



How to Get Speaking Gigs

March 10, 2015

Welcome, everyone. This is the **How to Get Speaking Gigs** training call for the special guests of my friend Felicia Slattery.



Thank you in advance for investing in your success by implementing what you hear today to help you generate more speaking leads, get more speaking gigs, and make more money.

Before we jump in, you should know that there is a special gift waiting for you later in this call. Actually it's FIVE gifts. Whether you call it a gift or a reward or a bribe, it's definitely going to be worthwhile hanging out til the bitter end. I'm also offering something that I've only ever offered ONCE before so stay tuned to hear about that. If you want to get more speaking gigs, it's going to be insanely valuable to you. You'll see exactly what I mean a little later in the call.

I'll get to our agenda in a moment and as we're talking for the next 57 minutes or so, you may have questions. Please feel free to email me your questions. My email is david@doitmarketing.com. I may not be able to get to everyone's question, but I'll do my best on the call and I'm happy to follow up with you after if you didn't get the specific answer you need. Again, my email address is david@doitmarketing.com and just use the subject line QUESTION so I can see your question when it lands in my inbox.

Now let's dig into our agenda...

What you will take away from our time together today:

- **The new rules** for experts who speak: How to refocus from your speech to your value, your influence, and your impact
- **Myth-busting truths** you need to know: Regardless of the economy and no matter what your particular expertise - you'll get EXACTLY what you need to KNOW and DO right now to generate more gigs on your calendar

- **Your clients' wants, needs and priorities** revealed: What do your buyers and audiences really want from you? This one technique makes it a dangerous choice to hire someone other than you
- **Avoiding land mines:** What are the biggest marketing and sales mistakes speakers make when prospecting and closing - and how YOU can avoid them
- **Launch (or Re-launch) strategies, tactics and tools:** Key marketing and sales advice for speakers who are building - or rebuilding - their professional speaking success

Even before we dive into all those goodies, there's something exciting I want to share with you during our time together today. It's my new **Flagship Speaker Marketing Workshop** course. If you want to take a sneak peek right now, you can go to www.SpeakerMarketingWorkshop.com You're going to get plenty of content you can use right away on today's call – but much of this content is the tip of the iceberg of what you'll get when you enroll in that course.

In fairness to YOU and in fairness to ME, I just wanted to put that out there as we get going. We will have time at the end of our call today to take some specific questions about that course and I'm always happy to answer your questions about it afterwards by email or phone.

Let's start with the new rules for experts who speak.

1. Think beyond the keynote. What other innovative formats can you use to deliver your content? Think onstage interviews, interactive discussions, group masterminding, and hybrid keynote-seminar-workshop-labs
2. You don't want to be asked to do it again – you want to be asked, “what else can you do?”
3. Speaker is a skill set – not a job description. Focus on ALL of your possible distribution methods for your expertise and let clients connect the dots of what they want and need – and HOW they want it.
4. Training is the most popular mode of delivery for live events. What can YOU do to supplement and complement your speaking with training? It could be



live training, video training, onsite training, training assessments and tools, or even “train the trainer” certifications and licensing.

5. Consider the golden triangle – Speaking = Awareness. Training = Skills transfer. Consulting = Behavior change

Let's move on to talk about how you can evaluate potential niche markets and decide how to set up your speaking practice to maximize your chances of success.

First of all, don't guess. Don't hope. Don't wing it.

Do some research. If you're evaluating several different potential niche markets or vertical industries, spend some time on researching each one.

Live in *their* world, think about *their* problems, and think about *their* clients and prospects. What's the first step? **Data gathering. Preparation. Homework.**

Industry, regional, business, and company news is now at everyone's fingertips on the Internet. Look for articles, blogs, verbatim quotes from executives and industry analysts, video clips, audio interviews and capture as much as you can.

Then go directly to the source – real live customers and prospects. If you're not intelligently researching your prospects' issues, challenges, and pressures, how can you possibly come in with credible **high-perceived-value** solutions? One of the best ways to approach prospects is with:

- Interviews
- Surveys
- Research
- Data gathering

It positions you as an expert resource and it gives you valuable data you should be getting anyway.

Here is a simple, repeatable process for researching what types of speaking services and programs your target market will pay for - and use this strategy to start prospecting tomorrow. Here it is...



You're a writer, researcher, journalist. Find the top trade association magazines or highly targeted industry publications that your target executives read, recognize and respect. And prepare yourself to write an article for them.

