NOTE: This system is a POWERFUL strategy that has brought me hundreds of speaking engagements! It is simple and effective when you find the right person(s) and can keep the speaking engagements rolling in for years! BUT, you need to be prepared to GIVE as much as you RECEIVE to make it a true partnership.

**Find Your Speaker Soulmate**

**What is a Speaker Soulmate?**

Someone who speaks at a similar quantity and quality as you. Someone who you like and trust who is reliable and wants to build a referral relationship with you for speaking referrals. This would be someone who is not in competition with you, but might have a complementary service to yours.

**Qualifying Your Speaker Soulmate:**

1. What do they speak about?
2. How often do they speak?
3. Where do they speak (location)?
4. Who is their ideal audience?
5. How are their connector / referral skills?

**The Speaker Soulmate Process**

1. Set up initial meeting (phone/in-person) to discuss plan and commitment
2. Recommended meeting frequency: monthly or quarterly depending on how often you speak
3. Email each other an email template introduction
4. Structure for the meeting: go through past speaking engagements and determine if an introduction to the host should be made
5. Implement the introductions (email / phone) so that your speaker soulmate has the red carpet rolled out for them