

60 Most Asked Questions on How To Get into the Corporate Speaking Industry, How to Get Paid and Leverage Those Gigs!

All your speaking questions answered



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I have been a paid speaker for many years now and run a number of courses and programmes to help entrepreneurs and business owners raise their visibility to attract credible paid speaking opportunities. My inbox and direct mail is full of questions. So I thought I would put together a curated list of the most asked questions from around the world on how to get speaking engagements, how to leverage those gigs and how to get paid. If we have not covered a question that you want answered, drop me a message and I'll give you the answer.



*To your success,
Michelle*

1. I just want to speak, where do I start?

1. Work out what problem you solve, what solution you bring and what people or institutions are willing to pay for
2. Position yourself as an **Expert Subject Matter** who can speak. Lead with your expertise.

2 . I could speak about anything, how do I choose?

What would you speak about everyday of your life even if you never were paid? Start there. Avoid the mistake many make - Event planners and curators are not interested in paying for your passion but rather the results you can provide to their audience. There are many broke speakers who have passion about a topic that no one else is willing to pay to hear

Consider these questions from another perspective:

- What type of **people do I like** speaking in front of?
- What is their biggest **need or challenge**?
- How can I tailor my **experience** and infuse my **passion** to give them **solutions**?

3. How can I get speaking engagements?

- **Searching** events on Google, social media and contacting the organizers
- **Contacting** ideal or desired companies directly
- **Partnering** with bureaus
- Contacting **event** organiser directly
- Use podcasts. Get interviewed. Great way to **raise your brand**.
- **Call** for speakers on Google Alert
- Build **relationships** with other professional speakers

4. How do you reach out to event planners?

I believe the best approach is two steps:

- Call the organization on the phone and ask for the **name and contact information** for the person responsible for hiring speakers for the event.
- Contact that person -- by phone if you can -- and **ask** if they have a budget for hiring speakers for their events. If they don't have one, it's a decision you need to make.
- You also want to find out what their criteria is for hiring speakers

5. How often should I pitch to event planners? - (10 a day, 100 a day?)

While it is easy to turn it into a numbers game, keep in mind that it is a person -- not an organization -- that is going to hire you. You are more likely to have **success with 10 pitches** to individuals who you can **address personally** than you will with 100 cold emails sent to nobody in particular.

This takes a lot more work than just copying and pasting email addresses and a pitch letter. You need to find out who the person is who can decide to hire you, and then you need to find the best way to contact them: phone, email, paper mail. And you need to know enough about their event to be able to explain why you're a good fit, and what problem you will solve for them.

It is certainly more than just making personal contact. You need to understand the language that will engage prospects by using their own language and concepts. You need procedures and a way to track everything. **A CRM is a huge help.** (I use Pipedrive)

But if your message is not personalized and specific to the individual prospect, all those other things probably won't matter.

6. How do I get paid well for speaking?

Know what results you're going to deliver. If you have an understanding and idea of what is the impact of your presentation and the value being delivered to the client. You may think it is a high speaking fee, but may not be one for the client.

Understand the fee you would like to be charging, get this right and then look at the people that are charging in that range.

7. When you send an email about potentially speaking, what do you put in the *subject heading?

Reference their **specific event** in the subject, and be prepared to start your message with content that indicates that you have spent **time researching** their event and their audience, so that your pitch is specific to them and not just a generic pitch.



8. How can I leverage existing speaking engagements?

- Go back to them and ask them if you can speak for them again
- Find out if there are other opportunities such as workshop facilitation or training
- Get social proof such as testimonials
- Reconnect with speakers that you have already spoken on stage with and find out if there are any events that you can be a part of

9. How can I use LinkedIn to generate speaking engagements and business?

Double down on the free value you give. Whenever you post, always **aim to give new information** be it to someone looking for an answer or to your own network. What this does is it (i) gets you more post engagement but more importantly, (ii) sets you as a thought leader within the field you speak in! That's where the real value for you is. You want people to **think of you as a brand** when a certain topic comes up! Hope this helps!

