



12 *Simple Ways* to Generate Speaking Engagements

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1 Special Interest Clubs

When speaking you want to stay in front of your target audience. Because of the tight focus of special interest clubs it's easy to find a full room of your ideal clients. These groups generally don't advertise speaking opportunities. Contact the President or Events Director with your Speaker's Kit and request the opportunity to share your knowledge with that group. They'll appreciate that you reached out to them. After all, they want to have speakers who are excited to present to their organization.

Power Tip: If you speak at a local club within a national organization, chapter presidents will book you much more quickly when you have the endorsement of a fellow club president. Be sure to request that endorsement following your speaking engagement.

2 Meetup.com

Meetup.com hosts the largest network of local groups and has a super simple search capability. You can easily find local clubs and organizations interested in your topic. Once you've found a meetup with your target audience, contact the meeting organizer direct from this platform. You'll find them happy to connect because most meetup organizers are leading groups as a way to connect and serve.

3 Business Networking Groups

Business Networking Groups often create speaking opportunities for their members. Find a few groups that can get really excited about your topic and you'll find your stage! These groups often have details about how to be a speaker on their website. Do your homework and you'll be a featured speaker in no time.

Power Tip: Most business networking groups will give members only one opportunity to speak per year. Focus on groups with multiple chapters to increase the number of speaking engagements you can book in a single year and increase word of mouth love for what you share!

4 Network with Other Speaking Professionals

Who knows better where all the speaking engagements are than other speakers? Build relationships with other speaking professionals to share referrals and insights about booking speaking engagements.

Power Tip: Focus on speakers that cover topics tangentially related to what you do. For example, if you are a personal trainer then networking with someone that speaks on the topic of nutrition is great. It is likely that you can speak at the same events so can more easily share referrals.



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5 Your Audience

The very best referral sources for speaking engagements are the people who have experienced your speaking. Whenever you present to a group (big or small) the speaking opportunities you are invited to in the future will grow exponentially.

Power Tip: Have a simple way to encourage referrals. For example, simply mention how your audience can get in touch with you if they'd like you to speak somewhere.

6 Write a book

Writing a book is a time consuming strategy but one with many benefits.

I didn't want to leave it out because as soon as I published my first book, requests to speak increased significantly. Having a book also makes it much easier to pitch back of the room sales and can enhance the income of any speaking engagement.

7 Linked In

Every social media platform has the potential for attracting speaking opportunities but my experience is that Linked In is the most powerful option. It allows you to capture video, speaking topics and testimonials in one easy-to-find, easy-to-search place.

Power Tip: Ensure your Linked In headline is optimized to attract ideal speaking opportunities.

Power Tip: After each speaking engagement, invite the meeting planner or host to leave a testimonial on your Linked In page to really power up your profile!

8 Colleges & Universities

Reach out to professors, campus staff or student organizers connected to your topics. Colleges and Universities offer the unique opportunity to speak with people who are excited to learn.

Power Tip: Encourage your campus host to open up your engagement to the community at large to attract a wider audience.

9 Insider Information

Join the email list of organizations that include your targeted audience. You'll be the first to know about upcoming events and the speaking opportunities as soon as they become available.



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10 Google

Search google for the words “speaker application” AND “[your topic]”, or “call for speakers” AND “[your topic]” and you’ll have immediate results on organizations looking for a speaker on your topic.

Power Tip: Set up a google alert with this same information to get up to date listings for opportunities.

11 Direct contact

Making yourself known before a speaking opportunity becomes available is the best way to find them. Attend events where you’d love to be a speaker, track down the meeting planner and introduce yourself. Compliment him or her on the event. Show a little love for the meeting planner and it will go a long way.

Do not pitch yourself at a live event. On the day of an event the meeting planner is focused on one thing – making the event they are currently running really fabulous.

Once you’ve made a connection then follow up with that meeting planner later on to tell them (again) what a great job they did and how you’d love to support their audience with valuable content in the future.

And my favorite option of all...

12 Create your own events.

This is a powerful strategy many speakers shy away from because the idea of having to fill a room seems scary. It’s not. And websites like Meetup.com and Eventbrite will help you attract people already attending events similar to yours.

When you create your own event you are able to fully control the amount of time you are on stage, what you present and how you present your material. My experience is that it takes 3 months to a year to get booked by most organizations. When you are hosting your own event and creating your own stage you have total control on timing!

Congratulations on reading this report through to the end! That tells me **you are committed to growing your speaking platform**. You now have twelve powerful, reliable ways to create and attract speaking engagements. The next step is to **take action**. Choose one of the options above and use it to book your next speaking engagement!

And if you have any questions or would like support building your speaking platform email me at speaking@pattylennon.com.

In love and light,
Patty

