PRACTICAL AI FOR

PROFESSIONAL SPEAKERS

Position more clearly. Create more ways to buy. Build a consistent sales engine.

Aidan Crawford | Professional Speakers Workshop

Most speakers are using AI at the shallow end

“Write me a post.”

“Rewrite this email.”

“Give me 10 titles.”

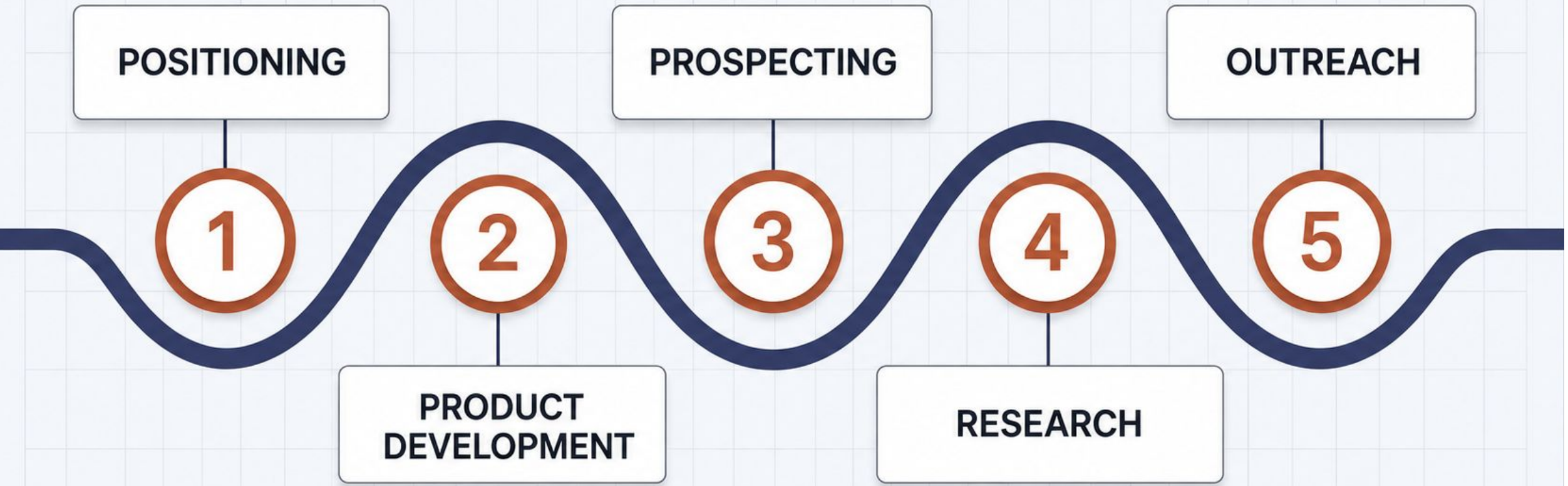
Useful?

Absolutely.

A business system?

Not yet.

Five elements create the speaker's AI workflow



The goal is not more AI. The goal is less friction.

AI helps you see your expertise through a buyer’s eyes

YOUR IP

Expertise
Stories
Framework
Experience
Proof

BUYER LENS

Urgent problem
Ideal audience
Decision-maker
Business outcome
Reason to act now

The real shift: assistant → monitor → agent

ASSISTANT

Create
Improve
Ideate

Responds when asked

MONITOR

Opportunities
Industry shifts
Buyer signals

Watches for change

AGENT

Research
Execute
Follow through

Completes assignments

The real shift: Assistant

ASSISTANT

Creates what you ask for

Respond

Three ways AI can act as an assistant for professional speakers:

1. **Create** — Draft articles, emails, program descriptions and social posts.
2. **Improve** — Review positioning, rewrite copy and strengthen proposals.
3. **Ideate** — Generate titles, stories, exercises and product ideas.

An assistant responds when you ask; it doesn't independently complete recurring assignments.

The real shift: Monitor

MONITOR

Detects opportunities and signals

Monitor

Opportunity signals — New events, calls for speakers and submission deadlines.

Industry signals — Emerging trends, regulations and audience challenges.

Buyer signals — Leadership changes, strategic initiatives and conference themes.

The real shift: Agent

AGENT

Completes a defined assignment

DELEGATE

Research — Find and qualify speaking opportunities automatically.

Execute — Update trackers, organize information and draft personalized outreach.

Follow through — Monitor deadlines, prepare follow-ups and deliver scheduled reports.

