

Endless Speaking Gigs Cheat Sheet

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“Speak and Get Booked Specialist”



Here's the Big Question, that I know You're Asking?

WHERE CAN I FIND THOSE SPEAKING GIGS?

I have all the answers for you and I am sharing them!

This is not your typical airy fairy waiting for info that never comes cheat sheet...you will be getting the full Monty here!

It's Karen Donaldson here, your partner in crime, ready to arm you with exactly what you need, so that you can find endless speaking engagements, get booked and get paid.

Here's the short about who I am...



I'm a no fluff type of coach.

I absolutely love speaking, love helping people to confidently bring their authentic voice to the stage, love helping experts get booked and rebooked and love helping experts get paid their worth.

I have been speaking for over 20 years, coaching for over 6 years (public speaking & leadership coach to Senior Leaders, Government Officials and Entrepreneurs). Here's my story, I was a high school mom, who had to decline an out of country full scholarship...HOWEVER...I can back to school with a vengeance, declaring and standing in my power, my worth, and living my words of: **Words Of Others Don't**

Define Me I Define Me. I graduated on the honour roll, received the Presidents Award and received the elite athlete award as I graduated from high school and walked across the stage at 8 months pregnant.

I began speaking about Self-Worth, Self Leadership, Perseverance at high schools, then Colleges and Universities and then on to Corporate events and that is how my expert speaking career was born.

5 years in to me speaking I didn't know that you could get paid *well* as a speaker. I was invited to speak at an event and received a phenomenal response from the audience. Shortly after I came off stage one of the other speakers came up to me and congratulated me on a wonderful speech. He then went on to ask me what my speakers fee was...I told him I didn't have one but was paid a \$500 honorarium.

His mouth dropped open as he had received \$5000 to do the exact same thing. From that day on he became my mentor, showed me how to successfully navigate the speaking industry, get booked and get paid. Now I help experts do exactly that. So that Karen D in a nutshell.

Now, because I like to be transparent...I will tell you like it is. At the end of this cheat sheet I WILL offer you something to invest in.

However, this is only for those of you who want to fast track things, make it happen now, get BOOKED and PAID in the next 30 DAYS.

In the mean time everything you get in this “Endless Speaking Gigs Cheat Sheet”, can help you find a ton load of speaking engagements.

Now on with the goods!

This cheat sheet is filled with solid information that I know can help those of you who; have an area of expertise, know that their content has the capacity to help people, want to share your expertise on a larger platforms, but just don't know where to get started or are tired of speaking for FREE.

To start let's get clear and talk about the realities of getting your pipe line filled with speaking engagements:

Reality #1

You must constantly be marketing yourself of an expert speaking, you are in the business of ***marketing and speaking***. You can't be the worlds best kept secret and expect to get booked.

Reality #2

Speaking engagements will not just land on your lap....(just yet)
It takes work to get noticed and booked and you must be consistent.

Reality #3

You have to be pretty solid at delivering your content and have the ability to engage your audience.

Reality #4

You have to also create your own speaking opportunities. Host your own event small or large.

Now Let's Talk About Exactly Who Books Speakers

Just about everyone books speakers, speaking gigs surround you in the dozens.

So here's who books and pays speakers:

1. Educational Institutions

High Schools, Private Schools, Colleges, Universities, Trade Schools, Seminaries. For the students, the administration and staff/faculty.

2. Professional Trade Associations

3. Local Service Clubs

4. Local Chamber of Commerce

5. Niche professional organizations

6. Corporations

7. Magazines (annual conferences they host like Dwell

8. Local Business Publications

9. Your Clients Organizations

Ask them if their organization or any networking groups or associations they belong to ever have guest speakers.

10. Cruises

11. Networking Groups

12. Networking Conferences

13. Meeting Planners

Find them and connect with them on Face Book, Linked In, Instagram etc. Join groups that they belong to and be an asset, not a nuisance.

14. Non Profits

15. Your Friends and Family

They work for organizations that book, speakers and trainers all of the time, ask them for a warm referral to the “right person”.

And the list goes on...

In my training program we tell you exactly “who” to speak to in all of these places, because that’s key.

Send it to the wrong person and risk being deleted, send it to the right person and you could be answer they have been looking for. We show you exactly how to approach them and what to say so you are heard above all of the noise

Where To Find The Bookings

First let me say that events are all around you, however you need to put in the work and time to reach out to them, send in your proposal and build relationships.

This is where most speakers fall short, they expect speaking gigs to fall in their lap or they expect that people should know how great a speaker they are.

Here we go...

1. Short List your Local Colleges and Universities and reach out to them with your speakers proposal or 3 touch email campaign.
2. Visit Your Local Convention Centres Website. This is a gold mine that the majority of speakers miss. Your local convention centres website lists conferences out to about 12-18 months. Take the time out, have a look, see which you are a fit for and send an email to the event coordinator/manager.