Why? Because thought leaders do original research...

For prospecting purposes, this is priceless.

- You access high-level Buyers it would take you months to reach (if ever!)
- You establish yourself as an expert and a peer
- You have a good reason for a series of follow-up relationship building opportunities

Here's how:

Title of your article must contain an embedded compliment

Ex: *How Smart Leaders at Top Companies Profit from Breakthrough Ideas* (for an innovation speaker)

Ex: *How Top Producers at Leading Firms Create Referrals for Life* (for a sales speaker focused on financial services firms)

Ask 3-5 questions

- What's been the biggest factor in your success?
- What obstacles and challenges are you still working on?
- What's the best advice you've ever heard on this topic?
- In your opinion, what's the secret sauce that many miss?
- What's the key practice or tactic you keep coming back to?
- Crystal ball: What does YOUR next level of success look like in this arena?

Do these by phone or email *whichever they prefer* (phone is better for rapport)

**Map out approach and all follow up touches over the next 90 days:**

Interview – thank you email - thank you card - send finished piece - send link to blog - offer to stop by and drop off signed copy of your book - send different article - invite them to seminar - send note "another idea for you" – Call and say, "I was thinking about your situation" and ask if they would value a conversation about how you might help.

Do 3 of these per week = you'll get 12 per month. In 90 days, you'd have 36 top prospects who know your name, will take your call and who might even look forward to hearing from you!!

One speaker who wanted to do a lot more work with associations did a series of interviews under the banner of "The Association Speaker of Tomorrow" – guess what happened? He used that information to BECOME the association speaker they wanted to hire! Another client I just finished working with wanted to go deep into the banking industry. He used my interview strategy and got interviews with a dozen CEOs including the 2nd and 3rd largest credit unions and the CEO of every major community bank in his home state of Arkansas. From these interviews and following my advice, he landed a regular column in TWO major banking industry publications. From the follow-up he's doing, he's building great relationships with these CEOs on a first-name basis and they're looking forward to hearing from him.

Next, let's talk about those Myth-busting truths I promised you...

Myth #1 – Paid professional speakers fill out RFP's. Generally, they don't. They are screened, selected and hired by a programs chair and a programs committee. It's the low-fee, no-fee breakout speakers who fill out RFPs.

Myth #2 – The secret to getting booked is speaker's bureaus. Nope – totally wrong. The only speakers who get booked through bureaus are PROVEN speakers who book at least 30 dates a year at a fee of \$5,000-10,000 per speech or more.



Even the most successful speakers today get just 20-30% of their business from bureaus. The other 70-80% is up to them.

Myth #3 – You can hire a speaker agent or a salesperson to sell for you . Nope – totally wrong. Every single speaker I’ve talked to has been burned, disappointed, screwed over and let down 99% of the time they’ve tried this. Once in a blue moon, you’ll come across someone in that other 1% and they are the exception that proves the rule. And if you ASK those people, 100% of them will tell you that they knew EXACTLY how to sell themselves – and had done so for years – before outsourcing and partnering with a salesperson. Sales is simply not optional.

Myth #4 – Prospects DON’T want to talk to you. OK, this *can be* true – prospects don’t want to talk to irrelevant goofballs. However, if you call with a highly relevant, value-rich program that solves an urgent, pervasive, expensive problem, your chances of getting an initial conversation go WAY up. Nobody likes spam. Everyone appreciates value – even if they don’t buy the first time you reach out.

Myth #5 – Every audience is a good fit for your message. Let’s say that’s true – just for the record, it’s not true, but I’ll give you this one as an exercise. So your message is truly applicable to every human on the planet. If you think about it, there’s a group that **needs it** more urgently... that **values it** more highly... and who will **benefit from it** more greatly. Who are THOSE audiences and groups? You should double down your marketing on finding and connecting with THEM!

Coming up... **we’ll talk about how to script your exact approach by phone and email – you’re going to get exactly what to say or send** to make powerful prospecting connections so you can begin to find speaking gigs FAST. And then after that, **we’ll talk about money and speaking fees and how to get paid what you deserve.**

But even before we get to that – this is a good time for me to tell you about the new **Speaker Marketing Workshop**, how it works and what you’ll get if you register for it today...



