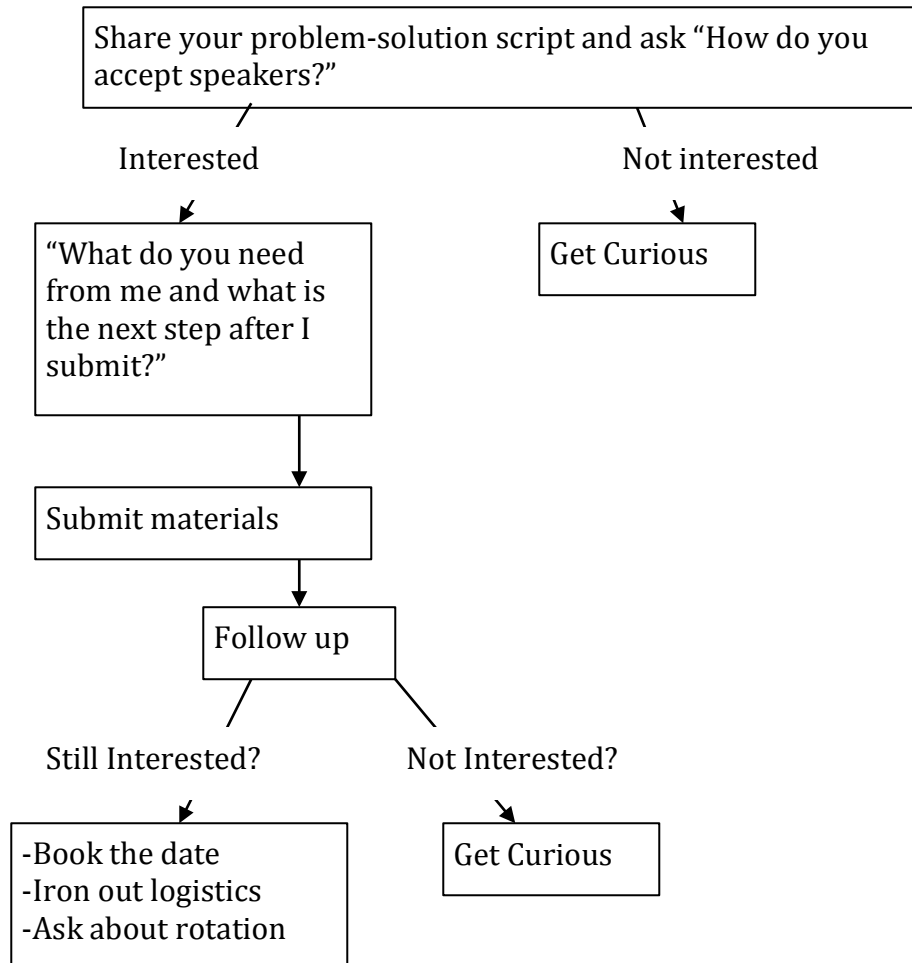




7 Simple Steps to Get Tons of Local Speaking Engagements

(Even If You Are an Introvert)

The Flow of HeartSelling™ Conversations for Speaking Engagements





How to Get Started

Step 1: Ask for leads from friends, clients, acquaintances and JV partners:

“It is through people like you that I can help more people. I was thinking that you might have some ideas to help me reach more people. Can I ask you a couple of questions about places you might know of that offer talks, presentations, and tele-seminars?”

“Where do you go to get information, hear talks, and learn about _____ (your area of expertise)?”

“Do you know of places that offer talks and presentations; perhaps your work, health club, or other associations?”

If your niche has a defined problem such as IBS, Parkinson’s, etc.

“Do you know of groups for people with _____(the problem you solve) that meet either in person, or online, to share information about _____(your area of expertise)?”

Be sure to ask if they have the event organizer’s name and phone number or email.

You might also want to ask if you may use their name as the person who referred you.

If you don’t have a specific person to contact, a simple Google search will likely get you the information you need.

Step 2: Connect with the organization (if you don’t have any contact information):

“Hello, my name is _____. I am calling to get the name of the person who books presenters and speakers for _____” (examples: employee health and stress reduction talks, ‘brown bag’ lunches, Lunch n Learns, staff development)

If they provide you with the name: *“Great, thank you. And at what number can they be reached?”*

If they didn’t give you a name: *“Which department or to whom do you recommend that I contact to find out- is it Human Resources...?”*

If you can, get the name of the person who answers the phone- they are often called the gatekeeper. Being able to acknowledge them and thank them adds to the positive energy of the exchange. Write down their name as you may be starting a long-term relationship with the gatekeeper. Being able to acknowledge them by name is a great way to connect using both the Fire and Metal elements.



