



## How to GET Speaking Gigs

October 22, 2013

Welcome, everyone. This is **How to Get Speaking Gigs**.

I wanted to just welcome everybody. Thank you for, number one, investing in your own success by joining us and then thank you for investing your time and your energy in taking the steps we're going to give you during this program to move you from ideas in to action and implementation.



Before we jump in, you need to know that **there is a special gift waiting for you at the end of this call**. 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.

Now, let's begin. The first thing that I want to encourage everyone to do and you can do it with me, I'd like you to take a nice deep long breath, just a nice inhale. **[BREATHE IN AND OUT]** Because the first key to success after you've decided to make a change, reboot your marketing, shift your speaking business, or start taking the revenue side of your speaking business more seriously is -- you want to take a deep breath mentally, physically, spiritually, psychologically just to get re-centered and to let go of some of the craziness you may be experiencing in your business right now.

You may be unfocused, you may be doing too much low-fee work, you may be stuck with the wrong kinds of speaking clients, you may be talking to the wrong kinds of prospects – you may have tried a whole lot of different things but no matter what you try, you're falling short of your goals.

Now after your deep breath, what I will also recommend is that you stop beating yourself about all those things for a moment. And I want you not only to take that breath but I want you to stop. I want you to just sort of stop -- stop any self-criticism, stop all the negative mind chatter. Stop all the 'coulda, shoulda, mighta, woulda, this has worked for her, this is working for him, how did she land that big speaking gig, how did he get in with that juicy client?



Finally, as we're talking for the next 55 minutes or so, you may have questions. Please feel free to email me your questions. My email is [david@doitmarketing.com](mailto: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](mailto: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 for the rest of this strategy session...

**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

**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?
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 consultant)

Ex: *How Top Producers at Leading Firms Create Referrals for Life* (for a sales consultant 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!

**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, interviewed, selected and hired by a programs chair and a programs committee. It's the low-fee, no-fee breakout speakers who fill in 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. The most successful speakers today get 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 know 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.

**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? And you should double down your marketing efforts 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.

**Let me take a commercial break and tell you about TWO different ways** we can work together during the months of November, December and January to make your speaking is more profitable, more enjoyable and more fun. And to help you create a real **turning point** in your business in 2014 and beyond.



**The first way is by working with me 1-on-1 in my Marketing Mentor program.**

- You get individualized attention, strategic support and tactical guidance. You'll get both the conceptual framework AND the hands-on tools to market and sell more effectively.
- This is having me on your team for unlimited help with strategy, tactics, marketing, sales, business development – everything and anything to help you grow your business.
- Normally, 90 days of marketing mentoring is \$7,500
- **If you apply for a conversation with me by the end of today 10/22/13, you'll save \$2,000 and for you, it's \$5,500.**

**If you want to have a conversation about that and lock in that pricing, email me right now and put in the subject line, "90 day chat." My email is [david@doitmarketing.com](mailto:david@doitmarketing.com) The only commitment you're making is to TALK about the program and how it can help you.**

**The 2nd offer is for you and I to work through a 3-session Strategy and Roadmap process to give your marketing results a major boost in a shorter, well-defined program where we work on:**

1. Business model - revenue model - service offerings (Map your empire)
2. Articulation and distinction, including naming and branding
3. Positioning, messaging, and laser-focusing your value prop (what to say, how to say it, what to do, how to do it.)
4. Anything else that's important to you or that will help you get unstuck, and to help you **regain that clarity, confidence, and control** of your business so you can **get more clients and make more money.**

This program is normally \$2500. **If we talk by the end of today 10/22/13, you'll save \$1,000 and you'll get it for just \$1,500.**

**Email me right now at [david@doitmarketing.com](mailto:david@doitmarketing.com) and use the subject line, "3 session chat" and we'll talk to make sure we're a good fit.**

OK let's continue our conversation.



**The next topic 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 between 50-100 specific groups, conferences, companies, and associations that you want to speak for.

**That list 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 100 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, 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 35-40 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 35-40% sign up for a follow-up conversation with you and you'll get 5-10% give you a referral. If you implement this ONE thing in your speaking, you could literally double your business in the next 90 days.

**We're in the home stretch. And you may be wondering, How do I do get a buyer's attention in the first place** so you can stop your random activity, stop feeling helpless, and stop the words sales and marketing from making you want to



jump off a bridge!

**The CRITICAL place to start is with the question of WHO?** WHO are you marketing to – and what makes them tick?

Ray Kroc, the founder of McDonald's was once asked the secret to his success. He said, **"Nobody ever walked into one of my restaurants who wasn't hungry."** So your main job is to **find the hungry people** – and specifically, find **YOUR** hungry people.

They are the ones that are most hungry for your information, they are the ones that have the assets and the resources to invest in your speaking services. For that specific type of audience, what problems, heartaches, headaches, and challenges do you solve?

There should be no question. It should be crystal clear to that buyer once you've identified them. Here's the kinds of problems that Steve is going to solve. Here's the kinds of problems that Gina is going to solve. Here's the kinds of problems that Tom is going to solve, if you invest in his services, his programs, his speaking.