Use hashtags correctly.

Those that take time to comment, respond and even send a direct message saying **thank you** and if they are interested in knowing more to **get in touch**. I did this more recently when I talked about leadership and this has led to another paid talk on leadership, and a training contract.

Try asking questions. "I'm trying to learn more about meetings about leadership. Does your organization hold any? If so, could you tell me a little about the audience and what you hope to achieve with the meeting?"

Follow speakers with whom you resonate. Check where they have spoken at and then get in touch with the event organisers.

10. Is there a site I can access to gain international speaking engagements at conferences?

Yes - try this out <https://10times.com/>

11. If a speaker is booked to speak at an international conference, does said speaker become an "International Speaker"?

If the conference is being hosted in another country then **yes**. Now if it's online and you've been asked to speak on Zoom for them..... well you will have to decide if you're going to call yourself an international speaker. The key word here is 'integrity'



12. Can anyone offer some advice on planning a virtual conference? Specifically, how to go about attracting speakers?

I'd recommend starting with the audience. Who do you hope to reach? What is the experience that you want them to gain from the conference? What problem do you intend to solve for them?

Once you have that clearly defined, you can then go about figuring out what the best way is to deliver that experience. Is it a live speaker or a recording? Is it one speaker or many? Is it a panel discussion? Or is it not a speaker at all, but a forum in which participants can discuss and share insights and opinions about the issue? Or is it something else: a game, a puzzle, a structured learning experience?

Only after you've figured these things out are you ready to consider what the content for the conference should be, and what resources -- including speakers -- might be the best choices to help your audience get that desired experience.

13. What do event organisers want to see?

They want to see that you have a strong brand with a strong following.

Build your credibility

Showcase your credibility and your ability to deliver high level information

14. How can I engage people offline to attend my event?

Print leaflets - Pound the pavement by going to local shops and leave your leaflets everywhere. Make sure you leave them in libraries, schools and shops near the venue you will be speaking at.

15. Do you allow your virtual presentations to be recorded by your client? If so, do you charge for the recording?

For any presentation, my standard contract says that recordings are to be negotiated under a separate agreement. For in-house use, I do not charge any extra fee but I get copies of the raw footage and whatever they produce.

If they are going to generate any revenue from it, I want a cut. I'm willing to take a percentage or a flat rate up front based on their best estimates.



16. What types of questions can I ask a meeting planner regarding speaking opportunities?

Who is the **audience**?
 What are their **challenges**?
 What do they most **need and want**?
 What **has worked** in the past?
 What **messaging** do they want / want to avoid?
 What **feeling** do you want them to leave with?
 How can I **most help** this event succeed?
 What's your **budget**?
 What are your attendees' **pain points**?
 Does your **company** use paid, professional speakers?
 How is the **decision** made regarding speakers?
Who have you used in the past?
 Do you have a specific **meeting date** set?
When do you begin to plan your meeting?
Where will the meeting be held?

Is there a **theme or focus** on this meeting?
 Is there a budget I should be **aware of**?
 What **type of meeting** is this? Is it quarterly, annual, twice a year?
 Is there anything that **I haven't asked you** that you would like me to know about your meeting?
How many will be in attendance?
How long will you like me to speak?
 Will I have a **lapel/mic**?
 What **time** of day?
 Will there be **other speakers**?
 What are your **expectations**?
 What do you want the **outcome** of this meeting to be?"

17. How much should I charge?

Base Rate: Content, customization, etc. Per day rate \$5,500

Distance: Miles from (Home City)

1-100	\$750
101-350	\$1,250
351-1250	\$2500
1251-3000	\$5,000
3000+	\$10,000

Session Length: (Per Day)

0-45 minutes	\$1,000
46-105 minutes	\$2,000
106-150 minutes	\$3,500

Audience Size

<25	\$0
26-50	\$1,500
51-100	\$2,500
100+	4,000
+ Reasonable Travel	



18. How do you price your workshops?

It's all about the **perceived value** of your service. I try to deliver a £10,000 job... when charging £5000. When they perceive your job to be worth more than they are paying ... they will not complain. Then they will also be willing to pay you more the next time.

