



How to Get Speaking Engagements

with Carla Rieger



Part 1 - Get Clarity on Your _____ and _____

Writing down a specific focus will make it far easier to do this 5-part process. You can always change your choices later.

1. Who is your ideal audience? _____
2. What problem do you solve for them? _____
3. What geographical region? _____
4. What is your overall goal? _____

Part 2 - Systematize Your _____

Keeping your above goals in mind, block off time in your schedule to search for where to speak. Tick off 3 places below you could research over the next week.

- ☐ **Chamber of Commerce** - _____
- ☐ **Charity** - e.g. Rotary _____
- ☐ **Meet Up groups** - e.g. search for your niche + your geographical area
- ☐ **Networking group** - e.g. Rapid Time Networks, High Output, BNI _____
- ☐ **High school, university or college:** _____
- ☐ **Conference, Forum, Convention, Trade Show:** _____
- ☐ **Public seminar** - as a guest presenter for someone else's event _____
- ☐ **Festival** e.g. Sedona Yoga Festival _____
- ☐ **Open mic event** e.g. The Presentation Prosperity Punch Up _____
- ☐ **Association event** - e.g. CAPS _____
- ☐ **Look through an online hub** related to your niche and see what meetings are coming up in the next year. E.g. www.ConferenceAlerts.com
- ☐ **Type into Google** "type of meeting+your city+your ideal clients". E.g.:
"networking+Vancouver+small business owners" _____ +
_____ + _____
- ☐ **Organization or company** that might need a staff development trainer. E.g. Fedex or The University of Portland ProD Day _____

I will find 3 events to research by: _____ (date)

I will be accountable to: _____ (name)

Part 3 – Research the _____

Choose 1 from Part 2 above and see if you can answer some of these questions. You don't have to know **all** this, but the more the better.

1. List **problems** you can solve with your offer and expertise for this audience. _____
2. List **goals** you can help them reach with your offer and expertise. _____
3. **How long** would you likely get to present? _____
4. Anticipated number of **attendees**? _____
5. **Voluntary or mandatory** attendance? _____
6. Would you be the **only speaker** or one of many? _____
7. Their **attitude** towards your topic? _____
8. **Roles and responsibilities** of typical attendees? _____
9. **Age range**? _____
10. **Education level**? _____
11. **Income level**? _____
12. The **gender ratio**? _____
13. Understanding of **English** (or whatever language you are presenting in)? _____
14. The **awareness** level of your topic? _____
15. **How often** does this meeting happen? _____
16. What **kinds of presentations/presenters** they've had before? _____
17. **Speaker fees** or "in kind" offerings? _____
18. Do they allow you to **make an offer** (sell) to the audience? _____
19. How do they make presenter **decisions**? _____

I will research 1 potential speaking engagements by: _____ (date)

I will be accountable to: _____ (name)

Part 4 – Plan Your _____

Here is a **fill-in-the blanks template for a typical 1 minute introduction** to meeting planners. This is just to get you started. Add your own flair and then rehearse it.

1. Your name and how you are connected to them:

2. Something personalized, playful, memorable or unusual (e.g. fact, stat, connection):

3. Your "hooky" speech title and how it solves a problem the audience has

4. Why you think your speech would be a good fit for their audience

5. Something that builds your credibility

6. A question they will feel compelled to respond to

7. Repeat name and give contact info

I will write out my pitch by: _____ (date)

I will be accountable to: _____ (name)

Part 5 - Ask to Be _____

Criteria for choosing whom to ask:

List the names of 5 people.

1. _____
2. _____
3. _____
4. _____
5. _____

Write out an email you can send:

[illegible]

Script what to say at the end of your next speaking engagement to attract referrals:
