Once you have Your talk…

Speaking vs typical funnels (or lead gen methods)

Getting Booked to Speak

Q's- The Boss- Talk
What problem are we solving?
What are we optimizing your X for?
What is your outcome for the event?
Where do you think I can support you the most in that?
Who is in your audience? Help me understand your people?
    What do they struggle with?
    Where are they stuck?
    What are their fears?
    What holds them back from- that they might not admit?
    Where are they financially?
    Scale of 1-10 where are they with X?
What do you want them to do/have/believe as a result of the event?
What would make this a grand slam 10/10 for you personally?

Your homework
Where are your potential clients- What events do they go to or what events are they currently attending?
What is a dream stage for you?

WHO do you need to connect to?
Entrepreneurs who do events
Business owners
Meeting planners
    Direct (owner)
    Indirect (event facilitator or someone in the organization)

***The number 1 question on their mind is…Do you solve a problem for them and their community?
You provide value and content that their audience needs to ascertain.
Or ***(and this is what I do) I clearly help them make more sales with what i teach or make the offer for them.

Make sure what you offer is Non-competitive.
Example for me: Anyone who teaches marketing
Any coach who has an audience of folks who want to sell more, or have the ability to speak on stage to sell?

WHO are folks that already have audiences full of people who would buy from you where you could get on their stage?

How do you create a WIN-WIN-WIN???

Win for You- Exposure, leads, credibility (sales) (((*SELL Without selling)))
QR code to Lead magnet in the middle of the talk
Seeding (more on this later)

Win for the Audience - valuable content that helps them. Have an incredible talk and be the best speaker there.

For the Boss* entrepreneur *owner

- Acknowledge them and make them look heroic for having you in.
- post it socially
- tell them you will help promote it.
- freebie to help them promote the event. *Boss man says to his audience something to the effect of "When you sign up for my event you will get free access to Eli Wilde's 100M$ sales course." This gets everyone to know you more, and set up to buy your upsell. And helps the Boss with the promotion of the event which is usually the number one pain point for the person doing an event→butts in seats.

***The Gary V Conundrum

Remember - You Must be clear on the problem you solve for them and for their audience.
This is one of the reasons why I was the most requested speaker for Tony Robbins. I sold people so well they asked me to come back and sell them again.

Preparation- have a sizzle reel, an outline, a bio, a slide show ready - if applicable.
Have a talk about bad language.
The Words I hear the most when I connect with those who own stages and had someone else in (for why they liked the speaker. Authenticity. Story. Engagement. They Got the energy up. Brought value.)

HOMEWORK:

1. What value do you provide to the **audience**? What problem do you solve for them?
2. What value do you provide to the **BOSS**? What problem do you solve for them?

Business Model of Speaking

Free talk- Have a lead magnet offer in the middle of the talk to get leads
Tease it- and offer it.

Paid Keynote stage- Time for money- the talk won't change their life - Your products and services will.
-Negotiate a free gift even if you are paid to speak.

Speak to sell- This is the best- can be a live stage or a virtual / webinar to someone else's audience. For a live event, the benefit of having you sell is you do a JV split to offset their expenses. (digital product sale 50%, Service product 5-10%)
Sponsored event- You pay to speak, but you do not split the backend sales. You can often get on a stage for 2-10K$. If you reach out to an entrepreneur and ask if you can sponsor their stage/event they will always respond. They often have never had that before and will be open to it.
Your own stage- This one now.

Homework:
Pick one and create a plan to connect the stage owners or plan your own event.
Aim to get on 1 virtual stage a week.
And live stage for a month or quarter.

Virtual stages

Podcast
Social media lives- Facebook groups, Instagram lives, Youtube lives,
Summits
Webinars
5 day challenges
Youtube videos
Your content inside of someone else's program.(my sales training is in Myron Golden's 55K course and countless others)
Virtual events
Masterminds

Live stages

Local associations or chamber of commerce
Local meet ups.
Live seminars
Masterminds
Local businesses (real estate was my target)
Television
Lunch and Learn
Summits
Retreats

Homework- Pick an avenue to focus on and decide how many stages you will be on this year.

Bonus- BAM FAM

Other people's stages

Warm market- Best
Those who know, like and trust you. And will have you speak or recommend you to speak. (current, or past clients or friends).
Call, text, or email them.

1. Reach out

2. Tell them what you are up to (the problem you solve).
3. Ask.

Cold outreach

Google - Type in your audience, then type in events. (and possibly city)
Ex. sales people conference. Tedx coaches.