Four AI jobs — one compounding result

1	2	3	4	5
POSITION	**PRODUCTIZE**	**PROSPECT**	**AUTOMATE**	**RESULT**
Clarify who should hire you	Create more ways to buy	Find evidence of fit	Delegate repeatable work	More revenue. Less friction.

The goal is not more AI. The goal is more leverage.

Live demo: make your positioning easier to buy

INPUT

“I speak about leadership and AI.”

BUYER TEST

“For [industry], identify my buyer, urgent problem, business outcome and strongest language.”

Market | Problem | Promise

Live demo: turn one program into more ways to buy

Keynote

Breakout

Workshop

Stop asking for events. Ask for evidence of fit.

WEAK

“Find me some conferences.”

STRONG

“Find organizations with a problem I solve — and show me the evidence.”

Event + date

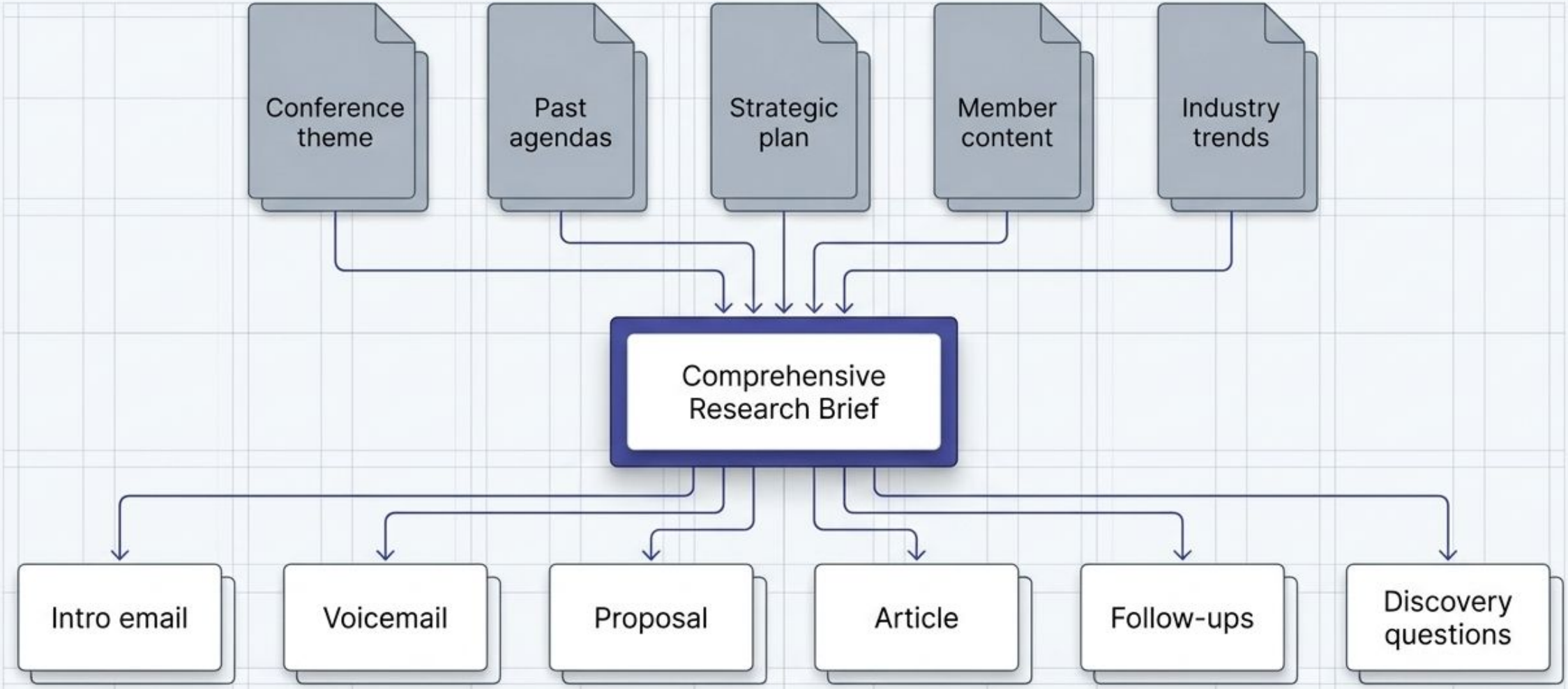
Evidence signal

Fit score

Live demo: turn one opportunity into a pursuit

AI StageFinder connects the steps — the speaker keeps final approval.

