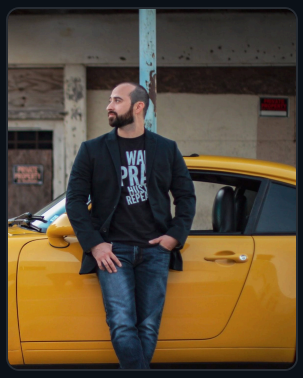

RICH GOMEZ 6x Author, TEDx Speaker

SPEAKER SHEET · SPEAKERS, COACHES, CONSULTANTS, EXPERTS

The Authority Advantage

Expertise becomes more valuable when you package, publish, and put it to work.

AUTHOR 6x Author · **TEDX SPEAKER** "Redefining Your Relationship with Money"
RYKER BLUEPRINT PRESS Has helped speakers and coaches publish their books and increase their authority. About a dozen books published for speakers and coaches.
REBEL LEADS Founder. Marketing agency + AI builds.

SIGNATURE KEYNOTES

01 Your Book Is a Business Asset

Most experts treat a book like a trophy. This talk treats it like infrastructure. It shows how a book becomes a credibility asset, a lead generator, a sales tool, a speaking tool, and the foundation of a business ecosystem — not a one-time launch that disappears after publication week.

- Why a book is an asset, not a souvenir, and what that changes about how you write and use it
- How a book can open doors to speaking, clients, and media that a bio alone cannot
- How to connect the book to the rest of the business so it keeps working after the launch

02 The Authority Flywheel

Authority does not come from doing more random things. It comes from making the right things feed each other. This talk shows how books, speaking, content, media, networking, and the business itself can reinforce one another — so each talk, post, and page makes the next one easier.

- How books, speaking, content, and business can form a flywheel instead of a pile of disconnected work
- Where most experts break the loop, and a simple way to close it
- A practical order of operations for building authority without trying to do everything at once

03 Turn Your Knowledge Into Intellectual Property

You already have the raw material. What's missing is the package. This talk shows how experience becomes books, frameworks, courses, talks, systems, and products — intellectual property you can teach, sell, and keep using.

- How to see what you know as intellectual property, not just experience
- Which pieces of your knowledge are ready to become a book, a talk, a framework, or an offer
- A simple way to capture and package what you know before it stays stuck in your head

WORKSHOPS

Build Your Authority Book in One Day

A working session to outline and plan the book — not to walk out with a finished manuscript. In one day, we get the idea out of your head and onto a blueprint: the reader, the promise, the structure, and the chapters.

You'll leave with the outline and a clear plan for writing the book, not a claim that the book is done.

Create Your Signature Talk

This is not a slide-deck workshop. The goal of the session is to shape the talk you can actually give — the core idea, the structure, the stories, and the close.

You'll leave with a signature-talk outline you can keep tightening, not a pile of notes you never use.

ABOUT RICH

Rich Gomez is a 6x author and TEDx speaker who helps experts turn what they already know into books, talks, and a body of work people can find, hire, and share. He founded Ryker Blueprint Press, which has helped speakers and coaches publish their books and increase their authority — about a dozen books published for speakers and coaches. He also founded Rebel Leads, a marketing agency and AI builds shop. He speaks to professional associations, chambers, and rooms of speakers, coaches, consultants, and experts about packaging knowledge so it travels farther than a single appearance.

FORMATS

Keynote	30–60 minutes
Workshop	90 min to half day
Virtual	45 minutes

Customized to your event.

IDEAL AUDIENCES

- Speakers, coaches, and consultants
- Subject-matter experts
- Professional associations
- Chambers of commerce
- Leadership and industry events for people who teach or advise

Check Availability
Current booking page

richgmzspeaks.com