

Eighteen Ways How You Can Increase Your Speaking Bookings Fast

By Catherine Franz



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If you would like to work with someone who lives, breathes, and is a master with the Laws of Attraction to bring your desires, whether in life generally or in business, you will want to be coach with Catherine. To request a session use the e-mail above. Allow up to 24 hours for a response due to Catherine's travel schedule.

Catherine has been published 30,000+. If you would like to read some of her writings, some still roam the Internet. Type her name in quotes in any search engine. You can also visit any of her web sites listed above.

If you would like Catherine to speak to your group, be on your radio or television show, please contact her at the e-mail address above and include "speaking or appearance requested" in the subject line so your e-mail can be routed to the right department.

Marketing is a consistent and a never-ending part of a professional speaker's career. Marketing begins with your professional printed materials, how your telephone is answered, how quickly you respond to the inquiry, your follow-up, gifts to the meeting planner, thank you notes, articles in the right trade journals, how you handle questions from the platform, how you dress and conduct yourself.

Notes

1. Use language and gift opportunities to get all the leads you can from your current audience. You can mention your availability in your introduction; a few times during your speech, and of course, at the conclusion (just don't make it your last line). Good speakers receive five or more requests for new speaking opportunities every time. Use this as a measurement as to how you are 'really' doing from your speaking engagement and not from your feedback forms.
2. Feedback sheets. Go from free to FEE. Pick up a minimum of five paid talks from each audience. They will provide you with referrals.
3. Contact all your local convention and tourist bureaus for convention and tourist bureaus in cities that you want to present. Convention and tourist bureaus list incoming conventions for their city only. These events are booked up to five years in advance. Membership to their tourist bureau or the convention center is usually required. These contacts are very valuable, especially if you wish to focus strictly on local bookings.

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4. Specific target markets usually offer special booking facilities as part of the contract. For example, a specific market might be the American Institute of Banking (AIB), 1120 Connecticut Avenue NW Washington DC 20036. The AIB has a computerized network. You can register with them and be included on their list. They also have a list of all the banks that are looking for specific topics for their events.
5. Many meeting organizations maintain speaker directories. The major ones are American Society for Association Executives (ASAE), Meeting Professionals International (MPI), and the National Speakers Association (NSA). Many other organizations publish speaker directories in which you can advertise your availability. Some offer opportunities to purchase their mailing list if you are a member. You can also visit your local library, see your Reference Librarian, for these and similar publications to obtain a list of speaker directories.
6. Speaker Showcases: Watch for notices in magazines such as Sharing Ideas or other trade publications for your target markets. For example, the U.S. National Management Association holds area showcases from time-to-time. The speaker can purchase 10 to 15 minutes time slots. Local speakers associations, including the local chapters NSA, often hold showcase opportunities. So do meeting-planner groups. Many speakers bureaus offer showcases. But contact them to discuss what you need to do in order to get into their next showcase.

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7. Work laterally. If you get a booking with one bank, get a list of all banks in the chain and approach them, using your first booking as a reference. Then work on the banking association. Next contact the savings associations, escrow companies, etc. everyone knows each other in these organizations. Your letters of recommendation from one will get you into the others. Know the problems that the organization wants to solve and design your material so it solves their problems.
8. Phone first whenever possible. The majority of direct mail pieces are thrown away however; phone calls are not as easily ignored. Find the correct person's name, title, and know what they need BEFORE sending your media packet. Sending all your material is costly. Make sure that it is worth the while. Target your prospect. Use referrals all the time.
9. Mention in your introduction something that you will give out for each of the people that fill out the feedback sheets. If you prefer, have the person introducing you mentioned this. You also want to bring a gift that you can give to the person introducing you.

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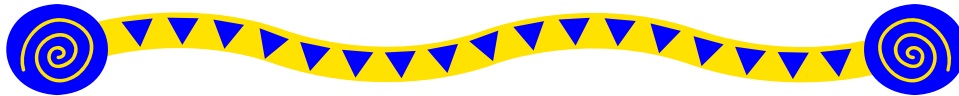
10. Stand in close vicinity of the beverage table after you deliver your program. Read the feedback sheets. Buyers will approach you more easily by the beverage table then they will let the front of the room. Go over the feedback sheets with the master presenter or your host for immediate rebooking. Give the master presenter and or host a small thank you gift. Have paper on hand say you can chat down testimonials people gave you. Alternatively, write their testimonials on the back of the business card. This is the appropriate time to ask for a copy of their membership directory. Feel free to ask for specific referrals from people who talk to after the speaking engagement before they leave.
11. Whenever someone even briefly mentions a possible speaking engagement, pull out an inquiry form and begin filling it out. Obtain all the information possible BEFORE discussing availability. Obtain all the information even if you already know you were booked for that date.
12. After you have spoken at an event, it is also appropriate at that time to discuss any other services you offer.
13. If there are other speaking opportunities at the event, inquire about any available slots from last minute cancellations and/or for any newly recognized need they just discovered and what the budget is for each. You can offer a discount on any additional programs you deliver because r already at the event. Be patient as they think of ways how both of you can win. Honor the silence.
14. A booking is never solid until you have a signed contract and the check is cashed.

Notes

15. Carry inquiry forms, blank contracts, and your appointment book with you whenever and wherever you travel. Keep some in your briefcase, car, and carry-on luggage when traveling by air, train bus or limo. I have booked speaking engagements and all of these places even after a fifteen-minute conversation.
16. Three types of prospects:
17. The serious and qualified. For these people get a contract out quick and begin filling it out for them.
18. The “I have no money but think they have a great opportunity for you.” Offer them an opportunity to have a fundraiser.
19. For the charity organizations, offer to place their request on your two-year waiting list. Explain that your time limits you only to be able to give one charitable program a month.
20. When you are already booked on their requested date, ask them for next year's booking right then and there. Then and only then do you provide information about another speaker that you recommend. Don't give the referral out until you have contract and deposit for the following year. There is a great opportunity for your recommended person to claim the next year as well so I recommend getting the next booking first. It's good to be nice but you don't want to give away business either.

21. Ask for next year's contract and a deposit. Tell them that you will research a referral for them for this year. They need to send deposit check along with the contract for next year.
22. Give the lead to the bureau if you're working with the bureau for to a bureau that you want to begin a relationship with.
23. Offer accessories, products, and multiple availability dates if they don't have a specific date in mind. Offer several types of programs that you can deliver at the same event, of course, for a higher fee.

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