19. How much should I charge for speaking? One fee or do I change it depending on the event planners budget?

There are lots of dependents: **travel** (post Covid) and what that **cost** will be... **How long** will it be, will you just be **speaking** or **facilitating** like a workshop, do you have to provide **materials**, will you be passing out materials. Just a few things to consider.

You can also use this really useful **calculator**, I found from a great speaker supremo.

<https://thespeakerlab.typeform.com/to/mKgF8q?fbclid=IwAR2QV8knXFmMGkhzcZ571f1UJllzCcMz-CENYT-exQIfNjwbllaMEh1pb40>

20. How can I increase my revenue after speaking?

I've **added a webinar option** to my speaking packages to allow my corporate clients to record my presentation for broadcast to remote employees and for future playback. Sold the first webinar add-on to my speaking package. 😊 They use their platform.

21. How can I arrange payment for my talks?

If a client books you today, email a PDF contract with your digital signature on it. They must countersign and return it within two weeks with half of your fee and all of your travel expenses. Two weeks before you set foot on stage, the remainder of your fee is due. Make it easy to be paid; include your direct deposit information on your invoice. - If you want a copy of a speaker confirmation agreement, do let me know.

22. I'm speaking for free, what should I ask for?

- **Referrals**
- **Testimonials**
- Make recommendations to speak again
- Send out a **press release/ marketing**
- Have someone take **pictures/ video** for your use only.

23. What assets do I need in place?

- **Website**
- Speaker showreel/demo **video**
- Speaker one **pager**
- **Bios**
- **Headshots**

24. If you had £200 for speaking equipment, what would you buy?

- A **clicker**
- Blue Yeti **mic**
- If I had change, I'd invest in a logitech **webcam** too!

25. What stuff can I give out at events? (post COVID, of course)

- Bookmarks with information about you
- Postcards
- Magnets
- Your book



26. Will a book help me get more speaking engagements?

A book is a **valuable asset** for credentials, marketing, and a potential revenue stream. But it can also be a major investment of **valuable time**, even if you keep the financial costs to a minimum.

I would focus on **getting in front of audiences** and see if anyone is willing to pay for your content. If you write the book first, you could **get stuck** with a book that **nobody wants**.

Build your audience first and prove that you have a **viable speaking** business. Then you can write the book that **supports** that message.

Don't put speaking on hold while you are writing your book. Start speaking now. The book will come.

27. How long should your showreel be?

Some bookers want short. Others have specific requests for example "we require 6 minutes of unedited footage, it does not have to be professionally shot." This booker wants to see the speaker interact and connect with the audience. **I say 2-3 mins.**

28. What should I use for subtitling?

- **Rev.com**
- **Zubtitle** - **Zubtitle** best value. 10 videos per month, up to 20 minutes each. \$19 per month
- **Camtasia**
- **Clipscribe**
- Even **Word** can transcribe - I used Word > Home > Dictate, and played my videos off my phone and it transcribed 99% accurately! If you don't have lots to transcribe it's easy and simple.

29. What are the best books for speakers to read?

BOOKS

- Talk Like TED
- The Successful Speaker: Five Steps for Booking Gigs, Getting Paid, and Building Your Platform
- The Exceptional Speaker
- Book More Business: Make Money Speaking
- The Slight Edge
- Atomic Habits: An Easy and Proven Way to Build Good Habits and Break Bad Ones
- Everyone Communicates Few Connect
- Steal The Show

AUTHORS

- Carmine Gallo
- Grant Baldwin
- Alan Stevens and Paul du Toit
- Lois Creamer
- Jeff Olson
- James Clear
- John Maxwell
- Michael Port



BOOKS

- Book Yourself Solid
- The World's Greatest Speakers: Insider Secrets on How to Engage and Move Your Audience to Action
- Do It Marketing
- Branding for Beginners: Why Consistency Is the Key to Creating and Maintaining a Brand Image
- Building a Storybrand
- Speak and Grow Rich
- Permission Marketing
- The million dollar speaker
- Confessions of a Public Speaker
- The Wealthy Speaker
- The Message of You

