

A woman with long brown hair, wearing a red blazer, is seen from behind, addressing a large, blurred audience on a stage. The background is dark with several bright, circular spotlights illuminating the scene.

# Unlock Your Speaking Success

the ultimate guide to booking speaking gigs

DRIVEN  
*inc.*

# Unlock Your Speaking Success

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Are you ready to take your speaking career to the next level?

Do you want to learn the secrets of booking speaking gigs that can elevate your brand and increase your influence?

Look no further!

In this comprehensive guide, we'll walk you through the essential steps and strategies to help you secure speaking opportunities that matter.

**Let's get started!**

♥ *Suzanne*

let's get started

# Chapter One:

proven ways to get stages

## BOOK THEM

Research, reach out and book free gigs.

## BUY THEM

Sponsorships: pay to speak on stages

## BUILD THEM

Host your own events

# Chapter One:

## proven ways to get stages

**There are 3 ways to get on stages:**

### Book Stages

This is what we'll be covering in this guide. When you book stages you'll be researching gigs in your area or online, then reaching out, and booking free gigs. You should start with booking stages.

### Buy Stages

When you buy stages, you'll be purchasing sponsorships so that you can speak on other people's stages. Once you have a little bit of income coming in from booking speeches you can focus on buying stages.

### Build Stages

Finally, when you have your own audience you can host your own events and even sell sponsorships to others.

*In this guide we'll be focusing exclusively on booking gigs for free but I will show you where you can talk to one of my coaches for free about the other ways to get on stage at the end of this guide.*

**Now that you know what the 3 ways to get on stage are, let's zoom in to the 4 steps to booking FREE speaking gigs.**

# Chapter Two:

## steps to booking speaking gigs

There are 4 steps to booking speaking gigs that we are going to cover in this guide.

**1. GET ORGANIZED**

**2. ASK**

**3. GOOGLE RESEARCH**

**4. REACH OUT**

let's start by zooming in on step #1

# Step One:

## get yourself organized

**The very first step to booking gigs is to get organized!**

You'll start by creating an Excel or Word document with the following columns:

**Event Name**  
**Type of Event**  
**URL**  
**Contact Person**  
**Contact Email**  
**Contact Phone Number**  
**Did I Reach Out - Y/N?**  
**Did They Respond - Y/N?**  
**Did I Book It - Y/N?**  
**Notes**

**This is going to be your personal research document.**

As you find speaking opportunities you'll copy and paste from websites into your research document. Then you'll use this document to track and follow up with all the gigs you are trying to book.

***Now that you have your tracking document it's time to start reaching out to anyone you know with a platform and ask them about speaking opportunities.***

# Step Two:

## ask

### **The next step to getting gigs is to start ASKING!**

The easiest way to get started speaking is to start with people you already know.

Start by making a list of friends, family, former work colleagues, mentors, clients and anyone else who might have a platform you can speak on.

When you are networking, in addition to getting leads, ask people if they know of other events and speaking opportunities.



start your reach out process with these “hot” leads

***Now that you’ve wracked your brain for any low hanging speaking gigs, let’s get into how to use Google to find more speaking gigs than you can actually do.***

# Step Three:

## google researchch

**Let's get into finding speaking gigs with Google in 5 easy steps.**



1. Start with a clean window with nothing else open. You want to make sure you are entirely focused on finding gigs.
2. Begin your search with one phrase. We'll give you examples of keyword search phrases to use.
3. For every site, right click the listing and open as a new tab. Keep doing this for the first 5-10 listings. This way you find places in batches.
4. Look at each tab you opened. See if it's a possible speaking opportunity. If so, cut and paste information like website name, platform, and email address into your research document.
5. Once you've gathered a list of potential speaking gigs into your research document, go down the document to reach out to the events.

In other words, do your research and reach outs in batches. It will save you time and keep you focused on one step at a time.

***Now let's get into how to Craft Your Own Keyword Phrases***



# Step Three:

## google research

### Now let's get into how to Craft Your Own Keyword Phrase

There are 3 things to keep in mind when looking for gigs on Google.

