



# Services Sales Tool Kit

*Get Booked to Speak*



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# Get Booked to Speak

It's time! You've decided to pursue public speaking as a way to reach your ideal client, and to reach a greater number of people to share your inspirational message to motivate them to take action. How exactly do you gain traction to become known in your field, in high-demand and booked to speak?

There are so many options! Prior to 2020 the number of speaking opportunities on a daily basis was in the thousands. There was a major shift in 2020 to virtual speaking and now, in 2022, live events are returning. There is a large demand for public speaker, both paid and unpaid.

If you're just starting out, you'll first need to develop your "platform." That is: your focus, who you want to speak to and what you are qualified to speak about. What is your area of expertise? Who will be interested, moved and motivated by hearing your story?

Then you'll need the basics (speaker packet) to market yourself as a public speaker who is a professional and committed to their craft vs. the local person who speaks occasionally as a hobby.

You have a number of decisions to make about your speaking business, and you'll need a system to generate and track leads to keep your calendar as full as you want it to be.

This Tool kit was created to give you the basics for getting started and getting book to speak.

## YOU have NO limits

## **Where do you want your speaking business to take you?**



## The Basics to Get Booked

Here's a list of questions you'll need to answer to get clear on being a speaker.

What is your *key* reason for speaking (your *big* motivator)? \_\_\_\_\_

\_\_\_\_\_

Who is your ideal audience? (men, women, students, real estate, healthcare, financial advisors...)

\_\_\_\_\_

What types of public speaking do you to book (this does not include hosting your own events)?

- |  |   |
|--|---|
| <input type="checkbox"/> Professional speaking (keynote)       | <input type="checkbox"/> Community/Civic (rotary, chamber)    |
| <input type="checkbox"/> Guest speaker at association meeting  | <input type="checkbox"/> Guest speaker at event (paid/unpaid) |
| <input type="checkbox"/> Pay to speak (another person's event) | <input type="checkbox"/> Host event with other speakers       |
| <input type="checkbox"/> College/University speaking           | <input type="checkbox"/> Corporations                         |

What is your goal for the number of times you want to speak in a week? \_\_\_\_\_ in a month? \_\_\_\_\_

In a year? \_\_\_\_\_ Are you willing to travel to speak? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, how far? National \_\_\_\_\_ International \_\_\_\_\_

How much revenue do you want to generate *per month* from speaking? \$ \_\_\_\_\_

Per Year \$ \_\_\_\_\_

Are you willing to speak for free? Yes \_\_\_\_\_ No \_\_\_\_\_

What is your "speak for free" criteria? \_\_\_\_\_  
(Minimum of 50 /300 people, ideal client audience, within driving distance, can sell books, offer program etc.) This will evolve the more you speak—your list will gain clarity from experiences you enjoy and those you do not wish to repeat.

Do you have a program offer that aligns with your speech? (Group coaching, Masterclass)

What is the investment for the program \$ \_\_\_\_\_

What is your revenue goal for programs you sell from the stage? \_\_\_\_\_

How much speaking experience do you have today? \_\_\_\_\_ 0-5 times \_\_\_\_\_ 6-10 times  
\_\_\_\_\_ 10-15 times



# Your Speaker Packet

These are the basics you'll need to create to present yourself as a professional (vs amateur) speaker. When you're just getting started, you collect these as you speak to improve your credibility. This is one *great* reason to speak for free (photos, video, testimonials).

## 1. Speaker One-Sheet

This is a marketing brochure for meeting planners.

It can actually be the front and back of a page. This includes:

- Headline that grabs attention focused on the problem (just like your speech)
- Photos (you speaking is ideal) recommend avoiding *staged* speaking photos
- Why you're the expert
- Program descriptions (2-3 max) with bullets "the audience will learn..."
- Testimonials from meeting planners and attendees
- Partial list (or logos) of places you've spoken
- Images of books you've written
- Contact info for booking you / Call to Action



## 2. Video of You Speaking

- Get video whenever you can!
- Ask someone to video you speaking for several minutes of a presentation you're making.
- Take a video camera with you and record with a tripod (I did this with all of my speeches for 5-6 years).
- **BONUS:** this gives you the ability to see yourself in action, and adjust based on what you see. This is a **MUST** for honing your skills as a powerful speaker.
- Hire someone to come video your speech. You can get a multi-angle shoot this way that includes audience reactions close up and full audience view.
- This is an area that has evolved in recent years, and many meeting planners do not require a professional produced video reel.
- A video reel comes in many flavors and is typically a compilation of several speeches. You may have a narrated overlay, include audience or meeting planner comments included. Depending on your budget. This can also be produced inexpensively with a movie maker type app on your computer.