A single research brief powers the entire pursuit



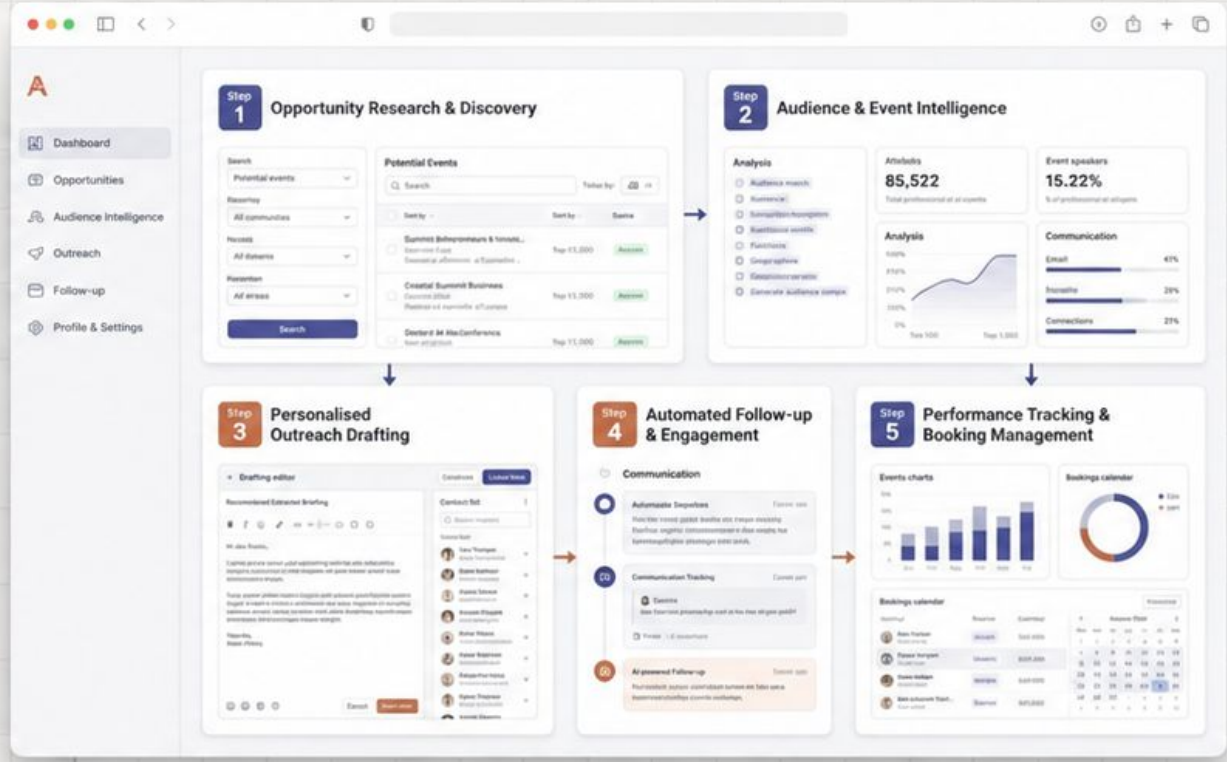
Personalisation means understanding the people in the room.

NotebookLM

A unified workflow built specifically for professional speakers

AI StageFinder.

It connects opportunity research, audience intelligence, personalised outreach and follow-up in one speaking-business workflow.