Step 3: Have a HeartSelling™ conversation with the Group Organizer or Event Planner. Get booked.

Approach the conversation with a win-win attitude. They need speakers; you're a speaker. Remember you are contacting this person with something of value that will help them do their job better. Your presentation can help them give their clients/employees/group members even more value. They want what you offer.

It is likely that they have had many of these conversations before, so things can move rather quickly. Remember to use all five elements in any communication with them.

- **Fire: Connect**
- **Earth: Serve,**
- **Metal: Acknowledge**
- **Water: Be Curious**
- **Wood: Give Them a Choice**

There may be a series of short calls or emails to tie up details and confirm that you are a fit.

For contacting corporations, health clubs, etc:

Call the person or department:

Hello, my name is _____. One of your employees, members, "Sally Smith" recommended that I contact _____ you about speaking/presenting for one of your company's 'brown bag' lunches. Is this a good time to talk?

If no, it's not a good time: "When would be a good time to talk?"

If yes...

Great, Sally Smith told me about your brown bag lunch talks, health club series on wellness—(Fill in the blank) _____ and thinks that many of your employees/members would benefit from my talk on _____(talk title/subject). _____ Is this a topic your employees/members would benefit from?

If yes...

May I ask you a couple of questions about your brown bag lunch?

Thank you. How long is the allotted time?

Great! In a ____-minute talk I can cover XYZ – (Talk about the benefits for participants, not what you do).

How often are the talks (daily, weekly or monthly.....)?



___ (first name) *before we move on, are there any questions you have for me?*

Use the 5 elements as you listen, get curious, and answer any questions.

What is our next step? (What do you need from me? Bio, resume, talk description, etc.)

Thank him/her. Add to your calendar all the follow up steps.

NOTE: If they say no, it is not a good fit, use the water element and get curious:

"Can I ask you a question about that?"

"Why doesn't it seem like a good fit?"

For contacting membership clubs and organizations:

Having speakers is usually a central part of their meetings. Most have a system to getting on their schedule.

If you don't have the scheduler's contact info, look online to get a phone #.

If you get voicemail, here is the script to leave a message:

Hello my name is _____ and I am calling to get the contact information for the person who schedules _____ speakers and presenters. I can be reached at _____ (your phone #). Again my name is _____ and my _____ number is _____. Thank you.

If someone answers:

Hello, is this ___? Hello (name), my name is _____. One of your members _____ encouraged _____ me to call you about speaking to your group. Is this a good time to talk?

(If no, get a time and date to follow up- put it in your calendar.)

Great. My specialty is _____ (your area of expertise). In this busy, fast paced world many people could benefit _____ from _____ (the solution you provide.) I offer talks on _____ (list your talk topics.) Is this something that your members would appreciate?

Awesome! Is it okay if I ask you a few more questions?

Continue Heart-Selling™ finding out about what they are looking for. What types of speakers have they had in the past? What does their group finds engaging, helpful and informative? What do they need?

How long is the allotted time?



Great! In a ____-minute talk I can cover XYZ – (Talk about the benefits for participants, not what you do).

____(first name) before we move on, are there any questions you have for me?

Use the 5 elements as you listen, get curious, and answer any questions.

What is our next step? (What do you need from me? Bio, resume, talk description, etc.)

Thank him/her. Add to your calendar all the follow up steps

I will contact you after I submit my proposal to be sure you received it.

NOTE: If they say no, it is not a good fit, use the water element and get curious:

“Can I ask you a question about that?”

“Why doesn’t it seem like a good fit?”

Step 4: Plan for Future Speaking Gigs with Them

After you have scheduled your talk, find out what the scheduling rotation is: how far in advance do they schedule. Write down all the specifics.

I was wondering what your planning rotation is so I can stay in touch with you about speaking again in the future...

Be sure to find out how far in advance they schedule talks, if there’s a specific window to submit an application, and if they have quarterly themes you should know about. You could also ask if there are any upcoming special events, such as health fairs.

Your follow-up system

Note in your calendar the following information:

- Location, Contact info, Dates: open and close dates for submitting applications
- For each quarter/semester: put in your calendar 2 entries. The first one is 1-2 months in advance of open date so you can prepare your submissions. The second one is the actual open date to get your application turned in.

When your calendar gives you a reminder, keep in mind that they are in the business of providing valuable presentations and will want to hear from you! They want people to present, and you are a presenter with something important to share!



Other Potential Local Opportunities

Many local communities offer Continuing Education/Adult Ed classes through the local community college, or the local recreation center or at a public library. Look online or in the catalog for how to submit classes. Follow their format.

When contacting via call/email you can also ask about or suggest other topics related to your specialty. Also ask what are some of the most popular classes and what makes them so popular. Learn from this information to make your talks better.