



How to Rock Your **"Call for Speakers"** Application Every Time!

by Jackie Lapin

HOW TO ROCK YOUR “CALL FOR SPEAKERS” APPLICATION EVERY TIME!

Conferences and large speaking opportunities are the holy grail for many leaders, experts, coaches, entrepreneurs and authors—an opportunity to gain greater prestige and recognition, more clients and potentially more revenue.

But the majority of conferences require you to submit via a “call-for-speakers” form. Rather than the meeting planner, event host or coordinator or venue manager being bombarded by supplicants seeking a spot on their stages, they use the intake form to screen out and narrow the field before initiating any first-person

meetings. And many simply select their speakers off the application forms.

Therefore, it behooves you to know how to create your edge on your “call-for-speakers” form. You have to knock their socks off constrained within a couple of prescribed pages of pre-established questions!

And that's what this is designed to do—elevate your game when it calls for “calls-for-speakers” submissions!

So let's look at this divided into specific sections:



BASIC INFORMATION

Don't just give them your name, title, organization or business name, website, email and phone—but if possible, provide your calendar link to ensure that if they want to have a meeting, you will be available. There may not be a space for this, but offer it if you can.



SOCIAL MEDIA PROFILE INFORMATION

Give them full links, not hashtags or @ symbols. And for conferences, LinkedIn is the most critical to include. Make sure when they follow the link, it is a true showcase for you. Include a short video in the header (a recent feature) so they can get a quick sense of you. Make sure your header art is graphically appealing and sells you impactfully. If you aren't confident you have a compelling LinkedIn page, hire one of the many experts who can uplevel it. Only provide your Facebook profile if it includes some kind of business interaction, not if it's all family and food. Same with Instagram. You may offer Facebook business pages or Instagram business-focused accounts in lieu of personal profile pages.



SPEAKER BIOGRAPHY AND REFERENCES/TESTIMONIALS

Make your biography sing! Never start with an account of your life story! Start by telling what problem you solve in the world, what makes you unique and who you serve. Back that up with your credentials, your expertise, your books, your results, your proof of authority. You might want to briefly tell your story, your Hero's Journey, how you came to this place. If there is space, speak to how you've transformed lives.

Pay attention to the word length. The best way to be prepared is to have three different bios— 50 words, 100 words or up to 300 words. You can pare them specifically from there if you need to shave it to meet a specific number.

If they offer an opportunity to provide references or testimonials, don't get caught flat-footed. Have testimonial quotes available or a select number of people to whom you can direct them.

On occasion, they may ask you for more personal information to get a sense of who you are. Take that opportunity to let them get to know you better--and why you might be a compelling addition to their stage.



EXPERTISE

Clearly, you can speak to your body of knowledge, but also explore what impressive NUMBERS you might throw at them. When I speak on podcast pitching, for example, I mention that we pitch 9000 podcasts and radio shows for each radio/podcast tour, that we have served nearly 400 leaders and authors, that we have 80 raving testimonials on our website, and over the years, I've booked 10,000 shows for our clients. Those numbers alone open many doors when I am booking myself on this subject matter. Look for the numbers that tell your success story!

Bring your expertise to life! Show what it's done for you and the people you have served! Speak to how this can impact their audience. What unique certifications or experiences qualify you to be at the top of your niche.

CONFERENCE PRESENTATION

Organizers may either ask you what topics you speak on—in general terms—or to specifically state what topic you wish to present to this audience.

If its topics, be very specific and try to make the subject sound compelling. Niche it down if you can. Gear it to the theme or subject matter of the conference.



If it's a specific title and description, make the title interesting, compelling, pithy or clever. If possible, let the title speak to the problem you solve, the outcome for the audience...to what promised land you are leading them! Again try to adhere as close as possible to the theme of the conference if there is one. Or speak directly to a current issues or hot topic that is on the mind of this particular audience. Emphasize the unique knowledge you bring to the table. If you have the space, use bullets to call out what the audience will learn—what are the takeaways. Give them a taste in brief of what the audience will experience. If you are doing engagement activities, mention them.

WHY YOU

Some “calls-for-speakers” invite you to make the case why you are right for this conference. Here’s where you will want to speak to why you have particular affinity or relevance for this audience. You have been in their shoes. You’ve been a member of this organization many years. You have a particular unique expertise or experience. You grew up in this market. You’ve spoken at other major events in this industry. You’re a home grown expert. You’re the protégé of someone they respect. Here’s where you can really make your case!



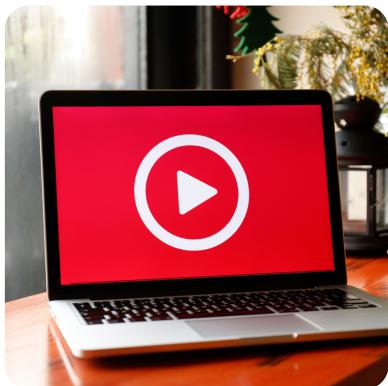
PHOTOGRAPHS

Don’t give them some unsmiling, boring headshot. Or something that’s been cut out from another image. Give them a great, current (not outdated) headshot with a warm smile or a look of professional competency. You may also provide a great stage shot with excellent lighting that shows you in action.

VIDEO

On rare occasions, you may be asked for a video link for a sample of your presentation style or a sizzle reel. Make sure it’s professional edited and is a great showcase for you.

Have all this on hand before you begin submitting, because some forms “time-out” if you don’t upload all the information without delays in between. By having it together in advance, it will ensure your effort won’t have to be repeated and will make multiple repetitive submissions easy and quick!



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