




5 Things You Need To Get Paid To Speak

presented by

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“PRO TIPS” to make the most of our time together

-  To maximize our time together during this teleseminar, **print this workbook in advance** and be prepared to use it as we dive in! Keeping this workbook by your side will help you stay fully engaged and focused on the training material.
-  Write down any questions you want answered while we are live on the teleseminar. If I don't answer your questions during the course of the training, **pick your #1 question to ask during the Q&A session** at the end.
-  To truly benefit from the time you invest in this teleseminar, at the end of the session, **choose just ONE action item you plan to complete in the next 24 hours**. Taking action right away will give you instant momentum to start seeing results in your speaking business.

WHO BOOKS SPEAKERS?

If you want to get booked and paid to speak, you need to know...
who books speakers! Most speakers get their business from:

_____ and _____.

In this training, we're going to focus our attention on

_____.

WHAT KINDS OF SPEAKERS GET BOOKED?

Once you know who is booking speakers, then you need to know what
topics they're interested in.

TOP 10 TOPICS ACCORDING TO MEETINGS & CONVENTIONS POLL:

(after "industry" speakers)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

(Source: <http://www.meetings-conventions.com/News/Research/Seeking-Excellent-Speakers/>)

It's okay if you don't speak on one of those topics, but you should know how
to _____ your topic to one/some of those topics.

WHY DO ASSOCIATIONS BOOK SPEAKERS?

1. To provide _____ for their members.
2. To generate _____ for the association.

Now that you know the who, the what, and the why... let's talk about how YOU can get booked (and paid) to speak for associations!

5 THINGS YOU NEED TO GET PAID TO SPEAK

1. You need _____.
2. You need to _____ like a speaker.
3. You need to NOT look like _____ speaker.
4. You need to _____ your target audience.
5. You need a _____, _____ outreach initiative.

1. HOW TO FIND SPEAKING OPPORTUNITIES (AKA LEADS)

1. Purchase a list (_____!!)
2. Conference directories
3. Convention calendars
4. ASAE
5. Google

The most efficient and most effective, in my experience, is _____.

Three primary ways to search Google:

- _____
- _____
- _____

Try these keywords/phrases:

- _____ keynote speaker (8.6 million results)
- _____ annual conference (48 million results)
- _____ convention agenda (328 million results)

Who are three “celebrity” speakers who are most like you?

(If you like _____, then you’ll love me!)

2. HOW TO LOOK LIKE A SPEAKER

10 Essential Tools In A Professional Speaker's Toolbox:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Your tools should show that you are:

- _____
- _____
- _____
- _____
- _____

3. HOW TO NOT LOOK LIKE EVERY OTHER SPEAKER!

1. What is _____ about you?
2. How can you add _____?
3. Drill down on your _____.
 - A. Layer 1:
 - B. Layer 2:
 - C. Layer 3:
4. Why is your _____ better?
5. What _____ are you leading?

Additional Notes:

4. UNDERSTAND YOUR TARGET AUDIENCE

Not everyone cares about the same thing!

FOR EXAMPLE:

Meeting planners care about their _____.

Business leaders care about their _____.

In general, you need to know:

The leads you are calling on are very likely _____,
_____, and _____.

They are not thinking about _____ all day.

You are probably not the first _____ to call on them today.

You are probably not the first speaker on your _____ to call on them today.

They are almost certainly not going to _____ you today.

5. DESIGN YOUR OUTREACH INITIATIVE

Your goal is not to generate speaking engagements as much as it is to _____ your _____.

The classic marketing “Rule of 7” tells us that _____ is not enough to share your message with an ideal prospective client.

That’s why you need a _____, _____ outreach initiative.

In every email you send:

- Keep it _____.
- Add _____.
- Bring the prospect’s _____ or _____ to your mind.
- Share your _____ related to that.
- Move the conversation _____.
- Invite them to take _____.

FOR EXAMPLE:

SUBJECT: Interesting speaker idea?

Hi Sam,

I'm writing about your 2016 Annual Convention in New Orleans next April. Are you involved in speaker selection for that event? Or if not, can you point me to the right person?

Knowing that bankers have some of the highest stress levels among today's professionals – and seeing that your theme is “Pressing On” – I believe my presentation (“How to Keep Up By Slowing Down”) may be just what the doctor ordered this year. (Watch this!)

I look forward to speaking with you or the appropriate person to explore this further.

Thank you,
Jane Williams

P.S. I back all my engagements with a money-back guarantee, so if your audience isn't happy, I'll give your money back. I haven't had to give a refund yet, but I want to give you full confidence in your speaker selection! I hope we can connect soon.



Additional Notes:

What is the ONE action you are going to take in the next 48 hours to help you get paid to speak?