



# 12 *Simple Ways* to Generate Speaking Engagements

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Yahoo!!! So you are ready to be speaking more!!! I am so flippin' excited for you!

The stage is a the very best place for you to share your message, connect with your people, grow your business and strengthen your brand. The fact that you are choosing this path tells me you and I have a lot in common.

We love the connection of being LIVE and in person. We love to share what we know and help people in the process. We are SPEAKERS!

The one big challenge most speakers face is finding great speaking engagements, right? Well good news! I'm about to remove that challenge for you once and for all because I am going to show you how to find all the speaking engagements you could possibly want!

You see, back in 2012 I took on the challenge to do 50 Speaking Gigs in 50 Weeks. I announced the challenge publicly to the world. (OK, I posted about it once on Facebook. BUT it felt like the whole world was watching at the time AND I felt like if I didn't succeed the whole world would be laughing at me. I have issues. I know this. Let's move on.)

Anywho, it is amazing how resourceful my brain can be when I am facing total and complete humiliation. So my brain went to work to figure out how the heck I was going to find 50 speaking engagements and I did!

I completed the challenge (in 48 weeks) and learned ALOT about finding speaking engagements in the process. I learned what works and what doesn't. I even learned how to make speaking opportunities magically appear in your inbox (check out #10 for the answer.).

I've taken all that work I did to get booked 50 times and compiled a guide that lays out the 12 simplest ways\* I know to find speaking engagements. I don't want you to feel guilty or anything but figuring this out took a year of my life and I'm giving this to you for FREE.

For FREE!

So I'd like something in return.

**Use it.**



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I love love love to support other speakers because we make up this freak nation of people who have overcome the #2 fear of humans (public speaking) just because we believe in sharing our message that much!

You have a message you need to get out to the world. USE THIS GUIDE PLEASE!

I know the thing that has been holding you back from speaking more is that you just weren't sure where to find speaking engagements. Well you no longer have that excuse so read this guide then get your cute little behind out there. Your people need you!

I need you! (I may not know what you do but I need a significant level of help so I'm pretty sure whatever message you have to share I probably need to hear it. Thank you for being you!)

And hey, if you ever feel like dropping me a line and telling me how your speaking is going I would LOVE that! You can reach me at [speaking@pattylennon.com](mailto:speaking@pattylennon.com)

In love and light,  
Patty

\* OK fine I lied. 11 of the ways I share in this guide are pretty simple. #6 is ridiculously time consuming and hard for most of us but let me tell you that sh\*t works if you want to get booked (pun intended!)



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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!



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WooHoo look at you! You read through all three pages of this guide!

I'm being sarcastic here. You do not get a "woohoo" for reading.

You **better** have read through all three pages! I told you, a year of my life went into figuring this sh\*t out and I'm just handing it to you for FREE. The least you can do is read it!

I mean that is literally the LEAST you can do. You could honestly not do less if you tried. But you can do MORE. "Doing MORE" would mean taking action on one of these 12 strategies I just gave you.

I know. I know. I'm such a meany. There you are lulled into the belief that somehow by downloading this guide and reading it that you took a step forward to building your speaking platform. But you didn't. Until you take action on what you read you will be in exactly the same place you are right now, with exactly the same number of speaking gigs lined up.

Yeah, I'm on to you. This ain't my first day at the rodeo. I've coached lots and lots of emerging speakers and I know how this works. You research and think and plan and think you are doing something... but none of that gets you booked.

And I know that habit because before I publicly committed to doing 50 Speaking Gigs in 50 Weeks I was in the same boat.

My suggestion is pick the one strategy that feels easiest and focus only on that one. That will keep you from feeling overwhelmed and get you moving.

And if you are all like "But Patty, I'm super busy right now. I don't have time to take action at the moment." Then I'm going to be all like "But person-who-wants-to-speak-more I do not care how busy you are!!! Stop your damn whining! The world needs your message! Get on this!!!!"

And then I'm going to check back with you and make sure you did something. I've got your email address and I'm going to make sure you do something to build your speaking platform THIS WEEK.

It's for your own good.

You'll thank me.

Seriously. You will.

Cuz baby you were born to shine!!!! (picture me saying that last part while I dance off stage waving jazz hands.)

OK Tiger - go get 'em!

In love and light,

Patty

