



Speaker Booker Follow-Up Scripts

Utilize these script as a starting point to personalize your verbal follow-up pitch to bookers.

Script 1

Hi (name of person); I'm (name)

I am following up on an email to see if you might consider me as a speaker for (name of organization). My mission is to help (type of people you serve) and I present on (subject matter that you speak on and how it solves this community's issue). You will find in the email I sent a copy of my speaker one-sheet and a video link.

Would you grant me a few minutes to explore how I might be of service to your community and whether a presentation of this nature might be in alignment with your upcoming meetings?

(If leaving on VM add): Please give me a call back at () or respond to the email which was sent from (email address). I look forward to speaking with you.

Script 2

Hi (name of person); I'm (name)

I am a speaker on (subject matter) and would love to see if you would consider me for one of your meetings. I (add some credentials—recently spoke and event or meeting he should recognize, am the author of, have a program that's been honored by....something that will build your credibility and desirability.)

You should already have an email from me that includes my speaker one-sheet and some video. It was sent from (email address).

Are you open to a conversation so I can learn whether my expertise would serve your community and what you might be looking for in a speaker for (name of organization)?

(If leaving on VM add): Please give me a call back at () or respond to the email which was sent from (email address). I look forward to speaking with you.

Script 3

Hi (name of person); I'm (name)

(Open with a common touchstone if possible...a referral from someone, you're a member of this group, you saw they had a similar speaker to you a few months back on their website, a group related to them that you previously spoke for, or a book you just released on a related topic...use an icebreaker if you can find one.)

I would love to address your (name of organization) meeting to help (state the problem you are solving for their community). I am happy to tailor my presentation to your community's needs.

I recently sent an email with more information, my speaker one sheet and a video (from email address). Might you have a few minutes to chat with me further about whether I might be a good fit for (name of organization)?

(If leaving on VM add): Feel free to give me a call back at () or respond to the email which was sent from (email address). I look forward to speaking with you.