**Once you've nailed down those 2 BIG items – WHO your speaking is geared toward and WHAT problems you solve,** you're ready to launch your campaign.

You're about to get 3 specific sales outreach templates – actually 4. You'll have these in the transcript but you may also want to jot these down right now as we're talking.

**The first one is to get referrals.** You should now reach out to your team of advocates, allies, friends, colleagues, past clients, and others who know you and love you.

Tell them what you're up to, whom you've decided to serve, and whom you'd like to meet or be introduced to.

That sounds like this: I'm looking to meet [WHO]. In my case, I'd say, I'm looking to meet people who hire speakers for groups of independent professionals and entrepreneurs. You might say, "I'm looking to meet senior executives in the food distribution industry" or "I'm looking to meet sales VPs in the software industry."



Then – as my pal networking and referral marketing expert Michael Goldberg likes to say: Ask them for their advice, insights, and recommendations (A-I-R).

This is where your initial networking and referral marketing strategy will kick in.

Tell them what to say or send. Write your Referral Blurb. If you Google the term Referral Blurb, you'll find my blog post that gives you the skeleton template, a complete filled-in example, and a speaker-specific model of a referral blurb you can steal.

As you meet decision-makers and influencers, you can continue building your web of connections (this can be by phone as well as in person at breakfasts, lunches, dinners, coffees, etc.)

This ONE strategy will fast-forward your sales, marketing, and business development efforts probably faster than anything else. Sometimes you have to slow down to speed up.

**The second template to get speaking gigs is LinkedIn** – here it is. Find the specific decision-makers you want to connect with and replace the default LinkedIn invitation with this:

1. I'd like to put my professional network on LinkedIn at your disposal. After we connect, if there's someone to whom you'd like a personal introduction, just let me know. Thanks in advance.

Then for the folks you're already connected with but haven't contacted yet, use this next template.

2. I'm glad to be connected to you on LinkedIn and wanted to reach out to you personally. My expertise is in \_\_\_\_\_. If a brief conversation about your situation would be valuable, I'd be glad to brainstorm with you. [Name] [Phone]

**Third template is for the phone.** People hate cold calling but they hate it because they don't know how to do it right. If you want to become much better at it – buy the book SMART CALLING by Art Sobczak.

In the meantime, here's how to use the phone effectively to get speaking gigs...



Hi Susan, This is David Newman. I speak to groups of [WHO] who want to [OUTCOME] and [RESULT]. I'm calling to see if this might be worth a short conversation.

For example, when I make calls, I say, Hi Susan, This is David Newman. I speak to groups of small business owners and independent professionals who want to do a better job of marketing and grow their business. I'm calling to see if a program like this might be valuable for your members.

You say all of this at once – no hello, no how are you? No fumbling and stumbling. And I say this with no breaks. It's three quick sentences and if they want to talk more, great. If not, I politely end the call and call the next one. It makes it super easy. And it works.

And the fourth bonus template for you is if you have no idea who the decision maker is but you'd like to find out. And you've done your homework on their organization and their website and their past meetings. This can be either an email or phone call but I've personally found more success sending it as an initial email. Here's what it sounds like:

Hi [NAME],

I'm not sure if you can help me, but I am hoping you might point me in the right direction.

Could you tell me who is responsible for selecting speakers for your [XYZ] event?

I have a program titled, [TITLE] I am not sure if a high-energy [SUBJECT MATTER] program like this is a good fit for your event (from what I saw on your website, I think it might be), and I would love to connect with the right person to find out.

Any help you could provide would be very greatly appreciated.

Thank you in advance for your guidance.

[YOUR NAME]



A quick footnote on this one: I find it best NOT to include your fancy signature file with all your promotional goodies, links, etc. Your name and maybe phone number should do it. The point: You don't want to set off their "speaker sales alarm" – you want to be connected to the right person to begin your value-first marketing conversation.

**Now for the gift – whether you decide this is the right time for us to work together or not, I want you to have these two gifts to help you make 2014 your best year yet** – regardless of the economy, no matter what your industry is doing, and no matter what your competitors are dishing out.

**The first bonus gift** is a digital copy of **"21 Secrets of Simple Marketing Success"** that contains a ton of ideas that will help you put together your strategic marketing plan. And it also includes a step by step **marketing plan template** PLUS a completed sample so you can see exactly how to fill yours in and begin to implement the ideas you got on this call.

**The second bonus gift** is your **Marketing Language Bank** workbook which will give you the exact process to craft powerful marketing language that is highly focused and effective in attracting the EXACT types of consulting clients you are trying to reach.

All right, gang. Well, thank you, thank you. It's the top of the hour. I want to be respectful of your time. There's going to be a digital download of this audio in case you want to refer back to it for your own reinforcement and I will also send you a written copy of this transcript.

The two offers are active right now – to recap those, it's the private marketing mentor program with 90 days of me working with you on every aspect of growing your business. The special pricing on that is \$5500. If you send me an email with **90-day chat** in the subject line, I'll know you're serious about that one.

And then there's the 3-session Strategy and Roadmap process customized for you and your particular business. The special pricing on that is \$1500. If you send me an email with **3-session chat** in the subject line, I'll know you're serious about that one. **THANK YOU EVERYONE.**