#### Who?

Start with your target market for example: women business owners, wellness professionals, etc.

#### Where?

Next you'll add the type of event you want to speak at. For example networking events, chapters, associations, conferences, expos, conventions, etc.

#### What?

When you combine all 3 elements you should get something like: "Women business owners networking events for speaking opportunities"

Finally add the type of opportunity. For example: speaking, sponsorship, networking, etc..

***Now that you've got a list of gigs, let's talk about a strategy for reaching out.***

# Step Four:

## reaching out

**You're now ready to start reaching out!**

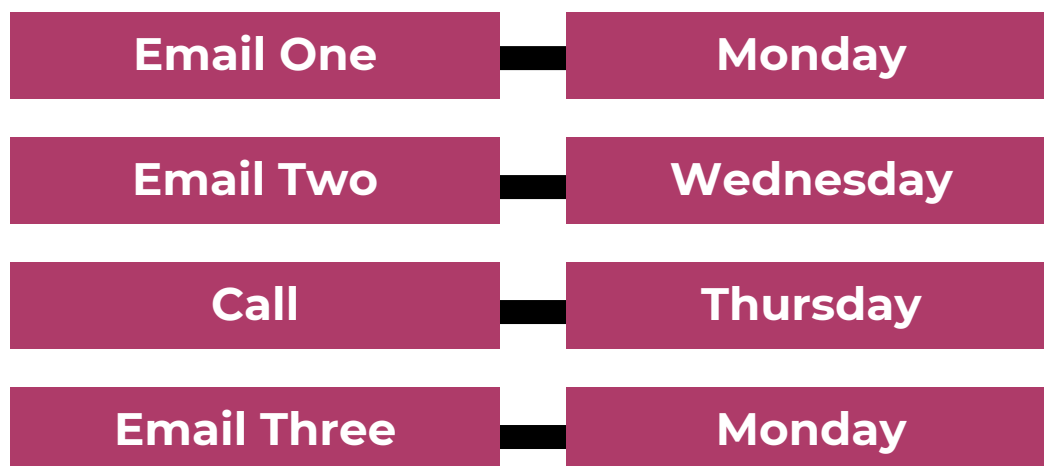
Let's start by explaining the formula for how often you should be reaching out, and how to determine if it's working.

**The strategy is to send two emails then call.**

This way they have a little more context to who you are when you call.

If there's no response after the phone call, send email #3.

