**GOAL:**

To create a list of at least 20 prospective places you can approach to speak.

This list will change and grow, but I recommend starting with 20 to get your started :)

**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 Listening / Looking For**

• Association

• Network

• Society

• Chamber (of Commerce)

• Conference

• Convention

• Service Group (e.g., Kiwanis, Rotary, Lions, Soroptomist, etc.)

**Researching the Places to Speak**

* Google: “Call for Speakers / Presenters” AND “Your Industry / Topic”Special Interest
  + This is going to show you A LOT of listings. It’s best to start specific (local region or specific type of industry). *For example, if a great audience for you would accountants and you live in Denver, Colorado, then search something like: “Accounting Associations Denver” and see what comes up.*
* [www.Meetup.com](http://www.meetup.com)
  + Meetup is a free service (I recommend joining) where you can see what local meetings are around you. You can also create your own meetup and host an event yourself. This is a great way to meet people because they will find you through the meetup platform (yes, you would still want to promote it, but I have met many people who found me on meetup because I hosted an event).
  + Look for meetups in your area that have your ideal audience
* [www.EventBrite.com](http://www.eventbrite.com)
  + Use this as a way to research interesting events in your area and see if they event has a speaker. If they have a speaker, you can reach out to see if they are having another event where it would be appropriate for you to be the speaker. This a platform similar to Meetup.
* Local Groups / Clubs
  + Specific to your ideal audience. These might be groups that are singular (e.g., not a national group). Do not discount these types of speaking engagements. I have attracted hundreds of clients through these types of groups.
* Networking Organizations
  + If your speaking topic is helpful for business professionals, definitely check out networking organizations. You often do NOT need to join them in order to be a speaker.

Look at what events are going on where there is a speaker. Inquire to see if they will be holding another event in the future.

* + Local Business Publications
  + Local Newspapers
  + Industry Magazines
  + Trade Shows
  + Conventions
  + Non-Profits
  + Churches

**Other Resources to Keep Your Eye On / Special Interest Groups**

* Speaker Directories - see which ones are free or minimal fee
* Athletic Groups
* Kids / Parent Groups
* Business Networks
* Chambers of Commerce
* Women’s / Men’s Groups
* Colleges / Universities

**LINKS:**

<https://www.inc.com/events>

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

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

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

[www.SpeakerSpots.com](https://hn266.isrefer.com/go/website/leisareid/)

[www.RadioGuestList.com](http://www.radioguestlist.com)

[www.GetSpeakingGigsNow.com/cities](http://www.getspeakinggigsnow.com/cities)

<https://www.mpi.org/> - Meeting Professionals International