**Outcomes:**

• Elevate your business by securing speaking opportunities in the community.

• Enhance your reputation and standing in the market.

**It all begins with your entrepreneurial mindset: You are expanding your brand, sharing a meaningful message and solving a clear problem for the audience with your talk.**

The promotion of your speaking services is a journey that commences in your entrepreneurial mindset:

• Your unwavering belief in the transformative potential of your message.

• Your genuine desire to assist and empower individuals.

• Your understanding of how speaking engagements can benefit your business.

**Adopt the perspective of a savvy event organizer/company owner/stage owner etc:**

To prosper in the speaking business, put yourself in the shoes of the event organizer and discern their priorities:

• Deliver substantial, actionable insights to the audience.

 • Treat the audience with utmost respect.

• Align your goals with those of the group and contribute to their success.

• Avoid making the talk primarily about your services (though we will naturally offer consultations at the end). Remember, your talk serves as a conduit for them to attain their aspirations.

• Make the decision maker shine for inviting you.

**Define your business model:**

• In the realm of public speaking, various business models exist: paid speaking engagements, speaking for free and generating sales, paid speaking engagements with sales, and speaking to generate leads.

Many speakers opt to speak locally for free, subsequently converting attendees into consultation clients.

You can also market "corporate X programs" and charge for your speaking services.

And now it's easier than ever to create virtual opportunities to speak.

I prefer getting paid to speak, doing a keynote or a re-pitch and getting a % of the event. This takes more experience generally, but you will understand exactly how to do this in this program.

Most common for you is. 1. Your own event, live or virtual. 2. Guest speak on another person’s stage to sell or generate leads.

**The question to ask yourself: "When, not if?"**

• When evaluating potential companies, churches, associations, and groups in your market, frame your thinking around "when" you will be speaking there, not "if."

While securing certain speaking opportunities may require patience (as some entities are booked a year or more in advance), maintaining a proactive mindset is crucial to your business growth.

Having a follow up system, crm, or a team member for this process will be beneficial.

The optimal strategy for securing speaking engagements:

**The Best way to get speaking gigs.**

• My observation has revealed that the most powerful approach to get speaking invitations is to evolve into a world-class presenter and storyteller. Every speaking commitment you undertake, even those within your local zoom room for smaller audiences, will serve as a stepping stone to an array of future opportunities. Exceptional performance will naturally trigger recommendations from those you impress.

• Contemplate whether the finest orators worldwide ever encounter a scarcity of speaking offers. Dedicate yourself to the continual refinement of your speaking skills, both in the immediate and distant future, as this will unlock a multitude of prospects.

**Marketing efforts:**

• The key choice you'll ever make is to nurture your speaking talents and aim to be the best speaker you can possibly become.

• Along with honing your skills, it's also vital to embrace a marketer's mindset and continually engage in marketing efforts to promote your speaking engagements.

**Referral Script (to get in company of current client)**

Hey Mr. X, how are things at the XYZ Realty?

\*Great

How long have you been working there?

\* 7 years

Amazing, you must own the place by now! (or wow, that is great, I am sure you have helped them a lot, or nice, people must really like you there!)

I am curious, do you guys have sales meetings, staff meetings, leadership development training or lunch and learns?

\* Yes, we have sales meetings all the time.

Have you ever had speakers in these meetings?

\* Yes, sometimes we do.

Great, let me share with you what I am asking.

Our goal this year is to make \_\_\_\_\_\_\_\_\_\_\_\_(your city) the healthiest/most financially stable/most powerful place in America.

We have a corporate wellness/financial education/personal development initiative where we do health/financial lectures in our community because so many people in organizations are stressed out, tired and struggling with health issues. /uncertain about how to plan for retirement.

\* Ok

Do you happen to know who is the person in charge of organizing these meetings, it can be the HR person, the sales manager or the head of the department?

**IF, Yes I do.**

\*\*\*Yes, I know, it is Mary

Can I ask you a quick favor from you?

\*Yes.

Would it be possible for you to send a quick email introduction to Mary, something very simple like...

“Hey Mary, I want to introduce you to (your name). He is a speaker in the areas of XXXXXX and I believe it would be super valuable for him to speak to our group. I am sending you his speaker material (flyer or website) and I am copying him on this email so you two can connect.”

\*Yes, no problem.

Perfect. I will have my assistant send you an email with our speaking information so you can make that introduction to us. Once I receive the email, I will reply to Mary and I will take it from there.

It means so much that you are willing to help your coworkers to improve their health/plan for their retirement

\*No problem, I am glad to help

IF the client says “no, I don’t know who it is”

Can I ask you a quick favor:

\*Yes, go ahead I would love to be considered as one of the future speakers, to bring the message of health and healing/financial wellness to your organization.

 If you could figure out who the person in charge is and let me know, that would be amazing.

\*Ok I can do that.

Then Connect with meeting planner.