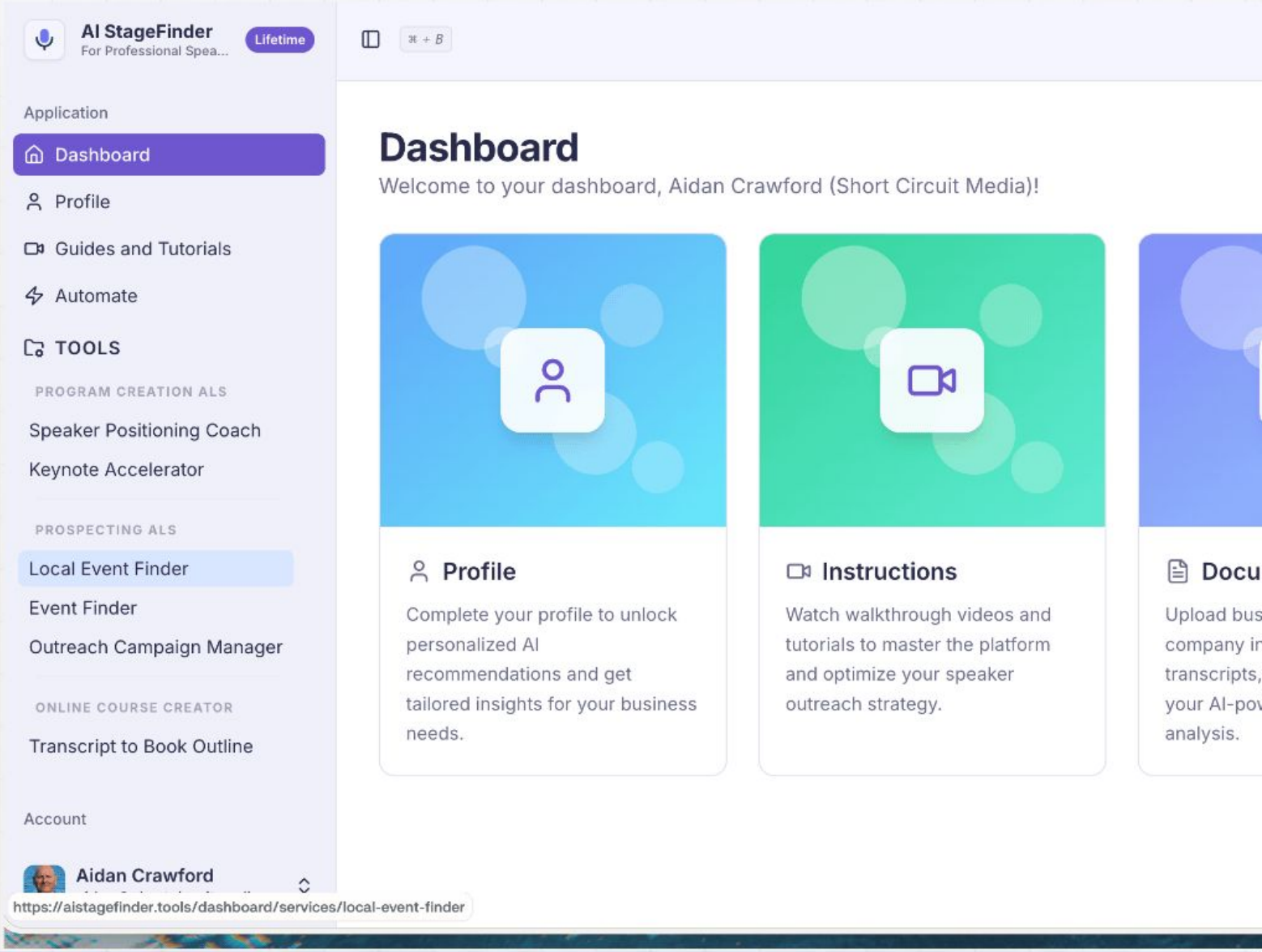
Or build the workflow yourself. The choice is yours, but the system is mandatory.

NotebookLM

A predictable speaking pipeline built around your expertise

AI StageFinder.

It finds aligned events, researches the opportunity and creates personalized outreach—so you can build a real pipeline without endless searching.



Stop hunting for gigs. Start building a speaking pipeline.

Choose the level of support your speaking business needs

SpeakingBusiness.Tools

$99/year

Essential AI toolkit

- Positioning
- Product development
- Prospecting
- Research
- Outreach

DO IT YOURSELF

AIStageFinder.Tools

$99/month

Complete speaking pipeline

- Find aligned events
- Research opportunities
- Personalized outreach
- Pipeline management
- Built around your profile

SYSTEM + SOFTWARE

Custom StageFinder

50% OFF

~~$5,000~~

$2,500 one time

Your AI, built for you

- Trained on your content
- Personally configured
- Custom proposals
- 10 similar events
- One year of support

DONE FOR YOU

Start with the tools. Build the system. Or own a solution created specifically for you.

Put OpenClaw to work on a spare computer

1 DEDICATED
No disruption to your main computer

2 ALWAYS ON
Runs scheduled tasks day and night

3 AUTOMATED
Researches, drafts and organizes

4 UNDER YOUR CONTROL
You review before anything goes live

Turn yesterday's computer into today's AI workforce.

OpenClaw turns an assignment into a recurring workflow

DEFINE

One repeatable assignment

Choose

CONNECT

Model, tools and permissions

Configure

RUN

Schedule, monitor and approve

Operate

Give OpenClaw the repetition — keep humans in charge

AGENT

Watch signals
Research
Organize
Track
Draft

SPEAKER

Strategy
Judgment
Relationships
Fact-checking
Final approval

Start with one workflow that earns the right to expand

01 Choose one repeatable activity

02 Run it manually with AI

03 Refine the output and guardrails

04 Then automate the proven process

DON’T LEAVE WITH MORE AI IDEAS.

Leave with one workflow.

TRY AI STAGEFINDER FREE

Scan for 5 days free

Find opportunities.
Understand buyers.
Create relevant outreach.
Follow up consistently.