	\$42,450
Additional Investment	-	\$7,500
SAVINGS	\$0	\$34,950!

QUESTIONS?



Bob Marsh

Chief Revenue Officer

bob@impacteleven.com

248.890.4736



Matt Ciccone

VP, Business Development

matt@impacteleven.com

248.787.4766

04

**WHAT
MEMBERS
SAY**



“I GOT 15 YEARS BETTER BECAUSE I WALKED INTO A ROOM.”

If I'm doing something, I'm going all in. And that's what the opportunity is here, the opportunity to go all in. I got 15 years better because I walked into a room. Before I discovered this Community, I didn't have a tribe. Now, I do."

Justin Wren

Professional MMA Fighter,
Humanitarian, Author, Mental Health
Advocate, Non-Profit Founder
& Global Keynote Speaker

"I AM ABSOLUTELY IN THE RIGHT PLACE.

I watched the recording of the Masterclass Peter did in March. And I was like, 'oh yeah, yes.' The level of brilliance, professionalism and just everything that this place is about was represented in that Masterclass. It literally changed everything for me and made me realize I'm absolutely in the right place."

Michelle Anne Johnson

Hollywood Actress, Executive Coach
& Keynote Speaker



“IMPACTELEVEN IS A TIME MACHINE.”

I wish I had ImpactEleven 15 years ago because it speeds things up. You avoid all the pitfalls. It's truly a game changer. But most importantly, it brings you a sense of belonging in a Community where you're no longer alone, you're together. This place feels like home because it is home.”

Felipe Gomez

Bestselling Author & Global Keynote Speaker



"IT'S A SYSTEM, NOT GUESSWORK."

Bootcamp is incredible. It's a system, not guesswork. The ImpactEleven team sets you up for success. If you're at all thinking about it, you should definitely do it. The best thing about ImpactEleven is being in a Community with amazing people; true experts in their field."

Erin Stafford

Healthcare Executive, Bestselling Author
& Keynote Speaker

05

THE IMPACT REFERRAL PROGRAM

A Community Members-Only Benefit



KNOW SOMEONE WHO WOULD BENEFIT FROM IMPACTELEVEN?

Refer speakers and earn free months
of Community Membership

THE IMPACT REFERRAL PROGRAM

It's as easy as 1, 2, 3...

1

Make an email introduction

Simply direct all referrals to Matt Ciccone at matt@impacteleven.com

Note: We follow a “first referred, first rewarded” model

2

Your referee joins us for one or more of the following:

Community Membership | Bootcamp | Coaching

3

You enjoy complimentary additional months of membership for every product your referee selects!

IMPACT REFERRAL PROGRAM REWARDS

PRODUCT	COMMUNITY REWARDS	COMMUNITY+ REWARDS
Bootcamp	1 MONTH	2 MONTHS
Community	3 MONTHS	4 MONTHS
Community+	4 MONTHS	5 MONTHS
Coaching Packages (Excludes Blocks of Hours)	2 MONTHS	3 MONTHS

NOTES:

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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