AUTHORS

- Michael Port
- Maria Lynn Johnson
- David Newman
- Bernadette Geyer
- Donald Miller
- Dottie Walters
- Seth Godin
- Alan Weiss
- Scott Berkun
- Jane Atkinson
- Judy Carter

30. What are the best speaking podcasts?

- The Speaker Lab
- The Wealthy Speaker
- Jay Baer's Standing Ovation Podcast
- Book Yourself Solid
- The Speakers Life
- Speak to Scale
- Speaking Business podcast
- Grow Your Public Speaking Biz



31. What is a Speaker One Sheet used for?

It's literally **one sheet PDF** that states **who you are**, some **topics** you speak on, your **mini bio**, couple of **pics**, **contact info**... you can **send it** to prospects in **person** or via **email**. It's not used as often as it used to be apparently but still **good to have** available especially for **cold traffic**.

32. Do you have advice on delivering talks for small intimate settings for smaller groups?

Use **less content** because more time will be spent in discussion and giving the participants a **chance to share**.

See if you can come up with an **activity** that gives some individuals an opportunity to **volunteer/participate** in front of the larger group. You might already have **a story** that you tell to larger groups -- tell the same story, but **engage** in a different way, sit down with them (or on a desk/table) to tell it.

33. What is the best option for one day speakers insurance?

<https://link.thimble.com/broker/FKRYTG7P>

34. If you wear glasses, how are you getting rid of the glare in your glasses when recording digital presentations?

Move the light to a **45-degree angle** and back it away from you. If you are using a dslr get a polarizing **filter**.

35. What is a speaking pipeline?

The **continuous journey** in which you develop your speaking goals and speech, build a **marketing channel**, develop **relationships**, assess **opportunities**, book **gigs**, and **follow up** so you can start the circle all over again.

36. What CRM should I use?

- Pipe **drive**
- Fresh **sales**
- Get **response**

37. How do I prepare for a speech?

- **Brainstorm** every message you could say to this audience on the topic at hand
- Narrow it down to the **top five**
- Brainstorm on a story or two and an example for each message point and **come up with a fact** or a number for each message point
- Create a simple, **one page outline** that has no more than three or four words per line
- **Practice** the speech on video; you can even use your own cell phone.
- **Keep practicing** until you like it

38. How often should I rehearse?

Yes, you need to rehearse **every speech and every presentation** you give, but you need to rehearse in a **particular way**. You need to rehearse **on video** and that could be as simple as talking to your own cell phone and recording it. The real key to rehearsal is to **keep doing it until you like the results**. Maybe you can do that in one take; maybe it takes ten takes or maybe it takes two days. Guess what? Your audience doesn't care. They simply **want your best**, so it's your **job to rehearse enough** to get you to the point where you're at your very best.

39. Reading my notes, is this ok?

Now, I **don't recommend** that you read it. What I do recommend is having a simple **sheet of notes** at which you **glance** down **occasionally** – it should consist of simple **bullet points** or a few words to **keep you on track**.

You need a **roadmap**. Then focus on the ideas, examples and stories **you want to tell**.

Don't worry about getting word-for-word everything. **Don't try to memorize the speech**. Just make a simple, one-page outline for yourself and work from it.



40. How do I make my presentation or talk stand out?

You've got to have compelling, interesting stories about actual conversations with real people – not made up stories and not stories from a book. **You need real stories that relate to the message** that's important to your audience.

If you ask people from all over the world, "What speeches do you remember?" these are the two things that **people remember over and over again**.

That's what will make your speech memorable.

41. How can I guarantee to be selected as a speaker for a conference?

You need the event organiser to be confident that you are the **speaker that can resolve an issue for them**. They are not hiring you just to entertain but to **solve a problem** they believe their audience has.

