

Maeve Ferguson

► Business Strategist ► Quiz Funnel Architect ► Diagnostic Assessment-Based Lead Gen Expert

Welcome To My Speaking Page

My goal as a speaker is to help your audience turn their intellectual property into powerful, data-driven systems that attract, qualify, and convert their best-fit clients, without needing to dance on tiktok..

Whether I'm delivering a keynote or leading a hands-on workshop, I bring structure, clarity, and immediately actionable strategies that your audience can use to scale smarter.

As Both a Strategist And Practitioner...

I've spent the past six years helping 6-, 7-, and 8-figure thought leaders remove themselves from the day-to-day of lead gen and sales, by building diagnostic-driven ecosystems that work while they don't.

I've delivered talks on stages and private events, and been featured on platforms like Forbes, Jen Kem's stages, Ryan Levesque's podcast, and more. Every session I teach is designed to equip your audience with the tools and frameworks they can apply right away.



Topics I Speak On

I specialize in diagnostic marketing, lead segmentation, and scalable infrastructure for high end experts who want to increase their impact, without watering down their intelligence for the masses.

Most Requested Talks Include:

From Pages to Profit

How to Turn Your Book Into a Lead-Generating Machine

Perfect for authors and speakers - this talk shows how to turn existing content into a diagnostic funnel that captures qualified leads and moves them to a high-ticket offer with ease.

From Stage to Sales

How to Turn Speaking Engagements Into High-Ticket Clients

For personal brands and podcast guests: how to transform traffic from visibility moments into segmented, high-converting leads.

Attract, Qualify, Convert

Using Quiz Funnels to Enroll High-Ticket Clients on Autopilot

A proven system to spot Tier 1 leads, route them to the right follow-up, and scale lead quality without adding to your workload.

Scaling Without Burnout

How to Step Out of Sales Without Slowing Down Growth

Great for advanced audiences - this session covers automation, delegation, and data to free the founder from being the bottleneck.

Beyond the Opt-In

How Diagnostic Assessments Deepen Insight & Drive Conversions

Why personalisation wins and how diagnostic tools give you the insights, segmentation, and messaging edge to win your market.

My Promise To You and Your Attendees

You can expect from me:

- Clear, strategic, immediately actionable content
- 100% preparation, professionalism, and punctuality
- Authentic engagement with your audience on and off stage
- Real frameworks; no hype, no fluff
- Thoughtful alignment with your event's tone, goals, and audience

Let's Talk

If you're looking for a speaker who delivers clarity, structure, and hands-on value to expert audiences, I'd love to connect.

Email: maeve@maeveferguson.com

Available for: Keynotes • Workshops • Panels

Ideal for:

High end Experts, coaches, consultants, authors, and thought leaders

Format:

30–90 minutes with Q&A or interactive application

Watch My Work

[See a sample of me speaking on stage here](#)