

Fully Booked:

10 Secrets Successful Speakers Use That Keep Their Speaking Engagement Calendar Full Year Round

By Jackie Lapin

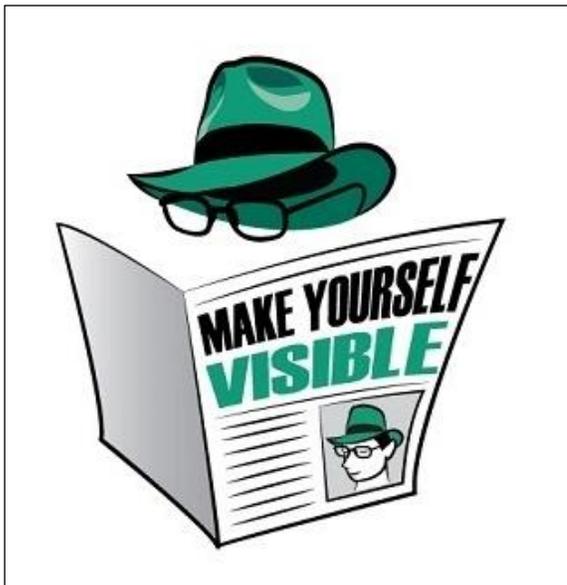


How to Fill Up Your Speaking Calendar--NOW!

FULLY BOOKED

There are people out there waiting to hear you! They need what you offer--your inspiration, guidance, wisdom, coaching, books and products!

And the only barrier for them becoming your next client or raving fan is *they just don't know about you!*



In order to grow your business, you have to be visible! You must reach these new prospects where they already are—at events, meetings and venues; on radio, and on virtual summits!

You may already have exhausted your local community, your internet reach and your internal capabilities to attract clients—and your business has

stalled. To grow, you must expand and take action...so today I'm going to help you out...I'm going to reveal to you *The 10 Secrets Successful Speakers Use That Keep Their Speaking Engagement Calendar Filled Year Round.*

How Did I Come By This Incredible Information?



My name is Jackie Lapin, and I am a leader in helping transformational authors, leaders, healers and entrepreneurs connect with their next followers around the globe.

For the past 10 years, my Conscious Companies have been providing PR campaigns, radio media tours, speaking engagements and guidance to support the growth and revenue of changemakers.

Some of my clients have included Don Miguel Ruiz, Dr. Joe Vitale, James Twyman, Denise Linn, Arielle Ford, Hay House and many, many other impactful messengers at various stages of their careers.



I have a passion to help people with a vision and a mission to create a better world, one person at a time. As the Transformational Connector, I find ways to link people like you with the gatekeepers in speaking, radio, summits and more. And just so you know--I'm also an award-winning bestselling author, speaker and radio personality on my own...so I can speak from the full perspective!



Practical Conscious Creation
Daily Techniques to Manifest Your Desires

Jackie Lapin
Author of *The Art of Conscious Creation*

So now you know why I want to put this vital information into your hands, let's get started with *Fully Booked: The 10 Secrets Successful Speakers Use That Keep Their Speaking Engagement Calendar Filled Year Round.*



The 10 Secrets Successful Speakers Use That Keep Their Speaking Engagement Calendar Filled Year Round.

You can use this information to craft your ideal Speaker-One Sheet –the compelling one page document that you will provide to speaker bookers; your powerful radio pitch that gets you booked repeatedly by radio show hosts and producers, and your proposal to virtual summit host/producers that makes you a frequently sought-after guest presenter.

Here's our first Secret...counting down to the most important!





Smart Selection

The most unproductive time-wasting thing a transformational leader can do is to try to book yourself in places where you might love to appear, but really aren't an ideal alignment.

To make the most of your time and money (time is money)—or even your staff time—you need to focus on the ideal stages, radio shows and virtual summits that are likely to book you. You may want to be on a major mainstream radio show, most of which are dominated by politics, internet sensations or celebrities, but you are more likely going to get booked on a health or personal growth radio show.

Don't waste time on events or mediums that haven't shown a pattern of booking your subject matter. So be smart and selective where you spend your time and energy getting booked.



9

Unpaid Can Equal Unlimited

Successful Speakers and Leaders know better than to overlook “unpaid speaking engagements.” These can be far more lucrative than “paid engagements.”



Don't write off “speak to enroll” opportunities as unworthy of your time...if you are adept at making a compelling offer from the stage or getting people into your community, you can make these a great payday!!!

The key here is to enhance your skills at making an offer that people can't resist. Whether that is a free lead-generation opportunity -- or a program or product which you are offering from the stage.

Yes, you may have in your mind that a “paid” speaking gig is more worthy of your time and gifts—but these are challenging to get today. There are fewer and fewer of these, and far more where you can make an intimate connection with people in a smaller community presentation—leading to a success long-term client relationship.



