



Women Vets **SPEAK**

Women Veteran Speakers

Women Veteran Connection & Marketing Agency

"...Women Veteran Speakers is a community of different voices with common purpose, sharing the wisdom and national treasure that resides in the experience of the female veteran. It offers a 'force multiplier' effect to me as a bureau plank owner and professional speaker, showcasing my message and leveraging my marketing efforts."

*Captain Karen Baetzel, USN, Retired
Principal, BattleAxe Consulting*

Women Veteran Speakers (WVS) connects clients with WVS members for speaking engagements, training events, conferences, webinars, panels and forums. The members of Women Veteran Speakers are accomplished leaders, authors, entrepreneurs and speakers, coaches, trainers and facilitators with an array of business, corporate, military and defense expertise, and more importantly offer valuable leadership insights, experiences and compelling perspectives not available elsewhere covering a diverse selection of topics and expertise, including leadership, sales strategies, small business and entrepreneurship, veteran issues and topics, education, work-life balance, faith, real estate, healthcare, technology, parenting, youth topics (STEM, Anti-bullying, Self Esteem) and much more. Our members range from emerging up-and-comers to polished experts.

Our primary customer is the Client. The goal is to connect the best member to meet the Client's requirements. WVS adheres to the highest standards of ethics and integrity. Note: WVS members will be referred to "Speakers" for brevity in the remainder of this document.

Women Veteran Speakers Membership is by invitation only. WVS does not require an exclusive relationship with its Speakers and recognizes that its Speaker members may have relationships with other agencies, publicists and bureaus. WVS expects its Speakers to maintain appropriate handling of WVS proprietary materials and information.

Membership Overview

Special Monthly Rate - \$30 per month (\$360.00 Annual Fee). Membership is paid annually.

(plus \$60 administrative set up fee for new members) - **UPDATE – For all new Memberships that start in Dec 2020, we will waive the \$60 administrative set up fee**

Annual membership includes the following "Direct Connection" services

- **Speaker / Client Connection**
 - Direct connection with Client. Client has option to connect with Speaker directly. Each Speaker's WVS profile includes Speaker's desired contact information (*e.g. email, website, phone number, social media*).
 - If a Client contacts WVS regarding a speaker, WVS will set up electronic introduction with the Speaker & Client. WVS will follow up with Speaker / Client to ensure connection was made.
 - Speaker will negotiate / book directly with Client (unless Speaker requests **Complete Booking Service** (see below)).
- **Speaker Fee/WVS Commission**
 - There is no WVS booking commission associated with the **Direct Connection Service**. There is only a \$360 annual WVS member fee.
 - Speaker can opt to request the WVS **Complete Booking Service** for an event (see below). This will incur a 25% booking commission paid to WVS.
- **WVS website profile**
 - Profile Listing in Women Veteran Speakers (WVS) online directory
 - 2 profile updates per year (\$75 for additional updates)
 - Profile Listing includes: Bio, Keynote/Workshops, Testimonials, Previous Clients, Videos, Photo Gallery, Speaker Contact Information
- **Social Media & Email Marketing**
 - WVS Speakers actively markets members via all major Social Media sites and email marketing.
 - WVS highlights 3 speakers on social media 2-3 times each week. Speakers will be tagged.
 - WVS publishes email marketing campaigns each week to over 1,000 clients.

- **Business & Partner Referral List**
 - WVS website will offer a “Partner” page that will offer exclusive WVS *member only* discounts. The Partner page will provide list of recommended partners in the industry (e.g. website designers, Media Marketing, logo design, etc) to help you maintain & grow your business.
 - The Partner page will provide exclusive Speaker Business Coaching opportunities for WVS only members. These programs are offered by WVS members who have very successful speaking, coaching & training businesses..a superb opportunity to develop and grow your business.
- **Business Templates**
 - WVS offers business templates for members (Word & Adobe format)
 - Speaker Booking Templates
 - booking questions & booking recommendations e.g. recommended questions to ask client in the booking process
 - Email Templates for initial booking process
 - Contract Template / Invoice Template / Testimonial Request Template

Optional Member & Marketing Add Ons

Complete Booking Service

- WVS also offers the Complete Booking Service for a 25% per event commission fee. If you’d like WVS to handle all aspects of the booking – client coordination, speaker fee negotiation, contract negotiation & development, invoicing, testimonial requests.

WVS offers additional Marketing options

- **Women Veteran Speaker Monthly Highlight**- \$150.00 (1 month)
 - Women Veteran Speaker Homepage Highlight – highlight your profile on WVS website homepage
 - 5 Social Media Highlight posts throughout month
- **Email Marketing Highlight** - \$150.00 (3 months)
 - Customized Member 1 pager highlighting your profile once a month for 3 months to over 1,000 clients via email marketing; each month will offer a new 1 pager to clients featuring the member.

Women Veteran Speakers Membership & Selection Process

A WVS membership package includes a WVS Overview, Media Kit and Membership Application. To be considered for membership selection, please provide the following items (Items marked with * are **required** to be considered for membership)

- Bio / Resume *
- Headshot *
- Speaker Reel and/or links to speaking videos
- Links to social media (e.g. Website, Facebook, Twitter, LinkedIn) *
- Speaker Sheet
- Membership Application *

WVS Membership Recommended Qualifications

Membership is based on the following recommended qualifications:

- You are seeking further exposure and marketing for your business.
- Your target client market includes one or more of the following types of clients: corporate clients, professional organizations, colleges/universities, veteran’s groups, educational organizations, youth organizations/groups.
- You can provide high quality photographs, video and writing to support your marketing. Video is not a requirement but is an advantage in clients noticing you.
- You have an online professional presence that supports your work (not just a personal footprint).
- You are prepared with presentations and materials ready to deliver.
- You have some professional credentials (qualifications, endorsements, degrees, military designations).

**Note, all the above recommended qualifications are NOT required for membership invitation. Don’t let that be a detractor for applying for membership. If you are an up-and-coming speaker, coach, trainer or facilitator, the above qualifications are recommended goals to grow your business and build your client list. WVS can provide references to Speaker Business Coaches who offer coaching and mentorship programs. The coaching and mentorship programs are fee based and vary in cost depending on the coach/mentor. These programs offer superb training and insights to develop and grow your business.*