



Strategies for Staying Booked as a Speaker

- 1) Share your activity on social media. Be relevant, relatable, and memorable.
- 2) Keep your website and social media profiles up to date (especially eSpeakers and LinkedIn). Ensure that you have quality videos that reflect your stage presence, content, and audience interaction/response.
- 3) Provide additional value-added services/benefits beyond the speech (when clients pay full fee).
- 4) Offer to do a follow up concurrent session after your keynote (like an “Ask the Expert” session).
- 5) Provide a one pager handout of your key points and direct attendees or participants to download from your website.
- 6) Build and leverage strategic alliances/partnerships with colleagues and other consulting firms that offer similar services but that do not specialize in your area of expertise. Agree on a revenue share.
- 7) Send referral fees or special gifts to those who refer you.
- 8) Sprinkle seeds of your expertise, experience, and results achieved working with other clients in your presentation (i.e., testimonials).
- 9) Think next year...If a client has already booked its keynoters, consider discounted speaker fee to do a concurrent session with the caveat that they will pay your full fee for a keynote slot the next year.
- 10) When traveling to speak, reach out to contacts/connections in that area and let them know you're coming and offer to speak at their organization or host a private event.



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- 11)** Follow up on leads that come from live events and other services provided.
- 12)** Obtain the list of attendees/registrants and follow up with a FREE resource, a note of thanks for their participation, and offer to bring value to their organization with your services.
- 13)** Allow Speaker Bureaus to list your profile on their website.
- 14)** Solicit client endorsements from all speaking engagements and obtain audience testimonials. Use them on your website, and in response to client inquiries. Include your One Sheet in all inquiry/responses.
- 15)** Strategically select certain conferences that have broad appeal and that cater to your target audience even if they don't pay your fee. It's worth getting in front of the right audience for the exposure.