



How to Book a Speaking Gig

The fastest way to get a LOT of clients is to speak in front of a group that you didn't have to bring together.

Many people believe that they need a Speaker One Sheet to book speaking gigs. We (Jesse and Sharla) have spoken to dozens of groups all over the US, and in our experience, we've only been asked for a Speaker One Sheet three times. Every other speaking gig came from Heartselling Conversations with JV Partners or friends of JV Partners.

What matters more than your Speaker One Sheet is your ability to have compelling Heartselling Conversations to get Speaking Gigs. Follow these templates and you'll book yourself on many stages.

How to Get Referred to the Person Who Can Book You

The first step in booking a speaking gig is to get referred to the person who can book you. A large number of groups meet in your city every day, so Group Leaders are everywhere. So, if you are looking for Speaking Gigs, you can designate every Heartselling Conversation to booking speaking gigs. You can have this conversation with past clients, current clients, friends, colleagues, or family members. This conversation can happen over the phone or in person.

This template is designed for over the phone with a friend, but can be easily adapted.

Stage 1: Open The Conversation

"Hi John, it's _____ (your name). How are you?"

"Great to hear your voice! I was thinking about how much I appreciate you today and I wanted to reach out and see if there's anything I could do for you and I also had a quick question for you... Do you have a few minutes?"

(If there's hesitancy, ask to set up another time to talk.)

"Awesome! How are things going for you?"

Stage 2: Find Out What They're Looking For

Listen compassionately for a problem that one of your friends in Thrive Academy can help solve. Human beings complain a LOT, and in 5 minutes (or less) they will most likely tell you about at least one problem.

"What's that like for you?"

"How would you like it to be?"

Stage 3: Share A Resource

"If I could help you get (what they said they want) would you'd be interested in hearing more?"

"Great! I have a friend who I think could really help you." *Share what they do and how great they are.*

Stage 4: See If You're A Match

"How does this sound to you?"



“Great! I know he/she is very busy, but I think he/she offers a few Free Consultations per month. Would you like me to introduce you to him/her via email?”

Stage 5: Ask For The Next Step

“Great! I’ll email you today. I hope this is really helpful for you! Let me know how it goes...”

Return to Stage 3: Share A Resource

“Awesome! I said earlier that I had a quick question for you... do you have a couple more minutes?”

“I help people with _____ (*problem*) get _____ (*solution*). (*Share your #1 Positioning Piece*)

I have a HUGE desire to serve more people, because I know from personal experience how frustrating it can be to have _____ (*problem*) and not know how to get _____ (*solution*).”

“While I have loved working with my private clients, what I am most passionate about is speaking with groups.”

“Do you know of any groups in this area?”

“Awesome! It sounds like you know of a few groups.”

“Do any of them ever bring in guest speakers?”

“Great! What kind of topics do the Guest Speakers generally speak about?”

“Do you happen to know the leader of any of these groups?”

“Awesome! What do you appreciate about her?”

“Would you feel comfortable introducing us by email?”

“Awesome! Thank you so much!”

Email Intro Template (for speaking gigs)

The most effective way to get introduced to the leader of a group is to ask your friend for an email introduction to the Group Leader.

It’s ideal if they agree to cc: you in the email. It gives them more accountability to send the email and gives you the green light to follow up with the group leader, in case they don’t reach out to you.

To make this easy for your Referral Partner, it’s important to send them an email that is already written in your Referral Partner’s voice.

Here’s how the email coming from your Referral Partner to the Group Leader will look:



Email Template:

From: Your Referral Partner
To: Group Leader
Cc: You

Subject: I want to introduce you to someone awesome!

Hi (*Group Leader name*),

I want to introduce you to _____(*your name*).

_____ (*your name*) is an expert in helping _____(*group of people*) resolve _____ (*problem*). He/she's been studying and mentoring people in _____ (*field*) for _____ years. And, he/she's _____ (*statistic that positions you*). But most of all _____ (*your name*) has a huge heart and loves helping people. He/She is the real deal.

_____ (Group Leader Name), I thought of you because I know that you lead incredible events and that you bring only the best speakers to your _____ (name of meeting/workshop/event) And, I truly think _____ (your name) would inspire your people.

If nothing else, _____ (your name) would make a great ally for you. He/She's really generous and told me that he/she would be happy to talk with you about any number of ways he/she could support you, including how he/she could help bring more people to your events.

I recommend giving _____ (*your name*) a call. His/Her website is _____. And his/her number is _____. I also copied him/her on this email so you can respond by email as well.

Let me know if you have any questions, I would be happy to talk with you personally about this.

Signature

Sample Endorsed Email:

Hi Jenny,

I want to introduce you to Beverly.

Beverly is an expert in helping women find their soulmates. She's been studying and mentoring people in the dating and personal development field for over 15 years. And, she's one of the most respected dating coaches in California. But most of all Beverly has a huge heart and loves helping people. She is the real deal.

Jenny, I thought of you because I know that you lead incredible events and that you bring only the best speakers to your "Find the One" event. And, I truly think Beverly would inspire your people.

If nothing else, Beverly would make a great ally for you. She's really generous and told me that she would be happy to talk with you about any number of ways she could support you, including how she could help bring more people to your events.

I recommend giving Beverly a call. Her website is www.BeverlyisTheBest.com And her number is 555-1234.



I also copied her on this email so you can respond by email as well.

Let me know if you have any questions, I would be happy to talk with you personally about this.

Signature

Email Template FAQ:

What if they don't agree to cc: you?

Remove this sentence: "I also copied him/her on this email so you can respond by email as well."

Replace it with this sentence: "His/Her email address is: _____."

How to Book the Speaking Gig

Stage 1: Open The Conversation

"Hi Sally, it's _____ (*your name*). I appreciate you making some time to talk about how I might be able to contribute to the group you run. Is this still a good time to talk?"

(If there's hesitancy, ask to set up another time to talk.)

"Awesome! John raved about how _____ the group is and what a _____ leader you are."

"Just a little bit about me..."

"I help people with _____ (*problem*) get _____ (*solution*). (*Share your #1 Positioning Piece*)

I have a HUGE desire to serve more people, because I know from personal experience how frustrating it can be to have _____ (*problem*) and not know how to get _____ (*solution*)."

Stage 2: Find Out What They're Looking For

"How long have you been leading this group?"

"What is your vision for this group?"

"What are your biggest challenges?"

Stage 3: Share A Resource

"If I could help you get (*what they said they want*) is this something you'd be interested in hearing more about?"

"Great! *Share a resource that can help them resolve their challenge.*

Go back to Stage 2: Find Out What They're Looking For

"Do you ever have guest speakers, and if so, what do you look for in a speaker?"

"Awesome! Is there anything else that you look for in a speaker?"



“Stage 3: Share a Resource:

“If I could help you get *(what they said they want)* would you’d be interested in hearing more?”

“I think I might really be able to serve you and your group.”

“I would be happy to speak for free.”

“And I would be happy to _____ *(provide everything that they said they’re looking for in a speaker).*”

“My only request is that at the end, I would love to offer a gift. My time is limited, but I do like to make myself available to support a handful of people who want a little extra support to get _____*(result).*”

“Does this sound good?”

“Great! When is your next available speaking slot?”

“Awesome! I can do that date. Shall we put it in the calendar?”

“How long would you like me to speak for, and is there anything you would like me to make sure I cover?”

“Fantastic! I can do that. Anything else I should know?”

“Great! I really looking forward to supporting your people.”