

How to Get Booked For Speeches Now!

with Caterina Rando

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The strategies to get booked shared with you here have allowed me to keep my calendar as full as I would like and, more importantly, have worked for my clients to go from no speeches to up to as many as 87 speeches in one year.

As a business coach starting many years ago, I would go out networking to make connections and hopefully meet some potential clients. I found out fast that was tough when there were so many people that did the same thing I did. Then I discovered that the speaker at events got a platform to really showcase their value and share their ideas. That is what I started to do to gain clients. Sometimes I was speaking as much as eight times a month. I got great at getting booked and now I am going to share with you my best practices for booking success.

Here are ten key strategies to getting booked. Follow them consistently and you will find many audiences full of gold:

1. Set goals

I like to say a goal is a decision that has already been made. Decide: How many talks you want to give, and in what timeframe. Set a monthly, quarterly and annual goal. There are many ways you can reach your goals. You can host your own events and webinars, or you can also partner with other service providers and put together a workshop.

After your goals are set, put together your schedule for when you are going to focus on getting booked. I recommend three hours a week. You can also have your assistant work on this for you if you are not getting to it. When you consistently devote three hours a week to getting booked you will find the opportunities will be rolling in.

2. Get your speaker sheet done

Your speaker sheet is what gets you booked as a speaker. It is a PDF that has been well-designed to match your brand. It will include your picture or pictures of you speaking

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and describe your speaking style (energetic, warm, dynamic) and your talks (uplifting, innovative, thought-provoking). List a max of three of your most popular speeches - you don't want to share too many. You also want to be loud and proud about the value your talk delivers. Describe the benefits of your talk, and what insights your audience will discover.

Be sure to include a list of places where you have spoken, plus testimonials from the meeting planner. Also, don't forget your contact information. If you're just getting started and don't have all this information, do it anyway. The beauty of today's technology means you don't have to print your speaker sheet. You can always update it after every talk and just email the PDF file.

Simply having a well-put-together speaker sheet can get you booked many times over. One of my clients, Vicki, a construction industry expert, was just getting started speaking and sent in her speaker sheet to present at a conference. She was the only one with a marketing piece just for speaking. All the other people sent in their brochures. Yes, they looked like experts but not speakers. Vicki got the gig and is now the most sought-after speaker in her industry.

3. Be loud and proud about the value you bring

Let's get the word out. On your website, make sure you tell people you are a speaker. Make it part of your business description in your social media profiles. Add a speaker page—that's where you include your speaker bio, talk topics and a link to your speaker sheet. Use social media to tell people about the talks you give, ask your contacts for ideas on where you can give a speech, and announce the places where you have been booked. Be sure to invite your contacts to come hear you speak! Make sure you send an announcement to your email list and ask them to forward it on to anyone else who might be interested.

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Always be sure to mention the topic you are presenting on when you mention you got a booking or gave a speech through social media. One of my clients, an online marketing manager, posted on her Facebook page that she was looking to give her business-building talk to more groups and in thirty minutes she got eight bookings. It is time for you to be loud and proud that you are a speaker.

4. Ask for referrals

Start with your immediate community. Ask your clients, friends and colleagues what groups they belong to. Ask them to provide you with a contact. These warm leads will always be the best way to get booked. Next, brainstorm with the people you know what groups they know of where you would like to speak. Depending on your topic this can include church groups, PTA meetings, professional associations and private clubs. Consider medical and law enforcement associations as well as neighborhood groups. Also, check newspapers for meeting announcements and Internet event calendars for groups in your area.

5. Do research and build a list

Once you build your basic list, it's time to go online. Start with a Google search for *type of group + local area + the year*. For example: *image consultant + San Jose + 2020*. Add in the word *organization* or *association* for a more refined search. Follow the listings to the different websites. Note when they have their meetings and who the contact person is. You will usually want to contact the program chair, education chair, meeting chair or president.

With all this research, one caveat: Make sure your ideal potential clients are at these events, don't chase bookings for the practice or experience. Your goal is to connect with the people who will be interested in hiring you.

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6. Reach out to groups

Once you know how to connect, reach out to that person and offer your services as a speaker. Emailing the first time is fine because you can attach your speaker sheet. If you do not get a response in few days, follow up with a phone call.

7. Follow up, follow up follow up

Be aware that most groups are run by volunteers and often change leadership every year. This means it can take a bit of detective work to make certain you are contacting the right person, and it might take some time before someone gets back to you. Your best bet is a personal contact who can point you in the right direction and also vouch for you as a speaker. If you can get someone from their group, association or company to come hear you speak, please do. They will be much more likely to book you after they have heard you.

8. When you speak, ask for more speeches

This is another important aspect about being loud and proud. When you finish your talk, ask if anyone in the audience knows of another group that might like to hear you speak. This is a great way to keep building your list. One of my clients, an etiquette consultant, booked nineteen speeches in a short period of time simply by asking her audiences for other places for her to speak.