Killer Assets

Website, Photos, Video, Opt-In, Book

You can write a great pitch, but the first thing a gatekeeper will do if interested, is check out your website. If you have a 10-year-old website, or one with old links and old blogs, you are doing yourself more harm than good. Make sure you have a contemporary website—one that is horizontal in nature with big photographs, video if possible and minimal words on the home page. The site must speak to today's values, client needs and user accessibility—with very easy navigation and little clutter.

But that is just one of the critical assets you should have ready to go when you start pitching.

You need to have current photos that are flattering to you. That doesn't mean you can't touch them up a bit, but they should reflect what you look like today!

Having video that shows you speaking with authority and engaging an audience will go a long way to aiding you in getting booked on stages. If you have a dynamic book with a strong title and a great cover, that adds to your appeal to all gatekeepers.

And if you are seeking to be booked for Virtual Summits, you will likely need a compelling free giveaway, an opt-in gift for the attendees. Before you ask for the booking make sure you have killer assets!

7

Testimonials

Gatekeepers like to see evidence that you already have a following, are respected by other authorities or that other gatekeepers thought you were a home-run for their audience. Testimonials are a real enhancement if you can get them.

For a speaker booker, he/she likes to see quotes from other bookers on how you wow'd the audience.

Radio show hosts love to see quotes at the bottom of the pitch (under the signature) of leading authorities who have already reviewed your book.

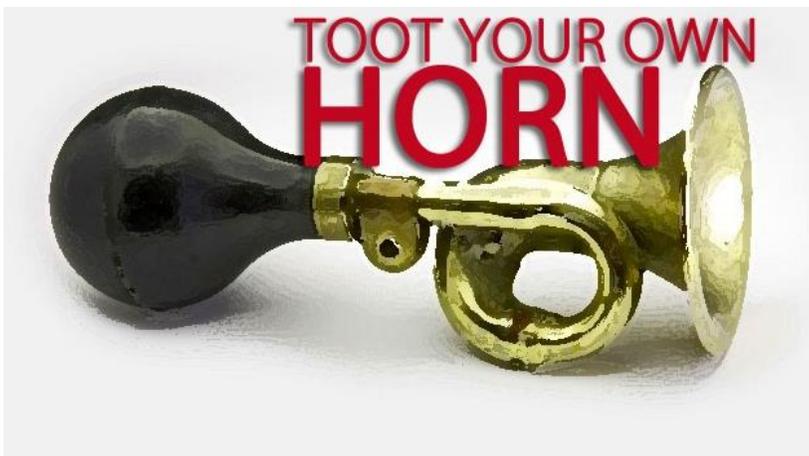
Virtual summit hosts want to know you have the endorsement of other leaders in the field. Gather your testimonials before you start writing your pitches and one-sheet.



6

Present Yourself as an Authority

Even if you are at the beginning of your career as a personal growth or transformational expert, you must position yourself as an authority! If you have a book, you can do this simply by saying you are the author of this powerful/insightful/acclaimed book on (Yes, it's Ok to use impactful adjectives to describe your own book.)



You can also cite your credentials, or the number of people who have achieved results through your program. You can use a quote from some other leading authority saying you are the expert's expert.

Use whatever evidence you have to claim your authority—but don't overdo it. A few well-crafted lines are enough. You don't need your whole history, lineage or curriculum vitae.



Dare to Be Different

Oftentimes when I review people's presentation materials to speaker bookers or radio shows, they sound just like dozens of other folks in their respective fields of expertise. To get booked, YOU MUST STAND OUT! Why would someone pick you, when you are largely

DARE TO BE
DIFFERENT

indistinguishable from so many other offers they get? You have to be distinctive.

What is it about you that is unique? How can you position yourself to be

elevated above the crowd? Is it your tragedy-to-triumph story? Is it a theme you've developed for yourself and your teachings (For example, "The Beachbum's approach to living a simple, but fulfilling life.") Is it a wellness methodology that has a unique approach, for example something targeted to a certain audience of sufferers: "New Plant-Based Remedies for Lyme Disease?"

You have to get beyond the platitudes of "it gets rid of emotional blocks," "helps people attain happiness" or "restores them to health."

be**bold**

Dig deep and focus on your USP, Your Unique Selling Proposition -- when you present yourself to the speaking, radio and summit gatekeepers.

4

It's Not About You

I often times see Transformational leaders talk about their credentials and their programs, but they have missed the real mark...The audience won't be moved until they really understand how you are going to impact their lives.

You have to talk to their pain -- and the gap between where they are and where they want to be.

So your presentations, speaker one-sheet, media kit, website and online offers must speak to the benefits—what will it do for that person, how will he/she change, be inspired and take action. What will be the outcome (paint a picture) of life after working with you. Create the vision!

