



## HOW JASMIN HALEY HELPED ANASHAY WRIGHT STRATEGIZE, MONETIZE, AND LEVERAGE HER PUBLIC SPEAKING TO BUILD A NOTABLE BRAND AND A SUSTAINABLE SPEAKING BUSINESS

**ANASHAY WRIGHT IS A NATIONAL AWARD-WINNING EDUCATOR, SPEAKER AND EDUCATIONAL CONSULTANT WHO PARTNERS WITH LEADERS, POLICY-MAKERS, AND COMMUNITIES TO DISRUPT INEQUITIES ACROSS THE K-12 SECTOR.**

### Challenges

Anashay had been public speaking regularly, but had never employed a strategy that ensured she was being well paid, developing a unique and attractive brand, or leveraging her speaking engagements to build a sustainable speaking business.

### Solution

Anashay took Jasmin's Legacy Speaker®: On-Demand Workshop (formerly Speaker Masterclass), then signed up to work with Jasmin 1-on-1. Jasmin helped Anashay pinpoint her brand and target audience, streamline her speaking topics and offers, understand how to price her speeches and negotiate her fee, and create a structure to leverage her speaking engagements for future work and extra sources of revenue. Anashay also went to Jasmin's Legacy Speaker® Retreat where she created her speaker reel to attract new engagements.

### Results

- ▶ Landed a keynote speaking gig that covered her entire investment with Jasmin
- ▶ Has booked consistent speaking gigs (both paid and non-paid) with national education organizations and nonprofits
- ▶ Receives regular inquiries about speaking thanks to her speaker reel recorded at the Legacy Speaker® Retreat
- ▶ Achieved complete clarity over her speaking business and what she needs to do to leverage her speeches and further monetize her speaking business
- ▶ Hired Jasmin to construct two keynote speeches, plus a pitch deck that was successful in securing grant funding for her educational program

"I knew how to get on stage and speak, but I didn't know how to price myself or how to create an actual business from speaking. Jasmin gave me her own proven framework to follow that makes it all very clear. Now, instead of dreaming about getting paid well to speak I know exactly how to grow my income through speaking. The strategy and the clarity I've received through working with her is priceless."

— Anashay Wright



TO LEARN HOW THE LEGACY SCALER® PROGRAM CAN HELP YOU TURN *YOUR* PUBLIC SPEAKING INTO A SUSTAINABLE SPEAKING BUSINESS, [JASMINHALEY.COM](https://jasminhaley.com).