I've been working with speakers, consultants, and authors who want to do more paid professional speaking for over 10 years now. Based on my experience working with over 300 speakers from the brand new folks all the way through members of the NSA Speaker Hall of Fame, the **three biggest challenges** you have right now are that you need to:

1. **Powerfully BRAND your speaking business** (from your "verbal business card" to your program titles, taglines, brands, and sub-brands so you get a focused, consistent, and irresistible package)
2. **Precisely TARGET your most relevant associations, corporations, and groups** (so you stop spinning your wheels and build a strong foundation of credibility, repeatability, and referrability that becomes the basis for your "speaker booking machine")
3. **Easily CONNECT with your highest probability prospects** (who are eager to hear from you, look forward to your communications, and who consider you a true partner and not a peddler when it comes to solving their urgent, pervasive, and expensive problems)

So that's the program I have for you. It's focused on exactly what you need to know and DO to effectively market, sell, and monetize your expertise using the power and leverage of speaking.

If you're in front of your computer, click on over to www.SpeakerMarketingWorkshop.com and you'll see the details of the program and in case you're not in front of your computer, I'll give you the quick summary.

Here are the main reasons this program will boost your success and what you'll discover in the **7-module Speaker Marketing Workshop**:

- **You'll discover the exact wants, needs & urgencies** of your most likely corporate, association, and meetings industry prospects
- **You'll STOP worrying about "convincing" decision-makers** about the relevance of your topic and the value in hiring you



- **You'll raise your speaking fees by 30-100% or more** so that you actually get MORE bookings, not fewer – and make more money before, during, and after the speech
- **You'll become MAGNETIC to your best-fit audiences** and attract an abundance of high paying clients who truly value your programs and who are FUN to work with!
- **You'll finally get a clear game plan to land more speaking gigs, plus a set of customized templates and proven scripts (in your own voice), and a hand-picked target list of prospects eager to hear from you** so that marketing your speaking business becomes easy, effortless, and enjoyable
- **Finally, you'll implement a Perpetual Marketing Plan that serves YOU, your prospects, and your business** AND fills your calendar - month after month, year after year.

You can see on the site that this course is \$777.

If you join today, you'll also get FIVE crazy-good bonuses:

VIP Bonus #1: Private SMW Members-Only Facebook Group

Get the specific answers/resources you need - Jumpstart your program - Ask your key questions - it's a great place to network and connect with me and with your fellow members AND it's open 24/7 - better than an all-night diner! You'll get your private invitation as soon as you [enroll](#).

VIP Bonus #2: Two "Office Hours" Q&A Calls

Helps you immediately take the learning and absorb, apply, expand - Get answers to key questions as you work through the 7 modules of the course - Get unstuck - Keeps you on track + moving forward - Action gives you traction and traction gives you results.

VIP Bonus #3: SMW Master Resource Guide

Includes Tools (most are low-cost/free!) - People (vetted/approved by me) - Technology (easy & affordable) - This is my personal rolodex of the exact resources I use and trust to run my own speaking and training business.

VIP Bonus #4: Bonus Swipe File (loaded with VIP-only extras - crazy good!)

You'll get an additional treasure trove of: Prospecting + followup emails - Website copy,



headlines, subject lines (super-important!) - Program descriptions and bullets - Speaker one-sheets, media kits, and speaking/training evaluation forms (critical for marketing and upselling/cross-selling). For all of these, you get my official blessing to copy – adapt – steal – USE 'em!

VIP Bonus #5: Exclusive 5-part "Speaker Marketing Mastery" Audio Series

This is normally \$297 on its own and it's an invaluable resource if you want to use speaking as a primary profit center OR as a primary marketing strategy to get in front of more prospects for your coaching, consulting, or professional services.

To take advantage of this special offer, go to www.SpeakerMarketingWorkshop.com and you'll see the ADD TO CART button on that page. Click that, get yourself into the program and the VIP bonuses are yours.

And I'll add another Ginsu knife – and **this is the insanely valuable thing** that I've only ever offered ONCE before. Listen carefully because your socks are about to be blown off.

If you **register right now before we hang up on this call**, you'll get my personal database of over two thousand corporate and association meeting planners, association executives, and conference producers. This database is hand-picked and took hundreds of hours to compile and it's grown over the last 3 years name by name, association by association, group by group. It would take you hundreds of hours and literally thousands of dollars to put this list together. But if you register for the program right now, I'll personally send you this file. It's in Excel and it's filled with 2,061 rows.

Your next 3 years of speaking gigs are hiding in this spreadsheet. Maybe you can't use all 2,000 leads – but you can use 100, 200, or 500 of them. You get complete information on 2,000 decision-makers – name, organization, position, email, phone number, street address. You can call them, send them a letter, email them, find them on LinkedIn, connect with them any way you like.

