

Talent Concierge® Frequently Asked Questions

You have an incredible success story that needs to be shared. We have a powerful brand that will work with you so you can get booked and busy.

Before we run... we walk!

Who we are?

We are not a traditional Speakers Bureau. We are a boutique artists agency that cares about our people with a personal approach to building a business.

Our discovery process begins with an assessment, a reality check. Your brand is your promise wrapped in an experience. YOU are the BRAND®!

The most asked questions we receive.

What is the process to get started?

Unless you're Will Smith, everyone begins in our VIP Master Training program. You are coached by the best in the industry to be set up for success. You learn what it takes to create opportunities and build a business with million-dollar results. Talent Concierge® follows a discovery, diagnose, design, and deliver methodology. Your engagement begins with a Strategic Vision activity that builds on your leadership in our TCL (Talent Concierge® Leadership) program. This process will take time and there is work. You will feel like you won a Grammy when you complete the process. These are critical components and sets the framework for creating a positive experience at every essential touchpoint.

Will the TC team create my marketing collateral for both media, press inquiries, and speaking?

Our founder, Connie Pheiff is a genius when it comes to branding, media, and marketing. She knows what it takes to be seen in this highly competitive industry. She will review your material and facilitate the design and development. We find in most cases updates are necessary. You will have a choice of hiring a member of the TC team or working with another group of your choice. But we will not create the collateral for you.

How quickly can I expect to get booked to speak?

Before booking happens, your focus is to first create your buyers' list. We are here to help you create an evergreen business. Speaking is simply a way to market your business. Speak and send prospective buyers to your business, rinse, and repeat. That is how you want to use your speaking services.

How many engagements will be scheduled per year?

Obviously, there is no way to determine exactly how many engagements we will be able to book in a year. We would love to give some BIG numbers, but we want to be

clear with you about managing expectations. We are going to give you all the tools you need to book yourself.

What are the fees sought after for speakers?

The talent we represent demand fees well of \$20K+ per engagement. There are many variables that dictate the fees we get for our talent.

The percentage for speaking engagements seems high. Is this negotiable?

Everything is negotiable. This percentage goes directly to our schedulers. Allowing for adequate resources to get our Talent booked and busy. Booking engagements take time from building relationships with event planners, research, submissions and closing our Talents engagement agreements.

Is 'anyone' accepted into the agency family?

We have high standards and will get a bit demanding with our expectations from our talent and event professionals. If there is something we don't like, we will call it out and we are not afraid to crush egos to let someone go that is not performing to our standards. And if your quality of marketing collateral and message impact does not meet our standards, we simply do not accept you into the agency. 98% of those who go through our coaching program are accepted.

What tools are used to maintain the high standards from the Talent and Event professionals?

We will ask our talent to complete an evaluation after each engagement, and the same of the event professional, and the agency talent acquisition team. This allows us to monitor the quality of deliverables we provide the event professional time and time again. And the reason we have excellent relationships with our talent, meeting professionals, promoters, and organizers.

Is there an opportunity to be an affiliate (service provider) of the agency?

Yes, we have a strong affiliate program. Our goal regarding our community is to support the ultimate entrepreneurs by providing the best possible programs, tools, and services for them to excel in business. We take our affiliate partnerships seriously. Each service provider is vetted and only those services who meet our standards will be promoted to our Talent. We are here to facilitate commerce.