

ATTRACT CLIENTS ONLINE

CALL SCRIPT TEMPLATE FOR SPEAKING GIGS

"Hi, (name of contact person). This is (name) from (business name)."

(How you know about their organization or group)

Examples:

"(Name of person who wrote their organization and contact name on your half sheet) suggested I connect with you about potentially sharing with your group."

OR

"I found your great group (or organization) via (online search, social media, their web site, etc.) and am excited to connect to explore how I might add value to your organization or group."

"Do you accept outside speakers who can help your group (key focus or benefit of your talk)?"

If the answer is no:

Thank them for their time and wish them a good day.

If the answer is yes:

"Great! I have created a presentation focused on helping (your audience) with (big benefit). I am happy to customize the presentation to meet the specific needs of your group. Would that be of value to you and your group?"

If yes, ask for when the next available speaking slot is and take it! Then tell the meeting planner that you are willing to check your calendar and step in to share with the group earlier, should one of their speakers have to cancel.

This will endear you to the meeting organizer, whose top challenge is finding a speaker at the last minute and might get you in front of their audience faster.