

ATTRACT CLIENTS ONLINE

NETWORKING FOR SPEAKING GIGS

Using these strategies and templates to network for additional speaking opportunities.

Why network for speaking gigs?

The benefits to networking for speaking gigs include:

- You are not cold-calling anyone
- You are not coming from the outside.
- You already have an ally and advocate in the process

The Important 'Ask'

Don't be afraid to make a specific request (or important 'ask') when networking for speaking opportunities. Some may find that making 'asks' is hard. It gives people an opportunity to say 'no,' which may feel like a rejection.

People don't remember 80% of the requests that come their way. They remember the really amazing and the wacky or crappy. We have so much information coming at us 24/7. Just ask more.

The reality is, people truly love being useful. If you have any sort of relationship with them, when people can be a resource and connect you – they will want to do that.

Strategies with Templates & Tips

- Just ask.

For example:

“You know, I’ve had this really interesting opportunity in my business. Do you know any businesses who might be interested in me speaking about x, y, z?”

When you use this approach you are essentially asking, “This has been really helpful in my business. Would you help me get more opportunities like that?”

- Ask your audience for suggestions and recommendations on your Speaker’s Half-Sheet.

For example:

Do you want my freebie? (yes or no)

Would you like a Strategy Session? (yes or no)

Do you know somewhere else where I can speak? (fill-in-the-blank)

- Ask your partners and vendors for speaking referrals.

For example, Alex Ortner used this approach to fill his speaking schedule with referrals from his book publisher.

“Hey, I’ve got a few slots left in my speaking schedule over the next few months. Do you know anyone who might be looking?”

When you use this approach, you are essentially saying that you've already got things going on in your business and you're in demand, etc.

ASSIGNMENTS

- Create your 'just ask' script. What are you going to say the next time the perfect referral partner comes your way?

My 'just ask' script:

- Create or revise your Speaker's Half-Sheet to include suggestions and recommendations for other places to speak.
- Make your list of referral and vendor partners and start reaching out using Template 1 or 3 above.