

# SPICE UP YOUR SPEAKING

*In order to Monetize your Intellectual Property through Public Speaking, you must S.P.I.C.E.U.P. how you do Business.*

**S** Specialize and as a subject matter expert.

**P** Prospect for opportunities regularly.

**I** Innovate. Be willing to Adapt, Grow, & Evolve.

**C** Create multiple streams of Income.

**E** Engage your Clients frequently.

**U** Utilize your Network.

**P** Promote the results you produce.