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**You will learn these powerful lessons:**

* Clarify Your Speaking Vision
* Identify Your Ideal Market
* Strategies to Curating your List
* Develop Your Booking Strategy

**Clarify Your Speaking Vision**

**Speaking Vision for the Next Year**

* How many engagements do you want?
* What type of audiences can you serve best?
* Where would your prospective clients be?

**Identify Your Ideal Market**

Who is Your Ideal Audience?

* What is the ideal size of your audience?
* Age?
* Gender?
* Religion / Special Interest? (GOLDMINE OPPORTUNITY HERE!!)
* Industry?
* Ideal geographical region?

**Strategies to Curating Your List**

**What is the List?**

* Your list of 20 (min.) desired places to speak
* Contact info (name / phone / email / web)
* Spreadsheet or CRM
* Any pertinent info on the group
* Dedicate a certain time to creating it

**How to Get the List Started**

* Start with warm / familiar market (a.k.a., people who already know you)
  + Who are your raving fans?
  + Who is in your social network?
* Ask people what groups they belong to that invite speakers
* Post on social media that you are a speaker
* Optional: hire Virtual Assistant (VA) to do your research for you
* LESS THAN A VA!!!! A “done-for-you” resource that has the contact information for events / places that invite guest speakers to speak broken down by regions ⇒ [www.GetSpeakingGigsNow.com/Cities](http://www.getspeakinggigsnow.com/Cities)

**Keywords You are Looking For**

* Associations
* Networks
* Societies
* Chambers
* Conferences
* Service Groups

**How to Use the List**

* Keep it updated
* Farm it for future opportunities
* Guard it with your life
* Utilize it with your strategic partners

**Finding the Places to Speak**

A detailed list of places that invite outside speakers: [www.SpeakerSpots.com](https://hn266.isrefer.com/go/website/leisareid/)

Special Interest Groups / Clubs

Networking Organizations

Local Business Publications

Local Newspapers

Meetup

Event Brite

Industry Magazines

Trade Shows

Conferences:<https://www.inc.com/events>, <http://www.fortuneconferences.com/>,

<https://www.oreilly.com/conferences/>

Conventions

Vendors

Speaker Directories

Meeting Planners

Leader Directories

Trade Association Directory

Non-Profits

Churches

Sports

Kids / Parent Groups

Business Networks

Service Organizations

Associations

Societies

Chamber of Commerce

Women’s / Men’s Groups

Colleges / Universities

Google: “Call for Speakers / Presenters” AND “Your Industry / Topic”

<http://www.eventsinamerica.com/>

RadioGuestList.com

**Develop Your Booking Strategy**

**Quantity of Talks**

* How many talks do you envision giving …
* Annually?
* Monthly?
* Weekly?
* What is your bandwidth for giving X amount of talks?

**What is Your Target?**

* How much income are you ideally wanting from your talks?
* How many “sales” do you anticipate at each talk?
* What is each sale worth to you approximately?
* How many talks do you need to hit your number?

**Customize Your Pipeline Plan**

* Warm Market
* CRM
* Email
* Phone Calls
* Research
* Networking
* Social Media
* Referrals
* VA

**You didn’t come this far to have only come this far!**