You need the **wow factor** and your videos **need to show** this. It is very highly unlikely that you will be selected for a conference if they've not seen you deliver before or if you have not come highly recommended by a **trusted source**.



42. I've been booked to speak in person, what other things do I need to be aware of and ask?

Where can I park?

If your event is in person, you may want to find out where you can park. You may have equipment, banners, merchandise and rather than you take public transport you may want to drive and have a parking spot near the venue.

When is the soundcheck?

Soundcheck is an important factor for you as a speaker. If you are on at 1pm, you may want to come earlier or the day before to check the sound, view the area, get familiar with the stage, test your slides with the AV guys. Testing sound and tech when people are coming in looks unprofessional and untidy.

Do you organise an onboarding session with other speakers?

This is a fairly unknown win for many speakers because many conference organisers don't even think about it. If you are delivering a virtual presentation with other speakers, seeding the idea of having a 'zoom' meet up where the speakers can introduce themselves and share what each other will be talking about has two wins:

- 1.) You get to make sure that your talk compliments other talks being delivered on that day and
- 2.) You get the opportunity and the red light to reach out to other speakers and find out where else they are speaking.

It's a win/win situation!

43. How do I know if an event pays its speakers?

The first question you are going to want to ask is... **what is your experience of using paid professional speakers?** The response to this question will inform you if they have indeed used professional speakers in the past and if they have paid them. It also positions you as an expert, someone who knows what they are talking about.

Also look at the **type of event**. If its a charity event or a small gathering, it's very unlikely. If its a school, they may pay. If it is a corporate gig, it's very likely they will have a budget.

44. How can I estimate whether the conference has a speakers budget? For example, if a seat at the conference is \$500 per ticket

Roughly 1,500 people attending, their gross budget is going to be around \$750,000.

Now, cut that number in **half for the cost** of the venue. So, \$375,000.

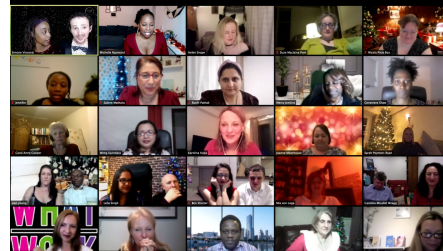
Cut that number again for **overhead costs**. So, \$187,500.

This is **potentially how much** of a budget they have for speakers.

Find out **how many speakers** they are going to have, and then **divide that budget** between the number of speakers. For example, they are looking to get 30 presenters to speak. This means that each speaker should be getting roughly \$6,250. This should give you a ballpark figure of how much they are able to pay you.

45. What should I include in a post event call with an event planner?

- Did I meet **expectations**?
- What can I **improve**?
- What **went well**?
- How was the **process** leading up to the event?
- Do you mind giving me a **testimonial**?
- Can I use your **organization's name and logo** on my site?
- Can I serve you or your customers in **future events**?
- Can you think of other event planners that I could **connect with**?



46. Should I join a speakers membership ?

It would be a **good idea**. Here are a few that you can check out to get started but there are lots out there.

PSA - Professional Speaker Association <https://www.thepsa.co.uk/>

NSA - National Speaker Association <https://www.nsaspeaker.org/>

PSA - Public Speaker Association <http://publicspeakersassociation.com/>

GDF - Global Speakers Federation <https://www.globalspeakersfederation.net/>



47. How do I get back into the speaker circuit?

Know what your objectives are and what will your primary focus be. Go back to your network. Find out who are the common speakers in your field, reach out to them. Go directly to event organisers

48. A lot of times when I prospect conferences I get the response “we don’t pay our speakers”. Why should I speak for free?

There are many types of conferences.

Academic conferences are places where papers get presented. Nobody gets paid to speak; the universities and other organizations pay to have their people attend, and it is a source of prestige to have someone present a paper at such an event. There is a lot of competition involved in getting your paper chosen.

Industry conference events where most of the content is about research and new technology follow a similar pattern. The hard part is getting included in the program; there's no question of getting paid. In fact, the major slots such as keynotes typically go to the major sponsors of the events, so they actually pay to speak.

