

# SpeakerTunity Cities™

Make Yourself Irresistibly Relevant to a Booker

## STRATEGY SHEET



Organization or Event:  
Name of Booker:  
Title of Booker:  
Email for Booker:  
Demographic of Audience:

To increase your success at getting booked for a speaking engagement—regardless of whether it’s a local meeting or a national conference – **you must make yourself absolutely relevant to the booker**. If you are to stand out in a crowded field, the booker must feel that what you are providing will change the audience’s world.

Use this form to **strategize how you can position yourself as irresistibly relevant** to this particular audience when you write your proposal email. Not all of these strategies will work for each group you pitch, so only fill out the ones that are aligned with the audience you are pitching.

1. How are you a match for this demographic or psychographic audience?
2. What problem do you solve that this audience is likely needing to overcome? What pain do you eliminate?
3. What life experience have you lived through that is something that this audience might also have experienced?
4. What do you offer or speak about that is different than other speakers/leaders/authors/experts/practitioners will bring to the table? How are you unique?
5. How is your topic timely? (i.e. tying into #MeToo, Climate Change or other current conversation/issue)
6. What credentials do you have that are particularly significant to this audience?
7. How can you inspire people and what action steps will they be guided to take after they have heard you?
8. If there is a theme for this or thread through their previous booked speakers, how are you a match?

9. How is your presentation right for this experience level of the audience—beginner, advanced?
10. Have you authored a book that is relevant to this audience and its needs?
11. What other groups like this one have you spoken to previously?
12. Do you have a testimonial from one of those speaking engagements from a booker or a prominent member of that community?

## TIPS:

- Include your Speaker One Sheet (if you have one) and a link to a short video of you presenting in your proposal email.
- Review the organization's website so you sound knowledgeable about the organization or event when writing the proposal.
- Be professional, but warm and engaging in the tone of the email proposal.

Presented by **JACKIE LAPIN**, founder of SpeakerTunity™,  
expert on helping leaders GET BOOKED.

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