This will significantly impact your new client attraction and your ability to get booked for speaking engagements, radio shows or summits. It's not about YOU, it's about THEM!





Relevance,
Relevance,
Relevance!

What every gatekeeper looks for in a presenter is RELEVANCE!
Relevance to that particular audience.

Is what you have to offer something that is critical to his/her audience needs or wants? So when you are crafting your Speaker One Sheet and your cover letter to speaker bookers, you must highlight your and your topic's relevance TO THAT AUDIENCE.



The same holds true in your radio pitch and your virtual summit proposal.

rel-e-vance *n.*

1. Pertinence to the matter at hand.

Relevance is a term used to describe how pertinent, connected, or applicable some information is to a given manner.

2

Sparkling Writing

In most cases, you have about 30 seconds to get a gatekeeper's attention before he or she will zap you off their email!

So your writing must be compelling! If you can intrigue that person in the first few lines (including the subject line of the email) you can hook them and get them to read on.

So write and rewrite, spellcheck, test it on people who are objective. Your written emailed communications will make or break your ability to get booked!



1

An Elevated Attitude That Builds Relationships

When you embark on a campaign to get booked you need to have an attitude that will make you a magnet for success—one that builds long-term relationships.

First, set some positive intentions about aligning with the ideal audiences for you. If you set intentional goals, make them reasonable and attainable.

Second, be flexible. If opportunities don't come to exactly as you desire (the speaker Booker says yes, but puts you last in the lineup, for example, or the radio show host books you during Christmas week when everyone is gone) don't get negative. Say yes and start building a relationship. Use that opportunity to show you deserve a better spot next time. Remember, most of these people, have more than one chance to offer you to their community. You want to get rebooked.

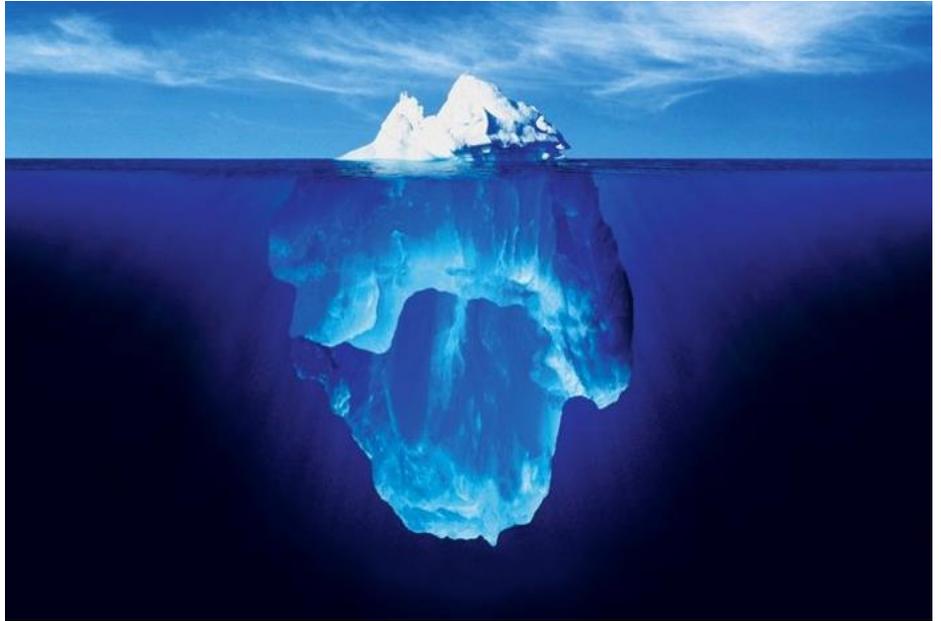
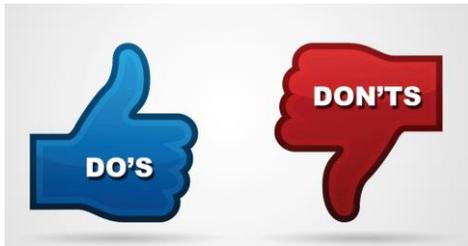
And, of course, have an attitude of gratitude—even if someone says no to you the first time around. Show that gratitude especially to those that do book you—and you will find that often times gatekeepers talk among themselves! Your bookings will grow! And some will come from places you never even pitched!



Come Join Me...

So this is just the tip of the iceberg!

I invite you to a webinar where I will go much DEEPER into these tips and more..



with specific Do's and Don'ts that will make or break your ability to GET BOOKED consistently!



So if you really want to Get FULLY BOOKED, one hour could change your life!

Click here to join me and register for my must-attend webinar if you're serious about making yourself A Booking Magnet for ***Stages, Radio Shows and Virtual Summits*** so ***you can attract new clients!***

<http://speakertunity.com/10-speaker-secrets-webinar-sign-up>



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