Association events tend to be similar. They typically do not need to pay for speakers because member companies are willing to have one of their executives speak for free in order to get exposure. They may pay for a keynote speaker or a speaker for a lunch or dinner program, however.

The point is that for the majority of events that you will find on databases and other lists get their speakers for free among their participants who are willing to speak on behalf of their company (who is paying the cost as a marketing expense).

The less-publicized events are the ones that tend to hire a speaker, such as some association meetings and private corporate events. I find that meeting planners can be an effective way to find these opportunities.

Having said all that, do not assume that just because it says "no pay for speakers" means that none of the speakers will be paid. If you have the right program for their audience, they may indeed have a budget to pay you to speak. It doesn't hurt to ask, "I see that you say there's no pay for speakers, but do you have any opportunities at your event for paid speakers?" It doesn't cost anything to ask.

One good approach is to find competing speakers who are in your same niche, and see where they speak. If they're on the program for a certain conference, either they are getting paid or they think it's a good audience for prospecting their services.

49. What tips for engaging an audience do you have?

One thing I have seen done very well recently is working in the comments on chat and intertwining that into your presentation, if you start the chat with & who have we got and where are you from drop me a chat note now at the start of your presentation, it breaks the "virtual ice" this is also easy for you to navigate if on zoom because you can read as you go.

One thing I love to do in the beginning is to get them to comment which country or city they're tuning in from. Works every time to create the hype.

Utilise software like **mmhmm** which is brilliant for creating interactive presentations



50. What teleprompter do you recommend for solo video recordings?

- Teleprompter
- Bigvu
- Prompt Smart

51. What online platforms or software are you using to digitally sign contracts with clients?

There are many software platforms that allow you to get your contracts digitally signed. I use Signable which allows you to save templates, tracks when the document has been open, read and signed and send me confirmation. You can use HelloSign, Adobe Sign or DocuSign.

52. How do I create a speaker one page?

A speaker one sheet is a single or double sided document.

Usually a PDF document that you will often email to clients or prospective clients basically encompasses everything about you in those single or double sided piece of paper.

Now, here's what you need to have in there as a speaker. First of all, great photography, you want a really good LIVE SHOT of you speaking on stage, you just want a good headshot or a still shot well before studio shot, which looks very kind of professional.

Next you want to have your bio a little bit about you don't have to be particularly long, but just something that's really punchy.

Then you want to have your title and your subtitle and your description, learning outcomes of your presentation or your keynote or your workshop or what is best for then you want to have some testimonials a nice selection of different testimonials ideally from different industries that really talked about the impact you make on the audience.

And finally, you would have contact details your email address, your telephone number, or the email address and telephone number of the speaker's bureau you work with.

53. What should I do after I finish my talk on or offline?

Here are 5 things you should do?

- **Network** with others when you come off stage. If it's a virtual stage, send direct messages to the attendees and thank them for joining.
- Ask the host to do a video **testimonials** for you. Then you can transcribe it using Otter.ai and add to your social media
- Write down 3 things you did **well**. It's always good to congratulate yourself.
- Write down what you **learned**. These will be the areas you will do better on next time.
- Take pics with people and ask them to post on their social media. If it's virtual, ask them to screenshot images during your talk, share on social media and tag you in.

54. What should I carry in my speaker bag

Every professional speaker should have a speaker bag with your own speaker paraphernalia. Even though you may not use everything you carry in mine I have the following:

- A clicker
- USB sticks
- iPad
- Adaptors
- Leads
- My presentation
- Blotting paper

55. Cancellation Clauses and Pandemics. Should I include in my contract?

Let's me answer it in this way... if the client does cancel and doesn't honor your cancellation clause what are you going to do? Retain a lawyer and sue? For most of us mere mortals, the answer is "no". Here's a clause that my mentor uses and has used for 20 years with no issues.

"In the unlikely event that you would need to reschedule our work, this fee will be applied toward a mutually agreed upon date to take place within one year of the date of this agreement. Any fees for a reschedule will be 'fee in effect' at the time."

