

ATTRACT CLIENTS ONLINE

SPEAKING ENGAGEMENT EMAIL TEMPLATES

Email #1

If sending warm, send within 24 hours of meeting/first contact

Subj: (your type of transformation) at your (upcoming event)

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 (your type of transformation) with (your group/the audience at your upcoming event).

OR I found your great group (or organization) via (online search, social media, their website, etc.) and would love to connect with you about 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)?

I am in the (type of transformation) field and I have put together (name of your Signature Talk), a presentation focused on helping (your audience) with (big benefit). I am happy to customize the presentation to best meet the specific needs of your group. Would that be of value to you and your group?

If you feel this would be something your group would be interested in and benefit from, please let me know if you have a few minutes to talk in the next week. I would love to share information about (your type of transformation) with (their audience/group).

Best wishes,
Signature block
(name,
business name,
website about you page link,
email,
phone)

Email #2

To be sent 5 business days after first email

Subj: Is (their group) interested in (your transformation)

Hello, (Name of Contact).

This is (your name) with (your business name), and I'm following up on an email I sent (reference last email date).

Are you looking for speakers who resonate with (their group or audience)? Are they interested in learning about (your type of transformation) and ways to (diminish pain point)?

I have put together (Your Signature Talk title plus tagline), a presentation I believe your (audience/group) would be interested in.

Let me share a little about myself so you can get a sense of my experience with (their audience/group and a common challenge). I have been in (your transformational field) for X amount of time, and before that, I learned a lot serving in (other line of work). I have helped people to (experience specific transformation, get rid of specific pain point, and get this specific benefit).

In (Your Signature Talk name), I cover (x many of challenges) and (1 important thing that is needed for transformation). This presentation can be tailored to best meet the needs of (their group or audience).

Please let me know if you are still looking for speakers for (name of event) OR please let me know if you have an opening in your speaker roster. I would love to share (your transformation) with (their group/audience).

I look forward to hearing from you.

Best wishes,
Signature block