**Here is an example of the timing of the emails and call:**



***Now that you've got a list of gigs, let's start reaching out with the exact templates I use to book gigs.***

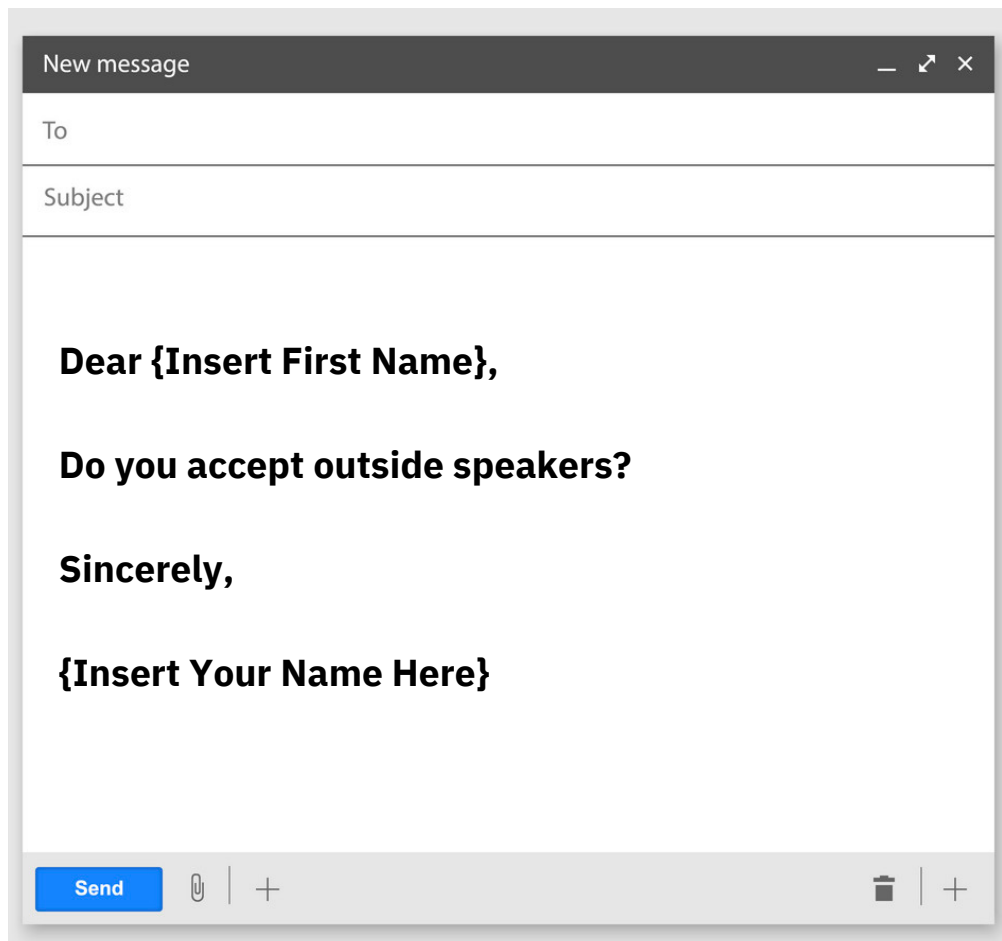
*Here are the exact emails  
I use to book speaking gigs...*



# Email One:

## outside speaker email

**Send this email when you are not sure if the organization accepts outside speakers:**



New message

To

Subject

**Dear {Insert First Name},**

**Do you accept outside speakers?**

**Sincerely,**

**{Insert Your Name Here}**

Send

# Email One:

## outside speaker email

### If They Accept Outside Speakers Send This Email Next:

New message — ↗ ✕

To

Subject

**Hi {Insert First Name},**

**My name is {Insert Your Name Here}.**

**I'm a speaker and messaging expert here in the {Insert Your Area}, and I wanted to make sure you and I had a chance to connect. Why?**

**As the {Insert Your Title/Area of Expertise}, you know one of the biggest challenges your members deal with {Insert Biggest Pain Point}.**

**Unfortunately, it's a huge roadblock that prevents them from building a thriving coaching practice.**

**And that's a problem I would love to help you solve.**

**So, I wanted to let you know I will be following up with a phone call, to talk about a free presentation I've delivered to groups around {Insert Your Area} that reveals powerful steps your members can use to create powerful, magnetic interest in what they do. So they can give their gifts and thrive, and build a business worthy of their talents. Instead of struggling just to get by.**

**I'd love the opportunity to show your members how to use these simple tools to create almost instant interest in their services and fill their practice with perfect clients.**

**Talk to you then!**  
**{Insert Your Name Here}**

**Send** | 📎 | + | 🗑️ | +

# Conclusion:

**Wow, that was a lot of information!**

**Let's quickly recap  
so that you can start booking gigs.**

**one**

Securing speaking gigs can be a gamechanger for your career, allowing you to share your message with a wider audience and position yourself as an industry expert.

**two**

By following the steps and strategies outlined in this guide, you'll be well on your way to booking speaking opportunities that align with your goals and aspirations.

**Ready to take action and supercharge your speaking journey?**

# Unlock Your Speaking Success

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Start by **booking a call** with one of our experienced coaches who can provide personalized guidance to accelerate your success.

**Ready to start your journey towards becoming a sought-after speaker?**

Schedule a complimentary call with one of our expert coaches today.

Let us help you achieve your speaking goals and unlock new levels of success.

**Book Your Call Now!**

Get ready to elevate your speaking career to new heights!

**Let's get started!**

♥ *Suzanne*

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