56. I was asked if I was a virtual speaker with more than 5000 people on my database? What's all that about?

It's a lead generation technique for the host. The more contacts you have the more signups they get.

The host gathers emails from your audience members you brought with you to watch- You don't "hand over your list," but you DO promote to your list, which in turn becomes their list when your people register with their email address. Basically it's a way for the host to verify your "legit"ness, and also helps grow their own list quickly.

This method might seem kind of harsh or slimy at first, like they're "stealing" your people. But, they're not. You're sharing a talk that your audience would find valuable, and the host gets to email them again about similar valuable content they host in the future. It can be a win/win situation if you find out how many people are on their list and how they will market the event. You get to speak in front of a large new audience.

57. Do you know of any speakers who have done a good job creating a "virtual speaking" page on their site?

Sylvie Di Gusto <https://sylviedigiusto.com/>

Kindra Hall <https://kindrahall.com/>

Clint Pulver <https://clintpulver.com/corporate-virtual/>

Vinh Quang Giang <https://www.vinhgiang.com/virtual>

Phil Jones <https://www.philmjones.com/exactly/>

Rob Bisenbach https://robbiesenbach.com/virtual-presentations/?fbclid=IwAR0c-dlwFkAUIXCq9isCBlydEz5ceW-aL9tG-T82U2ivP4oUXdcWCC_cloI

58. Besides Zoom what are other good live virtual training platforms you have used?

- WebEx ,
- Go to webinar
- Webinar jam,
- Webinar HQ

There are pluses and minus for each, depends on class size, interaction level, tech savvy of attendees.

Check this site out too <https://www.softwareadvice.com/.../virtual-classroom.../>

59. How do you respond when you ask about budget and the customer says they have one, but they've had some speakers in the past donate their time?

I say... that's great call them! in all fairness, I have only said this twice!

60. How do YOU get speaking engagements Michelle?

I am asked all the time. My response: I **DO** the work!

What does the work look like?

- I show up DAILY online and/or offline
- I share valuable content
- I do outbound marketing for speaking gigs
- I pick up the phone and speak to folk
- I send lots of emails
- I have a showreel
- I have a speaker page
- I have a speaker one sheet
- I get referred
- I speak on podcasts
- I get interviewed on radio stations
- I get featured in magazines
- I support others

There's no shortcut... it's simple, if you're a pretty decent speaker, have the marketing collateral in place - get out there, network, build relationships and **DO THE WORK!**

Special Bonus Questions for Hybrid and online events

How do you get speaking engagements online Michelle?

- Use your network
- Reconnect with individuals
- Visit sites like Hey Summit and register on their site as a speaker
- Let people know that you are a speaker and available for hire
- Create a showreel that shows your expertise online. see point 57
- Be current. Update your speaker topics to reflect what is going on in the world
- You are what Google says you are. Google yourself.... does it say you're a speaker
- Use YouTube or Vimeo to host your videos uploading videos of you presenting online
- Embrace and engage the online mediums. Event organisers will move back to in-person but will also still use online
- Stay visible. If they don't see you.... they won't hire you speak



IF YOU WANT TO PUT THESE QUESTIONS INTO PRACTICE TO INCREASE YOUR VISIBILITY AND ATTRACT CORPORATE GIGS, JOIN OUR CORPORATE RETAINER MEMBERSHIP. GET ON THE WAITLIST. EMAIL MICHELLE@THEPEOPLESPARTNER.COM

<https://michelleraymond.co.uk>
<https://www.linkedin.com/in/thepeoplespartner/>
<https://www.facebook.com/thepeoplespartner/>
https://www.instagram.com/michelle_raymond1/
<https://www.youtube.com/watch?v=HEFezmxePAk> (Tedx Talk)

MICHELLE RAYMOND | THE PEOPLE'S PARTNER

"Helping entrepreneurs leverage **personal mastery** to become more **VISIBLE** so they can attract their paying tribe and get **paid** to make an **impact** in the world."