

GET BOOKED FOR SPEAKING FORMULA

The Strategies I Used to Get 10 Bookings in 3 Days!

KNOW YOUR MARKET



Know exactly who your target market is. It helps others to identify who you serve and helps you create messaging that speaks to the right audience.

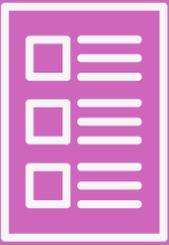


Understand what your market needs and wants. Do your research and test topics to make sure you hit the mark.



Get a Mentor/Coach. She helps you develop a strategy and has access to bigger communities. The right coach helps you get more exposure and teaches you what you don't know.

PROFESSIONAL MATERIALS



Have a professionally designed Speakers Sheet. Includes: why you, bio, topics, testimonials, and contact info. Shows you're a serious speaker.



Your website, social media, and business cards feature you as a speaker. Make sure your email is a professional email, avoid gmail.



Invest in professional demos for people to hear and see you speak. You want several short videos to give as samples.

MARKETING STRATEGIES



Network like there is no tomorrow! You must get out and meet people. Find every networking group where your peeps are and get involved.



Always ask for referrals. Live, breathe, and always be thinking about what you can do to get speaking engagements. Use social media to promote you.



Earn your stripes. Get practice at Toastmasters, get coaching, align and support other speakers, get closely involved in speaking groups.

GIVE MASSIVE VALUE



Use social media to give freebies, become known as an expert, and build your list. Blog on LinkedIn Pulse, go Live on Facebook, Tweet tips, and give free webinars.



Provide the absolute most value to your speaking audiences. They want content, ideas, and information. They want authentic you!



Say Yes! to opportunities. Set Goals. Make a Plan to get you there. Set Deadlines. Most importantly: Be Kind to Others.

INTERESTED TO SEE IF I CAN HELP YOU GROW YOUR BUSINESS? LET'S SCHEDULE A DISCOVERY CALL!

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