The ONLY thing you cannot do – and must not do – is to add them to any sort of email marketing program. So you can't spam them. This is your personal rolodex



of folks who are responsible for hiring speakers, seminar leaders, and experts for conferences, training, corporate events and association meetings.

The Speaker Marketing Workshop is 777 bucks – frankly, you couldn't buy the meeting planner database for that little. So even if you don't want to take the program, the meeting planner database ALONE is worth the price of admission. Plus you get the **bonus Q&A calls, the Resource Guide, the speaker marketing mastery audios, the VIP only swipe file filled with templates, tools, and scripts** all for 777.

This is totally crazy but I want to give you everything. Those are all the VIP bonuses and extras you'll get for registering right now at www.SpeakerMarketingWorkshop.com

OK let's swing into the next section of our program which is **how to tap into your clients' wants, needs and priorities**: What do your buyers and audiences really want from you?

I talk to a lot of buyers. Association clients and corporate clients and I stay on the phone – even after hearing no. Why? To do research. My guess is I've learned more from my NO's than you have from your YESes. And here is – straight from the horse's mouth – EXACTLY what today's buyers want from the professional speakers they hire:

1. **Expertise** – REAL in-depth knowledge, specifics, actionable take-aways, templates, tools, scripts – not theory or fluff
2. **Currency** – up-to-the-minute, current, and cutting edge information, ideas, and insights
3. **Relevance** – Directly relevant stories, examples, case studies and industry-specific. Tailoring and personalization is no longer optional
4. **Easy to work with** – Don't be a jerk. Be responsive. Be fun.
5. **Interaction** – No talking heads or lecture. Mix things up. Use activities, conversation, and interaction to get the audience to tap into each other
6. **Experience** – Buyers want to hear from people who have DONE things in the real world. There's a premium on experience and accomplishments. You probably have them – but aren't talking about them. Tap into your



“real” work experience BEFORE you became speaker.

7. **Authenticity** – buyers want to see the real you. Not a pompous jerk reading a PowerPoint. So the more you can keep it real, the better. The more you can relate to the audience and connect with them, the better. The more you can share both your mistakes and your successes, the better.

Now let's talk about avoiding land mines: What are the biggest marketing and sales mistakes speakers make when prospecting and closing - and how YOU can avoid them.

The first mistake – and this isn't even a mistake, it's more of an oversight – is that you have no idea who your prospects are.

Let me repeat that. **You have no idea who your prospects are.** This is like trying to hit a home run but you can't even find your way into the stadium.

If I asked you right now, which associations, companies and groups are you trying to speak for – most of you would be hard-pressed to give me more than 2-3 names. Why? Because you don't know.

Ask any other sales professional how well they'd do in selling if they had no idea who to call on, they'd tell you that's a tough way to make a living.

We all want to get hired. The big mistake is having no idea “BY WHOM.” So the answer to this landmine is to get super-specific. Right now. Today. As soon as we hang up from this call, you need to develop a list of 20 specific groups, conferences, companies, and associations that you want to speak for. This is what I call your “Active 20” and you focus ALL your energy on getting in front of those 20 decision-makers with everything you've got.

Your Active 20 becomes your roadmap for networking, for referrals, for introductions, for LinkedIn, for talking with your speaker buddies, but talking to your existing clients. As soon as you write down the list of 20 names, everything will get easier.



It's impossible to hit a target you can't see. Bring them into focus, aim in the right direction, and you'll start hitting bullseye after bullseye.

Land mine #2 is not having a sales process. Here's a sound bite for you: Random activity leads to random results. If you're sitting by the phone waiting for it to ring, that's not a sales process. You have to proactively target, pursue, and reach out to the associations, companies and groups you want to do business with. You'll get the specific scripts and templates for that later in this call.

Land mine #3 is sounding like an idiot when you call or email them. What does that mean? That means wasting their time, spending too much of the conversation talking about yourself, your programs, and your background. Nobody cares – and certainly nobody cares at first. You need to focus on THEM, their needs, their members, their events and their goals.

Next up are some Launch (or Re-launch) strategies, tactics and tools. Here's some critical marketing and sales advice for you if you're building - or rebuilding - your professional speaking success...

The best way to promote your expertise is to give it away for free. Become the source of top-notch resources, articles, tools, templates, advice, insights, recommendations and wisdom for the people you want to serve the most. In my case, that's people like YOU – consultants, speakers, and thought-leading professionals and entrepreneurs.