Create a spreadsheet with : Name of event, date of event, Contact person + their info. (possible city if looking for local), Notes to keep things moving forward.

Talking to folks who can get you on stages:

1. Connect with them and build rapport. Let them know who you are as well as your why.
2. Let them know you have done your research and acknowledge them.
3. Tell them the problem that you solve.
4. Social proof
5. Create a win win win
6. CTA

Get Referred by your warm market

"Thank you, thank you, thank you for being such a beacon of support for both me and the powerful message I am dedicated to sharing with the world. Your unwavering support truly warms my heart!

One of the things I'm called to do is to grace more prominent stages, where I can connect with even larger groups of incredible souls. I'm talking about sharing my wisdom, my passion, and my mission with the folks from different walks of life, diverse industries, and unique demographics.

Now, my dear friend, I'd love to tap into your wisdom. Can you kindly share any invaluable recommendations for securing opportunities on those prestigious stages in front of diverse and eager audiences? I have an unshakable belief in the transformative power of my message, and I am eager to unleash it upon the world.

Your guidance means the world to me, and I would be immensely grateful if you could provide me with 5 to 10 referrals who might help me on this thrilling journey.

With deep gratitude and admiration,
[YOUR NAME]"

Pre-written email your warm market can send on your behalf.
(Name)
"I'm thrilled to introduce you to a dear friend of mine who happens to be an incredibly compelling speaker, specializing in the field of [TOPIC]. I truly believe that their expertise would align seamlessly with your [PODCAST, ASSOCIATION, LOCAL STAGE, ETC.]. Having them as part of your team would not only be an incredible asset but would also elevate your mission by sharing their impactful message with your audience.

I'd love to facilitate a connection between the two of you so you can explore the potential collaboration further. Would you be open to scheduling a brief phone call to discuss this exciting opportunity?

Warmest regards,
[Your Name]"

Cold intro email

Hello [FIRST NAME],

I'm [YOUR NAME], proudly serving as [YOUR TITLE] at [ORGANIZATION/MOVEMENT]. I'm truly inspired by the way [you/your event] are making a profound impact on [TARGET MARKET], addressing [PROBLEM EVENT SOLVES]. Your dedication to your community is commendable.

[After conducting thorough research on your event's webpage, I found that this year's theme resonates deeply with me. It evokes a sense of [SPECIFIC EMOTION/RESPONSE], and I genuinely admire your commitment to it.]

My mission is to support individuals in the [TARGET MARKET] who grapple with [PROBLEM YOU SOLVE] through our innovative [YOUR SOLUTION]. Over the past _ years, I've had the privilege of assisting [X NUMBER] of [TARGET MARKET] with [PROBLEM/SOLUTION].

The upcoming [NAME OF THEIR EVENT] has me truly excited! I'm eager to explore how we can collaborate to make it an unforgettable experience for all attendees.

[IF YOU SENT A DIRECT MAIL PIECE: You should receive a special package soon via [UPS/FEDEX/USPS/ETC]. Inside, you'll find some exciting materials.]

Could we arrange a call in the coming week to discuss your event? I have some intriguing ideas regarding sponsorship and other potential partnerships that might pique your interest. Here's a link for you to pick a suitable time.

Anticipating our forthcoming conversation!

Warmly,

[YOUR FIRST NAME]
[INSERT FIRST IMPRESSION VIDEO]
[INSERT SCHEDULING LINK]

In your talk:

Have a Dynamic opening answering the 4 questions on their mind.
Have a great story
Have great content where you actually teach them some of your best stuff.
Have a lead gen system inside*
(Ideally have a signature system)
CTA- make an offer with the mindset of this is how you help them. This is giving not taking.
Your talk is designed to create a gap. To expose them to you(your passion, and expertise) and what is possible for them. To make it feel easy with your system.

Know that the real change occurs when they go deeper with you.
Confidently, powerfully, tell them that.
Make it clear what it’s worth to them- link it to their highest values, and sell the future not the features.
This should be at least a 1K offer
Bodly tell them how this will change their life and unapologetically be certain that this will change their life forever.

When you make the offer:
Plant your feet
Center yourself
Don’t be reading a slide.
Lean forward
Slow down
And Make that offer.
If you have connected through your story and helped them with your content. Created a gap and shown how your offer will close that gap. You will get sales.
They will make the decision to buy your offer before they hear your offer bc of your confidence, your story, and your demonstration that you can actually help them.
Just giving freebies and an option to follow you or buy your book is not serving them at the highest level. So again make that offer boldly.