



Motivational Musician: Course Overview

Module 1: Motivational Musician Mindset

- 1) What to expect from the course, goals, & outcomes
- 2) Hybrid speaker-musician overview
- 3) The 7 success mindset principles
- 4) Tiamo's songwriting origin story
- 5) Your personal success self-assessment
- 6) Music income vs keynote concert income
- 7) How to increase your perceived value
- 8) Your self-worth & value
- 9) Criteria for what to charge
- 10) Prosperity mindset & the energy of money
- 11) Becoming a “niche celebrity”
- 12) Commitment letter & 28-day action plan
- 13) The 4 shifts to elevate your music career

Module 2: Keynote Concerts (Part One)

- 1) Keynote concerts: combining live music with speaking
- 2) Performing for sold out crowds
- 3) Keynote fees & pricing
- 4) The power of “edutainment”
- 5) The 4 keynote concert upgrades
- 6) Conference markets
- 7) Keynote concert advantages
- 8) Conference budgets
- 9) Event planner introduction
- 10) Selling your music to conferences
- 11) Private VIP concerts
- 12) Growing your fan base from conference stages

Module 3: Keynote Concerts (Part Two)

- 1) How to craft & structure your keynote concert
- 2) Step-by-step keynote concert outline
- 3) How to open & close your keynote concert
- 4) When to tell your stories & how many
- 5) How to transition between stories
- 6) How to integrate audience exercises
- 7) When to perform songs & how many
- 8) When & how to share teaching content
- 9) How to challenge your audience
- 10) Opening & closing story loops

Module 4: Story Arch (How to Craft Your 3 Stories)

- 1) Story branding
- 2) Set Up Story formula
- 3) Stand Out Story formula
- 4) Send Off Story formula
- 5) Tiamo shares his 3 stories as illustrations
- 6) Tiamo ties his 3 stories into the formulas
- 7) The keys to a delivering a powerful keynote concert
- 8) Favorite speaking tips

Module 5: Flow Over Force

- 1) How to recall your speech without memorizing it
- 2) Disadvantages of memorizing
- 2) The step-by-step “memory palace” method
- 3) Getting in flow
- 4) Imperfection as an asset
- 5) Vulnerability as a strength
- 5) Spontaneous speaking
- 6) How to be authentic on stage

Module 6: Getting Booked, Getting Paid (Part One)

- 1) How to get booked in the corporate, seminar, & association markets
- 2) The 8 criteria you need to get booked
- 3) Video reel must-haves

- 4) How to write your speaker bio
- 5) Speaker sheet requirements
- 6) How to create your speaking topic(s) & sub-topic(s)
- 7) What to include on your keynote concert website
- 8) How to find event planners
- 9) How to connect with event planners
- 10) Following up with event planners & building relationships
- 11) Destination management companies
- 12) Leveraging LinkedIn for event planner contact
- 13) How to establish your keynote concert fee
- 14) How & when to get paid

Module 7: Getting Booked, Getting Paid (Part Two)

- 1) How to get booked in the academic market (colleges/high schools)
- 2) College conferences
- 3) Motivational education
- 4) How to reach out to high schools & colleges
- 5) High school district administration

Module 8: Speech Preparation + Delivery + Impact

- 1) Speaking with confidence
- 2) Preparing for your speech
- 3) Technical needs & preparation
- 4) Speech impact
- 5) Non-verbal communication
- 6) Top 12 ways to connect with your audiences

Module 9: Your Audience + Message + Mission

- 1) Keynote stages vs platform stages
- 2) Types of audiences
- 3) Making offers from stage
- 4) How to determine your niche audience
- 5) How to determine your message
- 6) How to determine your mission
- 7) Overcoming imposter syndrome

Module 10: Masterclasses at Colleges

- 1) Masterclass overview
- 2) Performance based vs education based
- 3) Types of music & art programs
- 4) Who to contact at colleges/universities
- 5) How to get booked for masterclasses

Module 11: Sponsorships

- 1) Sponsorship opportunities with keynote concerts
- 2) Types of corporate sponsorships
- 3) How & why they will sponsor you
- 4) Who to contact at companies
- 5) How to land corporate sponsors

Module 12: Through the Threshold

- 1) The 10 pillars of success
- 2) Final personal success assessment & score
- 3) Taking a stand for your purpose & success