The distribution channels are endless – online, offline, articles, audios, videos, podcasts, books, booklets, email newsletters, teleseminars, webinars, and so on.

The four key words are: **Offer Value. Invite Engagement.**

Next, make sure your speech has a specific call to action for TWO things – how to connect with you and how to refer you. For example, at the end of every talk I give – whether it's a paid revenue-generating speech or a free lead-generating speech, I end with a slide that has two calls to action. First, I offer everyone in the audience a free 20-minute consultation with me. I instruct them to take out their business card and write on the back **FREE20**. I also mention that my business is



almost 100% referral-based and if they have a referral to another group or company that could benefit from the program they just experienced, please write **REFER** on the back of their card.

To show you how well this works, if I'm in front of 100 people – the RIGHT 100 people – I'll get between 20-25 FREE20's and at least 5 or 10 REFERS. Let me repeat that and translate this ONE strategy to your world – for every 100 people in your audience, you'll get 20-25% sign up for a follow-up conversation with you and you'll get 5-10% giving you a referral. If you implement this ONE thing in your speaking, you could literally double your business in the next 90 days.

Now let's talk about speaking fees and money. Too many speakers bounce all over the map with their fees. One speaker I worked with a few years ago said to me, "David – my fees have been all over the map. I've charged 1500 – I've charged 15,000 – I don't know. You tell me." So here are some quick pointers on setting and getting fees:

1. **The minimum fee you need to charge is \$4500.** That's actually not true – this is not about what YOU need to charge. It's about what THEY need to pay to take you seriously as a paid professional speaker. Anything less than that and your fee will undermine your credibility.
2. **Never have the fee discussion before the value discussion.** A \$50 fee for a speaker is too high if you bring zero value. On the other hand, many clients will gladly pay a speaker \$10,000 to solve a \$100,000 problem.
3. **Never lower your fee** without also taking something off the table. Lowering the fee for no reason is a sign of weakness and a huge lack of integrity. When you lower the fee, you ask them, what would you like me to remove from the program we talked about? No customization, no follow-up, no pre-work, whatever it is.
4. If you're not getting the fees you feel you deserve, it's one of 3 things:
 - a. You have an **articulation** problem and people don't understand the value that you bring;
 - b. You have a **distinction** problem and people don't see how you're any faster, smarter, better, or different than other speakers on your topic;
 - c. You have a **relevance** problem and you have not connected your



speeches, seminars, and programs to the relevant, strategic, and specific problems that your clients and audiences want to solve.

All 4 of these are VERY fixable and if you work on it, either on your own or as part of the Speaker Marketing Workshop, we can solve these for you together.

Now for the gift – whether you decide this is the right time for us to work together in the Speaker Marketing Workshop or not, I want you to have these 5 gifts to help you make 2015 the year you skyrocket your speaking success.

You're going to get:

Marketing Language Bank workbook that will help you with articulation and distinction - **Marketing and Editorial Calendar templates** to quickly and easily create your perpetual marketing machine - The now famous **Speaker Booking Machine Cheat Sheet** that contains my cold call email template – The **Referral Blurb** template – and a **Competitive Scan** worksheet so you can zig where the competition zags and stand out from the crowd.

I want to open up for questions here in a minute but first **here's the recap on today's special offer**. If you enroll in the Speaker Marketing Workshop right now at www.SpeakerMarketingWorkshop.com, you'll get my exclusive database of over 2,000 meeting planners, conference producers, corporate decision-makers and association executives who hire speakers.

To take advantage of this special offer, go to www.SpeakerMarketingWorkshop.com and register right now and you'll get the **full 7-module Speaker Marketing Workshop PLUS the bonus Q&A calls, the Resource Guide, the speaker marketing mastery audios, the VIP only swipe file filled with templates, tools, and scripts PLUS the meeting planner database where your next 50 or 100 speaking clients are hiding**. Now all you need for **speaking success** is a big HUG. And HUG is an acronym for: **Hunger to play bigger** - **Urgency to act bolder** - **Gameplan to get better**.

Thank you for spending this time with me and I'm looking forward to working with you in the Speaker Marketing Workshop course to help you get going on



your evil plans for world domination. **Now let's open it up for questions** – what questions do you have about what we talked about today or about the Speaker Marketing Workshop course itself? **Thank you, everybody and bye for now!**