### 3. Meeting Planner Page on Your Website

This tells meeting planners you are a professional speaker. This includes links to your marketing materials, your video reel, your photos (they need to promote you), program descriptions, your bio, speaker introduction and booking request form.

#### **Do not include your speaker fees!**

1 – they are always negotiable

2 – this can eliminate you before you're even considered.

If your fee is "too low" they will think you're an amateur. If your fee is "too high" you just lost the opportunity without having a conversation (can happen with local opportunities).

### 4. Testimonials on Your Website

As soon as you have testimonials add them to your website. If you only have a few add them to your meeting planner page until you have enough to start a separate page.

**BONUS:** A great way to get testimonials is to pull out your phone after a speech when someone is telling you how wonderful it was and how it affected them. Ask if you could record them so you can share it with others as a testimonial.

## Finding Your Speaking Gigs and Opportunities

Develop your Top 25 List of places or events where you want to speak.

Add them to your tracking list along with contact info and set up a schedule to contact them, follow up and build relationships.

If you're just starting out, some of your best opportunities to speak for free and gain experience will be for a local chamber, rotary, etc. This will also give you the opportunity to get video, collect testimonials—and most importantly, improve your speaking chops!

There are many options for identifying and connecting with speaking opportunities.

#### **One of your best sources will come from referrals.**

Share your programs and topics with people you know and work colleagues. Ask what organizations they are members of and if they would be open to making a connection for you to their organization. Ask meeting planners and your audience when you speak.

#### **Take Action and Make Contact**

Be aware of what is being promoted. Notice conferences, advertisements, announcements. If they are booked for this event, ask when they will begin accepting submissions for their next event. Keep them on your list and follow up!

#### **Here are some of the most common organizations to contact for speaking.**

Be sure the organization or the event aligns with your topic and experience.

- Trade Associations (literally thousands of meetings every month)

- Nonprofits and Charities
- Local Organizations
- Set up Google Alerts
- Corporate Events
- Colleges and Schools
- Local Networking Events
- Meeting Planners International

### **Use Social Media Channels:**

- Connect with people over LinkedIn, (or Facebook) join groups, comment and serve
- Publish Videos and Articles consistently and create a following
- Build your “know, like and trust” factor and brand through social media

## **Contacting the Meeting Planner**

Before you contact a meeting or event planner, manage your mindset.  
Get yourself in the right energy before picking up the phone *or* sending an email.

When you contact a meeting planner, remember to be in “service mode.”  
Ask about their upcoming events and ask if they would be open to considering you as a speaker.  
You have a program on “XXX’ that could be very beneficial for their members / audience.

If sending an email, keep it short. 1-2 paragraphs. NO SELLING here. Just an inquiry to ask if you might be a resource for them.

Develop a relationship with them, so they know who you are, remember you and your topic.

When you have a conversation about a specific event, ask questions, learn about their event, their theme and how you could support it. Help the meeting planner reach their event goals.

Agree to the topic, the program length, your fee, and other terms. You’ll need to have your speaker contract ready to send to them with an agreement of when it is due with their deposit or full payment.

Developing a successful, prosperous speaking business takes time, discipline, speaking skill and a process/system for getting booked consistently. Use this toolkit to get started in the direction you want to go.

Looking for more personalized help?  
Contact Lori at LHI directly to discuss options that will facilitate your progress  
to reach your goals: [Ellen@LoriHansonInternational.com](mailto:Ellen@LoriHansonInternational.com)



**MAKE THE COMMITMENT.**

**BELIEVE in YOURSELF!**

**You Have NO Limits**