Hot Speaker Tip: Let them know that you are a local speaker who has no travel, or hotel expenses and are also available as a contingency speaker on a very last minute basis. Most important tell them 3 things: i) why you would be a perfect fit for their conference, ii) how you would help them shine, iii) what great value their audience would take away or what exact challenge you could help them solve.

3. Eventbrite.com

Ditto to what I said about Local convention centres.

4. Other Speakers with similar topics and complimentary topics This is one of the easiest ways to find speaking engagements. This is also one of most over looked and under used. Have a look at the speakers client and testimonial list and reach out to the same conference and events.

5. Magazines.

Most magazines list Events and Conferences, use it as a resource to short list conferences that would benefit from your talk.

Here are some websites to check out that list a ton load of events.

<http://www.oreilly.com/conferences/>

<http://www.inc.com/events/>

<http://www.fortuneconferences.com/>

Speaking Opportunities Outside of keynotes (and benefits of each)

Breakout Speaker

MC

Host

Panelist

Workshop Presenter

Laser or TEDx style speaker

1. Breakout Session Speaker

You have the attention of a more intentional and focused audience. At most conferences attendees are able to follow a track and choose which break out session they want to attend. Which means they have intentionally chosen to come and hear you speak and learn from you, therefore you have a captive and luke warm audience.

2. MC/Host

Almost all conferences and event have a host or MC, this gives you the opportunity to share different aspects of what you do including seeding content about what you are able to speak about. Subconsciously

seeding that you are available to be booked not only as a host but a keynote speaker for conferences.

3. Panelist

Similar to the role of a break out session speaker, at most times attendees will know who the panelists at the table will be. This is the perfect opportunity for you to shine and share your unique perspective on different themes and share exactly how the attendees can use what you share. Be sure to include stories and case studies, so the attendees can get a sense of exactly what you do.

4. Workshop Presenter

This is a more intimate setting and you can use this type of setting to allow the attendees to get hands deep in using your content. Use this opportunity to have guests really apply the content that you're sharing to their real life experiences. In this setting you can seed any offering you have for workshops and other sessions that they can bring to their respective teams and work places. In addition, by virtue of you helping them and getting them in action, you also create raving fans. Encourage them to stay in touch, better yet collect their info and YOU stay in touch. Then create a 3 part drip campaign sharing value they can use right away, telling them what you do and sharing who you do it for.

5. Laser or TEDx style speaker (10-20min):

This is one of the latest trends, with TEDx being so prevalent all over the world, conferences are giving their attendees the opportunity to hear more experts and get more value with this type of talk. Capture and engage in short amount of time and have raving fans who want to stay connected, book you and hire you.

Now you have a comprehensive list of:

**Exactly Who Books Speakers
Where To Find The Bookings
And
Speaking Opportunities Outside of Keynotes**

It is time to get rid of the; I don't know where to look syndrome and get booking.

For those of you who would like a deeper delve into getting booked in the next 30 days...keep reading.

I have a 30 Day Training Program called:

**“How To Find More Speaking Engagements Than You Can Handle In
30 days (and land them)”**

No long sales page here, just the goods!

In my 30 day training program we give you

- ✓ 10 plus sites that list conferences on every niche you think of and for events across the world. No more wondering, no more frustration.
- ✓ We show you exactly how to position yourself to get noticed and get booked
- ✓ We show you how to access and one of the MAIN speaker and conference platforms. The first one is a type of matchmaking services that list speakers and meeting planners go to these directories looking for a speaker on a certain topic.

- ✓ We introduce you to the #1 tool that all expert speakers that are solely for conferences around the world, you sign up for these services, customize your profile and wait for events to be delivered straight to your inbox. You can even refine your search by date, location, industry, keyword or venue.
- ✓ We also show you how and where to set up alerts for speaking opportunities and keep a steady stream flowing your way.

It's a 30 day training program, however some speakers have gone through it in one weekend. It's completely up to you!

“How To Find More Speaking Engagements Than You Can Handle In 30 days (and land them)”

**is normally \$1297 USD
For a limited time it is only \$997 USD**

If you are ready now, it's time to take action now, get your training program by clicking the link below:

www.Speakandgetbooked.com/moregigs

My friends in has been my extreme pleasure to be able to share, I truly believe that there are audiences all over the world waiting to hear you share your expertise.

Make the commitment, set a goal for yourself, get your things in order, reach out and GET BOOKED and GET PAID

Have a fabulous day and stay amazing because you already are...this is Karen Donaldson of Karen Donaldson Inc. signing off!

For more information on Private Speak and Get Booked Coaching Programs and VIP Intensive Events visit www.speakandgetbooked.com