

# SpeakerTunity Cities™

## GET-BOOKED GUIDE

The Step-By-Step Guide to Getting On Stages and Making Yourself a Sought-After Speaker in Your Market

**What to Have, What to Do, and What To Say**



### TOOLS AND RESOURCES TO HAVE IN PLACE

#### ✓ Current Photos

- Headshot
- Stage Shot
- Book cover image (if author)
- Photographer to call to arrange new photos

#### ✓ Speaker-One Sheet

- Tagline/Brand message that speaks to the problem I solve
- 6/7 Paragraph biography that also speaks to the problem I solve
- 3 Presentations with snappy titles, short descriptions and 3 “what they will learn” bullet-points
- Current photo or stage shot and book cover if space available
- 1 to 3 testimonials from people who booked me previously or are recognizably well-known figures or celebrities
- Contact information, website and social media connections
- Logos from media I have been on, companies I have worked, awards I have received, other graphics that imply achievements, success, credentials without words
- Graphic Designer
- Template

#### ✓ Speaker Video

- Existing video cut to 3-5 minutes and posted with link that can be included within the proposal email
- New Video to be shot at:
  - Speaking engagement already scheduled
  - Video showcase
  - Other
- Videographer or Video Showcase contact to obtain new video

#### ✓ Speaker Website Presence

- Create a speaker page on existing contemporary website (horizontal, graphically dominant website)
  - Includes: Impactful image of me speaking, description of my empowering presentations and subject matter, testimonials from bookers, downloadable speaker one-sheet, video or link to video of me presenting, plus other supporting content, method to contact me for booking
- Graphic web designer to add speaker page or create new website

#### ✓ Free Opt-In Gift

- Free Online Gift to Direct Audience into my opt-in list
- Text system to automate this process from stage
- Other method to collect emails and contact info

#### ✓ Branded Sales Registration Form

- Simple computer-printed registration form
- Pre-printed duplicate/triplicate NCR form. Place to have them printed
- Book order form (to make sure you stay in contact after book sales)

✓ **Books** (if author)

- Adequate stock to fulfill an unexpected gig of moderate size

## STEPS TO TAKE TO GET BOOKED

- ✓ Select the organization you wish to pitch and the contact at that organization
- ✓ Utilize the Make Yourself Irresistible to a Booker Strategy Sheet to select the right messages to include in your pitch
- ✓ Construct the proposal email to include:
  - Why you are the right person to help this audience overcome a problem that they are experiencing
  - Other supporting information (authored book, credentials, achievements, etc)
  - Possible referral contact in common or significant testimonial
  - Where you might have spoken before (if this is impressive)
  - Video link
  - Speaker-One sheet attachment
  - Call to action: request to be booked
  - Thank you
  - Signature and Contact info
  - Keep it to no more than 4-5 paragraphs
- ✓ Email pitch to speaker booker
- ✓ Note this organization, contact and date of initial send in your tracking document
- ✓ Wait 5 working days and follow up with phone call. Refer to your follow up phone script. Should you elect to have an assistant or VA do the outreach for you, make sure he/she is provided a script and or talking points, and has been asked to rehearse the pitch with you as if you were the booker.
- ✓ Wait 5 working days more and follow up with one more call or email
- ✓ Try LinkedIn or Facebook Messenger
- ✓ Make sure to update your tracking document with each follow up
- ✓ Move on to the Next if you have not heard from this booker
- ✓ If you have been booked, denote conversation, outcome and any remaining details to be determined in your tracking document notes
- ✓ If you have been booked, celebrate!

Now get out your *Ultimate Speaker Checklist* and follow the process there to insure a successful engagement.

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

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