

Asking for Speaking Opportunities

There are so many opportunities to speak right on your doorstep! When you first start to speak be prepared to do it for free. Many of the Networking groups who feature speakers don't have any budget available to pay speakers but don't let this deter you as these are excellent places to start cutting your teeth as a speaker. You can use these opportunities to ask for testimonials for your speaking, or having photos/videos taken of you in action as a speaker. All these things can be used to build your speaker portfolio/speaker pack. Once you get going you will find more and more opportunities come your way and you will start to find those opportunities that offer a fee in return for you to speak.

Speaking Opportunities Checklist:

- Make sure you have one or two talks on your niche subject.
- Find the contacts and their details – those people who organise networking events and will be responsible for booking the speakers. Sometimes these people are called meeting planners.
- Email this person or give them a call to discuss possibilities. If they refuse you, know this maybe because they have organised their diary for the next six months. Ask if it is ok to give them a call at a later date to check in with them and ask again.
- Create a Speaker Pack that you can email out to planners, this should include: Biography, photo, testimonials for your speaking, a short video of you speaking and a brief outline of what your talks are about.
- Don't forget your contact details, links to website, FB page, Twitter & LinkedIn.

- Reach out to other business people you know who may know a speaker booker or an opportunity for you to speak.
- Make sure your website has a section that tells people you are available for speaking opportunities.
- Once you have secured a talk be sure to promote the event on your social media platforms, (*Bookers really appreciate this if they are looking to attract more people to the event*).
- After the event, remember to ask the booker for a testimonial about your speaking, posted directly to your LinkedIn page (*where hopefully you have included the fact that you are a speaker on your profile!*) and then copy it to your website onto your speaker page.
- Remember to say thank you! Also, you may be able to ask them to refer you to another person they know who books speakers for events.
- Remember to ask at networking events for speaking opportunities, you will be amazed how many are out there. Just be sure any event you speak at is in alignment with what you do and the clients you wish to attract. So, in other words don't just say yes to anything and everything. Ask yourself the question "Are my potential clients at this event?"
- Share opportunities with other speakers as this is usually a reciprocal activity.

Good Luck!