

Simply Get Booked Speaking Inquiry Research Guide

This information is used to do research for potential speaking engagements.

Goals and Activity

Goal # of Speaking Gigs per Month:

Recommended # of inquiries, months 1-4:

Recommended # of inquiries after 4 months:

Who is your target audience? (choose all that apply)

- Corporate
- Leaders
- Women
- Business Owners
- Career Transition

Google Search Terms

Learn how to create search terms in Launch Your 6-Figure Speaking Strategy course, Parts 2, 3 and 4. Login here: <https://members.simplygetclients.com>. If you do not have a login, request one from dayana.quiara@simplygetclients.com

Ideal Client Descriptors	Group Search Terms	Location

Example:

1. Ideal Client Descriptors	2. Group Search Terms	3. Location
[Industry]	Chamber of Commerce	Dallas
[Age]	Professional Group	San Francisco
[Gender]	Industry Association	Miami
[Specific life event]	Conference	Chicago
Corporate	Convention	Virtual
Business Owner	Retreat	
Leader	"Monthly speaker"	
[Level or department]	"Breakout session"	

Speakers who Share Similar Audience

BEFORE you do an inquiry, if you aren't clear about who the audience is:

Subject: Question about membership for [GROUP NAME]

Hi,

Can you tell me a little about the makeup of your membership? Are they mostly professionals? Entrepreneurs? Millennials or GenX?

If you have any demographics, I would appreciate them!

– OR –

Subject line: Question about conference attendees

Hi!

I'm researching who comes to [group/conference] - do many [ideal clients] attend?

Thanks in advance for your help!

[signature]

examples of above:

- I'm researching who comes to the WBC conference - do many business owners attend?
- I'm researching who comes to your Ellevate chapter - do many professional women attend?

- I'm researching who comes to your EVB conference - do many corporate executives attend?

Speaking Inquiry Emails

Initial Email

[NOTE: this can also be used with contact forms on the group's website](#)

Subject line: How do I apply to/for your [group name] group?

Hi NAME,

I'm hoping you can point me in the right direction... What is the process for applying to speak for your group?

Thanks in advance for your help!

[signature]

1-week Follow-up Email (if no response)

[Forward original email with the following note.](#)

Hi,

Just making sure you saw my email... I know how busy an in-box can get!

I appreciate any advice you can give me regarding how to become a speaker for your group.

Thanks again for your time.

[signature]

2-week Follow-up Email (if no response)
Forward 1-week email with the following note.

Hi again!

I thought I'd see if I could nudge the conversation forward a little. Would these topics be of interest to your members?

- Title 1
- Title 2

I appreciate your time!

signature

Sending Speaker Information (depends on what the host requests)
It's best to send a little bit of information at a time, unless they request otherwise.

IDEAL reply:

Hi [host name],

[Speaker] speaks on [insert Golden Sentence]. Would these kind of topics be of interest to the members of your group?

[signature]

If they ask for more information:

Hi [host name],

Thank you for your reply. I'm attaching [speaker's] bio and info on her speaking topics + video samples of some of her past presentations.

Can you send me a quick reply to confirm you received this?

Let me know if there's any other info you need in order to consider (SPEAKER) as a speaker.

Thanks again for your time.

[signature]

BEFORE Accepting Offered Gig, Email to Clarify Group Details

Before confirming, we just need a few details:

1. How many participants usually attend?
2. How much time will there be for the presentation, including Q & A?
3. At the end of the presentation, [speaker] provides a link for a free follow up call. I assume this is ok?

Polite Decline Emails

Polite decline when they won't allow an offer

Thank you for the clarification and the opportunity to speak to your group. After reviewing your speaker guidelines, we realize (SPEAKER NAME) is not a good fit for your group.

I appreciate you being clear about expectations, and wish you all the best!

To decline speaking gigs if they require a registration fee before the event:

(SPEAKER) appreciates being selected, however it is her policy to decline speaking engagements that require payment out of her own pocket, beyond her travel expenses that she already is incurring. As I see you require speakers to pay for conference registration, (SPEAKER) will have to decline this opportunity.

Set Criteria for Speaking Gigs

- Making sure speaking gigs meet specific criteria is a process of negotiation. As such, it is generally best handled by the speaker, not the assistant (at least at first).
- Consider not saying more "free," but rather choose to "donate" talks which are usually valued at a certain fee. For example: "Groups are eligible to have Mary donate her \$2,000 talk when they meet the following requirements."
- Consider using the language, "my speaker fee is \$XXXX and I'm willing to get creative with how to receive that compensation."
- When considering filling out very complicated applications for unpaid events, double check whether the group is worth it BEFORE wasting time filling it out.

Criteria

Virtual

- # of attendees:
- Length of talk:
- Makeup of audience:
- Ok to gather contact information and invite people to free call (aka – make an “offer”):
- Other:

Live/Travel Required

- # of attendees:
- Length of talk:
- Makeup of audience:
- Ok to gather contact information and invite people to free call (aka – make an “offer”):
- Compensation for travel expenses:
- Other:

EXAMPLE

Virtual

- # of attendees: 25+
- Length of talk: 45 – 75 minutes
- Makeup of audience: 80%+ business owners
- Is it ok to gather contact information and invite people to free call (aka – make an “offer”)?
- Other: attendees pay for event (either through a membership or event fees)

Live/Travel Required

- # of attendees: 50+
- Length of talk: 45-75 minutes
- Makeup of audience: 80% business owners
- Ok to gather contact information and invite people to free call (aka – make an “offer”)?
- Compensation for travel expenses: waived for audiences of 100+
- Other: Other: attendees pay for event (either through a membership or event fees)