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**You will learn these powerful lessons:**

* Email Strategy & Templates
* Phone Strategy & Script
* One-Call Close Strategy & Script

**STEP ONE: Get Your Supplies Ready**

**Have on hand**

* Prospect list with contact information
* Email template
* Speaker Sheet
* Bio ready to email
* Headshot
* Title / Description / Learning Points of talk

**STEP TWO: Mentally Prepare**

**Set your intention**

* How do you want to feel?
* What are you going to say in your email?
* What will you see?
* What type of experience do you want to have?
* What results are you wanting to achieve?

**EMAIL STRATEGY & TEMPLATES**

**Email Follow-Up Template (#1)**

Subject: Speaker for {Organization Name}

Hi {Name},

I hope you are well.

I wanted to follow-up with you about speaking for the {organization}. Are you still in need of speakers for {Year}?

I have attached my Speaker One Sheet for your convenience - there are {x} different topics you can select from - all are beneficial for {professionals} - let me know if any of those resonate for your audience.

Looking forward to connecting!

**EMAIL Follow-Up Template (#2)**

Subject: Quick Check-In

Hi,

I hope you are having a terrific day!

I thought I would do a quick check-in to see how you were doing setting up your speakers for (TIME of YEAR / YEAR). If there is a need for me to serve the group as a speaker let me know what dates you are looking to fill, and I will check my calendar for availability.

Past audience members of mine experience:

* Result #1
* Result #2
* Result #3

P.S. I have attached my Speaker Sheet for your convenience - there are three topics to select from with the most popular one being *\_\_\_\_\_\_\_\_\_\_*.

**PHONE STRATEGY & SCRIPTS**

**Get to the Decision Maker Script**

“Hi, {Name} - I’m not sure if you’re the one I should check-in about this, so perhaps you can help me out?

My name is {your name} and I happen to be a guest speaker in this area. I didn’t know if your group was looking for outside speakers (this year, this month, this quarter, etc.)?

Would you be the person I should check in with about that?”

**Determine the Fit Script**

* Tell me a little bit about the needs of your members / audience?
* What type of speakers do you like to have for the group?
* What do they enjoy learning about from the speakers?
* When does your group typically meet?
* I wasn’t sure if you were in need of a speaker (this month, quarter, year, etc.)?

**Give them Confidence to Book You**

* Drop in tidbits about your past speaking experience
* Let them know about a quality you bring (e.g., engaging, humorous, inspiring, etc.)

**One Call Close Strategy & Script**

1. When are your next openings for speakers? I will check my calendar while we’re on the phone to see if I’m available.
2. If they share some openings, ask them which date would they prefer for you to speak?

Ex.: “Would you prefer me to speak in April or May?”

1. I happen to free (IF you are actually available) on (one of the dates that they gave you) - should I go ahead and block that off on my calendar before I get booked for another engagement?

**Be Prepared for a YES**

“Perfect, I am so excited to speak to your group! I’ll just need a couple of details so I have it all here and can stay organized.”

**Get the Details**

* Date
* Venue
* Address
* Contact Information
* Time the meeting starts /ends
* Time allotted for speaking
* Audio/Visual
* Additional Notes
* Approximate number of attendees expected

IF it’s not a YES right away...Plan for the Follow-Up

* Ask what their preference is for how you should follow-up
* How often will you follow up?
* Select a date that you can commit to