

A top-down view of a desk with various items: a white coffee cup, a smartphone, a pair of glasses, a pen, and a laptop. The entire image has a blue overlay. The text is centered over the laptop and coffee cup area.

# THE 12 THINGS TO SAY IN YOUR SPEAKER PROPOSAL LETTER

That Will Get You Booked!

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BY JACKIE LAPIN

Whether you are a new emerging speaker or a veteran, you can always use more speaking gigs to grow your business and change more lives!

And if you know the right things to say in your all-important emailed proposal letter to a speaker booker, then you have a significant ability to increase your odds of getting booked on more stages.

If you are not a professional writer and you are like most people, you aren't quite sure what those magic phrases might be. However, in my career as a journalist, publicist, podcast/radio tour provider and speaker resource, I have booked 10,000 interviews and speaking engagements for my clients by understanding what bookers want to hear.

So let me offer you this short summation of 12 phrases that will enhance your ability to get booked! You don't need them to use all of them, but select the appropriate ones to include somewhere in your emailed proposal letter.



# **1 I know that your members/audience/community has experienced (or wants more of).... Or... When I attended one of your meetings...**

With this line, you show that you have done your homework. You either have gone to the website or determined the demographic, past speakers, issues that these audience members have mentioned on their Facebook page, or, as noted, actually participated in the past. Let the booker know you have shown an interest in understanding his/her community before proposing yourself. That makes a booker feel confident you are willing to invest in what will best serve this organization.

# **2 If your audience is suffering from/struggling with/seeking to overcome/ready to supercharge their business, then...**

With this line, you are pretty sure what this audience is experiencing because you know the marketplace, and you can

make it clear that you have the solution to the problem. This is the single most impactful point you can make in a proposal letter. You are giving the audience a pathway to eliminate the pain what plagues them. The booker needs to know what's in it for the audience.



# **3 I have been referred to you by...I am a member this organization... you and I attended the same university...we belong to the same professional association...we share a mutual friend in....**

Common touchpoints are a very powerful way in the door with a speaker booker! If you happen to have a commonality or a person who referred you that they trust, then you have already knocked down a resistant barrier or two. So don't hesitate to mention any one of these somewhere in the letter, and if it is a referral, even begin with that!



## **4** Understand the theme of the event is.... and in my presentation directly aligns with this theme (how?)

With this line, you show specifically why your presentation is an ideal match for the theme of this event or meeting. You want the booker to think your content is tailor-made for this program, and will dovetail perfectly with the rest of the speaking content. Your subject fulfills exactly the booker's or organization's intent for this conference or meeting.

## **5** The program I am presenting adds to your audience's Continuing Education Units (CEU) or Continuing Professional Education (CPE)

Many states have programs where they will authorize you to provide continuing educational credits to people that are enrolled in

your training programs. If you are booking yourself for workshops or training, and can assure the booker that your program is authorized to provide continuing education credits, it is a big plus to the decision-maker! You may want to look into getting state-approval so that this will be a big enhancement when you seek to book yourself.

## **6** Your audience will learn, (or discover, receive, understand, grasp...

With this line, you begin a bullet point list of what the audience will gain from your presentation. You want the booker to know the TAKEAWAYS! What will the individuals seeing you discover that is new and powerful, leading to new and different results? This is an important insurance to the booker that have concrete solutions for the

participants that will move them forward. It is a powerful way to show you walk your talk!

# 7

## **Your audience will learn, (or discover, receive, understand, grasp...**

Testimonial quotes are a great way to bring in the third-party endorsement. You don't have to tout yourself; let someone else do it for you. Gather up testimonials from bookers as soon as you complete an event, so that you can use these to insert in your letters, on your speaker one-sheet, and on your website. But make sure when including them in a speaker proposal, the testimonial comes from a booker in the same genre of engagement as the one you are pitching. You don't want to use a spiritual leader's testimonial when pitching yourself to the corporate marketplace!

# 8

## **I have presented at...**

Let your previous bookings pave the way for this one. If a booker is impressed at the other organizations, events, corporations, governmental units or support groups that you have already served, it will go a long way to validating his/her choice selecting you. Again, make sure the previous engagements you mention are impressive or within this genre. Listing "lesser" engagements may undermine your efforts here.

# 9

## **I am the author of...**

Should you have authored a book in this field, you will have instant credibility! You definitely want to include this in your proposal letter, and offer to send a digital or print copy to the booker. Best not to send it unsolicited,

however, in your letter, you can determine if the booker would want to see it, and if so, in which format. Your book is a powerful reminder to the host that you are “the real deal!”

# 10

**Here’s what my clients/audience members have experienced...**

With this phrase, you introduce the outcome that the audience members can expect to experience, based on what results you have ALREADY proven. This shows the booker that your presentation is effective, and that his/her audience can expect a similar result. This is a strong reassurance to the booker that your presentation has impact. This shows the transformation!

# 11

**In my speaker one-sheet, you can see more on the presentations that I offer...**

Your proposal letter should only be a few paragraphs long (no more than 7), so you cannot load up all your credentials and the details of what you present in the email. A powerful way to show you are a consummate professional is to have a





handsome two-page Speaker One-Sheet that provides your full biography on the front side, and on the backside, three different presentations so that the booker can have a choice of which might work best for his/her audience. It behooves you to have one of these in your hands before you begin pitching yourself. (An easy way to get this done is available at [www.SpeakerTunity.com/Sheets](http://www.SpeakerTunity.com/Sheets) )



## 12 In my speaker one-sheet, you can see more on the presentations that I offer...

There are two calls-to-action that you can include, and one is an outright request to be booked as a speaker, but a more congenial and relationship-building tactic is a simple offer to get acquainted so that together you and the booker might create something that is directly applicable to his/her audience. It gives you a chance to better understand the needs of the organization so you can perfectly tailor your approach to what will appeal most to this booker. By saying you are focused in “best serving” his/her audience, you ensure the booker that you are interested in more than just cashing in. You show you are sincerely interested in the outcome for the audience member.



***Integrate elements of this  
into your proposal letters and  
you will see your rates of  
success soar!***

And if you want to ensure a smooth and easy process for getting booked without having to do all the research yourself when finding the speaking opportunities, let me direct you to [www.SpeakerTunityDirectories.com](http://www.SpeakerTunityDirectories.com).

You'll find 75 regional market speaker directories, or directories just for your niche all across North America.



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# JACKIE LAPIN



Jackie Lapin is a leader in helping leaders, authors, coaches, and speakers connect with their next followers around the globe. An expert at aiding them to GET BOOKED, she provides strategies, guidance and leads through her SpeakerTunity® programs, tip sheets and regional directories that get changemakers booked on stages, radio shows, podcasts, virtual summits, TEDx events and virtual networking across North America.

SpeakerTunity® also offers a speaker-one sheet graphic design service and turnkey Success Booking System. SpeakerTunity® is the Ultimate Speaker's Toolbox.

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