9. Be an awesome speaker and people will ask you to speak

There is no getting around it: the better speaker you are, the more clients you will come home with and the more bookings will fall into your lap. Work on your speaking skills as much as you work on any other business skill. To master the art of speaking, practice, practice, practice in front of real live audiences. The more you do it, the easier it gets. Once you get to the “ease” stage, then you move toward mastery. Rosie, a productivity expert, had never given a speech for business when we met. She quickly booked twenty-two speeches in six months and reported with glee that each one was easier than the last one. You can expect the same result.

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10. Create your own speaking opportunities

You can create your own speaking opportunities. This is one of the best, fastest ways to build your business, become a masterful speaker, and come home with clients. It's your party, your event. Webinars, and live, in-person programs are great ways to connect with your target audience. Hosting your own events continues to build your reputation, influence and reach. Linda, a Feng Shui Master, had been presenting for twenty years. It was only after she started holding her own events that her client base, her reputation and her bottom line swelled. I see this often. Do not wait to do your own events.

Follow these ideas here and soon you will find that both your calendar and your bank account are full, and you are wearing a huge smile each day.

“ Speaking brings you *insta-clients, insta-revenue, insta-results.*”

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Booking is Only the Beginning

Congratulations! You know how to get booked! Now you can learn to use Your Super Powers of Speaking, and Experience the Entrepreneurial Success You Truly Desire.

Join me for my two-day **Shero Speaker Summit**. In this event you will learn how to generate long-term and lifelong clients. How to use your super powers to captivate an audience and uncover the common mistakes that keep you from gaining insta-clients and find out how to make an effective offer with ease, and so much more!

Visit www.sherosummitlive.com to accept the invitation that will change everything. It is time to amaze yourself.

“ Speaking can take you from your current revenue to your catapult revenue.”

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About Caterina

Caterina Rando is on a mission to teach, mentor and support women to be themselves, do their thing, serve their people and massively monetize their mastery. She shows women entrepreneurs how to be loud and proud about the value they bring in order to make their businesses thrive. Her clients grow, shine, expand, open themselves up to new possibilities and take their businesses further than ever before. **Caterina is all about, positivity, integrity, generosity, community, and providing massive value while uplifting others.**

She is a sought-after-speaker, event producer and author. Her latest book is the ABCs of Public Speaking. Her book, *Learn to Think Differently*, from Watkins Publishing is published in over thirteen countries and several languages.

Caterina is the founder of The Thriving Women in Business Giving Program. This group of big-hearted women raises money for women and girls' education and entrepreneurship training. She wants women to know that they do not have to wait until they are wealthy or retired before they can embrace philanthropy. This is the clear message in the *Women's Giving Circle Guide*, a book she co-authored with C.J. Hayden.

Caterina is also the founder of the Thriving Women in Business Center, located in San Francisco. This is an attractive and warm place for women to come and do their workshops. Caterina's plan is to open more centers throughout northern California.

Caterina is recognized for her special way of infusing business with making a difference. She has received the **Extraordinary Woman Award** from Developing Alliances. The American Businesswomen Association bestowed on her the **Woman of Distinction Award** and she has also received the **Limitless Woman Award** from the Limitless Woman Conference.

Caterina is the founder of the Thriving Women in Business Community, made up of all the women in her advanced programs and some program graduates.

Caterina and her team conduct a variety of programs designed to provide skills, support and an environment for breakthroughs for women to succeed who want to catapult their businesses to the next level. Here are the programs offered:

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The Expand Your Fempire Summit This is a two-day, live event that provides innovative strategies to grow your revenue and build long-term and life-long clients while being yourself and doing your thing.

The SHERO Speaker Summit This is a two-day, live event that shares what it takes to be a woman who speaks, sells and soars. Caterina will share her many insights for how to gain insta-clients and long-term clients when you present.

Catapult Program This program provides comprehensive, skill building guidance, systems templates to customize and lots of attention to the business of each participant. This program will grow your revenue while building the foundation for a long a profitable and sustainable business.

Speaker Mastermind Program & Cruise This six-month live group program provides extensive skill building and guidance on how to build a mid-six-figure business with speaking and training as key income streams.

Women's Events & Retreats Program and Cruise This three-month live virtual group program, combined with a seven-day cruise, shows you how to soar with your own events and retreats for women. You will enjoy extensive skill building, checklists, templates and individual guidance on how to build a mid, six-figure business with speaking and training as key income streams.

Breakthrough Luxury Retreat for Women Entrepreneurs Caterina knows success comes from the inside out. This event is all about recommitting to your business and identifying blocks interfering with you achieving your goals. This small group event delivered in a luxury setting ensures you leave refreshed, rejuvenated and recharged to get busy making your dreams come true. Caterina has a commitment to lifelong learning and is always working with a coach, taking a course and developing new skills.

She holds a Bachelor of Science in Organizational Behavior and a Master of Arts in Life Transitions Counseling Psychology. She is a Certified Personal and Professional Coach (CPPC) and a Master Certified Coach (MCC), the highest designation awarded by the International Coaching Federation.

Today there are a myriad of coaches, mentors, speakers and trainers to choose from. Caterina is the right choice if you are a woman entrepreneur looking for someone that is both highly experienced and innovative, practical and powerful, inspiring and action oriented. Caterina will provide you with the guidance, strategies and support you need to make your business thrive.