



# Getting Speaking Engagements by Jenn August

## **#1 Know Your Niche**

### **#2 Do research online to find where they are.**

For example if you serve business women who has a certain challenge look online for:

Business women meetings in (your local area)  
Business women networking groups (your local area)  
Business women associations (your local area)  
Business women meet up groups (your local area)

You can also use similar words to define your niche:  
women entrepreneurs, women business professionals  
etc.

You can also use this method to find radio shows, telesummits, to be a guest on.

## **#3 Call These Groups And Associations**

Find out if they have speakers at their events. This is where your heart selling skills come in. You want to relay to them the value you will bring to their group. Ask them if you could send them information about speaking at their event. Send them a bio with your topics – it's good to have two topics you will be covering the same material but some titles are more appeal to a booker than others. (see my "speaker sheet" for bio and topics example)



#### **#4 Follow Up Connection**

Call them on scheduled time or if a schedule time wasn't set up email them to make sure they received your email with the information you sent and ask for a follow up call.

#### **#5 The Logistic Talk**

When they have expressed interest it's time to have the logistics talk. You want to find out how many people will be at the event. If you can make an offer (for your products or services or offering strategy sessions) and the daytime and other important information to make the journey worthwhile.

#### **#6 Confirm**

If you can make an offer and it's feels like a match and the right audience for you confirm the date and make sure they have all the information they need to advertise to their audience.

#### **Before You Make Calls:**

Spend 5 minutes to get into the feelings you have when you have made a clients life better with your gifts. (If you haven't experience this feeling before try it on like an actor and think of all the people's lives you have made better by your presence). Show up to the call like you have a bag of gifts to give not like you need something. Because they will be lucky to have you speak at their event!