**COLD EMAIL TO A DECISION MAKER**

Email (reaching out to decision makers that bring speakers in)

 Hi Decision maker,

I ran across your contact information on [facebook, LinkedIn, etc] I

I hope you don’t mind me sending you an unsolicited email, but I find it less intrusive than an unsolicited phone call.

I’ll get straight to the point of why I’m contacting you,

I’m FIRST NAME. I’m a health/sales/retirement planning advocate here in [City]

I give FREE 1 hour educational workshops on various topics related to health and wellness/planning for retirement and how to save on taxes.

 It looks like you bring outside speakers into your organization. I would love to throw my name into the hat to come speak to your group.

Why would you want to do this?

 #1 - Healthy workers equal productive workers that don’t miss days of work.

#2 - There is a ton of misinformation out there (most of it spread by big companies that stand to gain from their ignorance and their bad health)… I’ll tell them the truth.

#3 - My talks are so eye opening that employees will actually thank you for caring about their and their families’ well being.

(((or change to 3 benefits pain/pleasure of your talk)))

And now to answer the obvious question… What's the catch, right?

While I’d like to say I’m just being benevolent, I’d be lying. The truth is I build my practice /business by word of mouth and by giving these workshops. I’ve learned over the years, the best marketing in the world is to just give folks valuable information that educates them and let them make educated decisions.

It’s just that simple.

I’ll give them life changing information.

(health)Imagine if I taught them how to drastically lower their and their families chances of having cancer and how to lower and in many cases get completely off of toxic medications... can you see how they might thank you for bringing me in?

If you like me to call you to answer any questions you have, simply hit ‘reply’ to this email and give me the best number to contact you at.

To you health,

NAME

PS - Here is a link to my speaker’s page.

**Calling companies and organizations (cold call)**

Hi Mr. Boss Man / Boss Woman, my name is [VA name] and I represent. [your name], he is a local health and wellness speaker. (sales/mindset/retirement planning expert).

The reason I am calling you today is because we have been talking to other professionals in the banking/fitness/manufacturing \_\_\_\_\_\_\_\_\_\_\_ (type of business) industry and they are telling us that, in the context of health, some of their employees are:

★Problem 1: experiencing high levels of stress

★Problem 2: struggling to find time to create healthy habits

★Problem 3: having fatigue and low levels of energy

Now, I am not sure if any of your team members are experiencing any of these challenges, but the reason I am calling you is to let you know we provide corporate workshops for local businesses to address these and other health and performance-related issues/answer retirement related issues.

I am curious, do you have a health and wellness program in place?/retirement planning/ongoing sales training, etc.

 Boss: Yes, we do have a program in place.

Great tell me about it/or What do you do now? (listen).

This is great…Because your company already has health initiatives like the one you mentioned, I am assuming you would like to keep your team healthy and inspired with the latest and most effective health strategies?

Boss: Yes

Great, here is how we can help your team.

(your name) can do a custom health and wellness workshop for you and your team.

Do you have a regularly scheduled staff or sales meeting?

Weekly or monthly?

Boss: Yes ,we do have a regularly schedule meeting

Great. (your name) can speak at one of your upcoming meetings. When is your next availability? —---

**Or NO**

Boss: No, we don’t have a regularly scheduled meeting

I understand and that is the reason our lunch and learns are so popular.

Here is how it works. You and I select a date for our lunch and learn a couple of weeks from now, and I will send you some information so you can select the topic that you want (your name) to cover.

I will also send you some marketing materials so you can promote our class to your team. On the day of the event, we will bring you and your team some healthy and delicious food so people can learn and have a good time at the same time.

Boss: How much do you guys charge?

(your name)'s speaking fees to organizations outside Miami (your city) are $ 5,000 plus travel expenses. (pause)

For local businesses (your name) waves his fee because it is part of his personal mission to make our town the healthiest/wealthiest place in America, we have seen so many people right here in Miami \_\_\_\_\_\_\_\_(your town) be impacted by cancer, heart disease, etc.

Every year he donates a percentage of his time to do pro-bono work and speak to local groups.

Boss: Are you guys selling anything?

I guess we are selling the idea that “health is directly related to performance and profit”.

There are several studies that show that poor health is the leading cause of absenteeism, where people miss work because they are sick, and “presenteeism” where people show up to work but they are not very productive. Our mission is to help people get healthy, it’s really that simple.

Boss: I get that, but what will you be promoting at the end of your talk what’s the catch?

There is no catch or obligation. I have seen (your name) speak many times, and what usually happens is that some people get super excited to improve their health/wealth and at the end of his talk they want to get a personal consultation with him, if that happens, he will make it available/at no cost\*.

Boss:: Got it

Do you have your calendar ready?

Boss: Why don’t you send me some information first?

Great idea, I would love to do that. How about this? Because we’re both already on the phone and I anticipate (your name)’s calendar for free talks to fill up fast, how about we pencil in a tentative date right now and I will send you his speaker page so you can learn more about the topics he covers, his BIO, etc.

Then I will follow up with you in a few days to confirm the meeting.

Boss: Ok