

# Karen Donaldson's Get Booked Swipe Files and Booking Emails



## **A note from Karen...**

Hey it's Karen D here and you have now got your hands on the "good stuff. These are some of the exact emails my clients and I use to reach out and get booked and paid to speak.

Included are templates for a few different markets as well as a few different situations.

Enjoy and most important use them!

## **How do I use swipe files?**

A swipe file is not a collection of marketing techniques giving you free reign, plagiarize what someone else has already written or produced.

You can use a swipe file to generate ideas, as a template for laying out great email content, headlines, and sub headlines. It's a tool so you can model the content and captivate your reader, creating powerful Call to Actions, and get your self booked.

As you read the emails, please be creative and allow it to sound like you.

Now it's time to get reading!

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***Email #1 - Solo email to speak at a local conference (in your home city, state, town)***

***Best sent on a Tues., Wed., Thurs., between 11am and 2pm***

**Women's Confidence Coach and Speaker  
Lives in Toronto, Ontario**

**Why pay extra Fees to Fly In A Speaker?**

Dear [Event Manager's Name],

I would like to ask that you consider me as an expert speaker for your upcoming Women's Leadership and Empowerment Conference in Toronto, Ontario. My name is Karen Donaldson and I'm a Communication and Confidence coach and speaker.

I have a presentation that I believe would be great fit, based on your Self-Love and Leadership theme. It would be a powerful addition to give the women the tools to consistently break any plateaus they encounter. My presentation is ideal for Opening, Closing and Breakout Sessions.

***Here's an overview of my talk.***

Name of Talk

Summary of Talk

Talk Take Away's

I'm a local speaker, simply a hop, skip and jump away from the Toronto Convention Center. In the case that you have booked all of your speakers, I am also available as a contingency speaker.

In the mean time here is my link to the speaker one pager: xxx

I look forward to speaking with you; please let me know if I can send you any additional information.

**Warmest Regards,**

**Karen Donaldson**

**#1 Best Selling Author**

International Communication and Confidence Coach// Speaker

[www.karendonaldsoninc.com](http://www.karendonaldsoninc.com)

(416) 414-2082

***Email #2 - A speakers proposal for a conference, which only lists an email address as the main contact.***

***Best sent any day of the week except Friday.***

Good day xyz,

My name is Karen Donaldson and I'm a Self-Leadership and Executive public speaking Coach. I am also the Founder and Principal of Karen Donaldson Inc. a Public Speaking and Self -Leadership Skills training firm in Toronto, Canada.

I wanted to express interest in being a speaker for your upcoming (name of Conference).

I would welcome to deliver presentation in the area leadership or team building. I wanted to let you know, that I am not your traditional speaker, what I mean is; I truly get all participants hands deep in using the strategies and tools that I share - right there in the keynote.

I speak on a number of different topics including Self-Leadership, Team building and Peak Performance, Self -Empowerment and Effective Communication.

My passion is to work with and support the development of individuals and strengthen their leadership capacity.

Based on your conference theme, I would like to suggest two keynotes that would be a perfect fit. Please read below for the overview.

Name of Talk

Summary of Talk

Talk Take Aways

Name of Talk  
Summary of Talk  
Talk Take Aways

**Booking Fee and Details:**

Speakers Fee: xyz

Here is the link to my speaker one sheet: xyz  
I look forward to hearing from so we can work together and make this conference one your attendees will not soon forget.

Thanks,

**Karen Donaldson**

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(416) 414-2082

Stay motivated with me on Twitter:

<http://www.Twitter.com/KarenDonaldson1>

**\*\*See Karen in Action\*\*** YouTube:

<http://www.youtube.com/KarenDonaldsonInc>

***Email #3 - A query email for prospects who do not know us and we would like to speak at their conference and THEY DO NOT have a call for speaker.***

***Best sent on a Tues., Wed., Thurs., between 11am and 2pm***

Hi xyz,

I am reaching out about your November meeting in Las Vegas. (Be specific)

I noticed that you typically have a closing speaker on day two. I saw Michelle Hall was your speaker last year; no doubt she did a phenomenal job. (Show that you've done your homework)

My presentation, entitled (name a of talk that is the best fit), is designed to help professionals better connect, engage and quickly build rapport with their clients when they speak.

Based on the changing scope of your industry and focus on relationship building, would this topic be of interest to you and your audience?

I look forward to speaking with you.

Thanks,

**Karen Donaldson**

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***Email #4 - Template to reach out to the high school market for a specific occasion (mental health month, leadership month, black history month, Asian heritage month, anti bullying month)***

***Best sent on a Tues., Wed., Thurs., between 9:30am and 1:30pm***

## **I HAVE EVERYTHING COVERED**

To help your school celebrate **African Heritage Month 2017!**

***Announcements, Posters, Assembly*** and all!

African Heritage Month (AHM) is around the corner. If you have not fully decided on how you will celebrate African Heritage month in your school, I think I may be able to help with our traditional and non-traditional African Heritage month Programs. I know that as a top school, in the YRDSB you and your teachers are SUPER busy helping, supporting and teaching our young people how to be positive contributing members of society **AND I thank you for that!** I also know that you are committed to celebrating the diversity in your school including African Heritage Month.

I, Karen Donaldson have the solution....

**When you book Karen of Karen Donaldson Inc., this is everything that your school will receive...**

- o A professional, engaging and interactive AHM assembly, that is infused with a message of self-confidence and self-worth \*see assembly options below.
- o Posters to promote the upcoming assembly
- o 5 days of Pre-written announcements to get students anticipating the upcoming AHM assembly
- o A professional, experienced, engaging and easy to work with presenter ( Karen Donaldson, who has spoken and trained at schools and organizations across Canada and the U.S.) who will have your students and teachers on the edge of their seats with an engaging and



interactive presentation.

**Read and have a listen to what teachers and students had to say about having Karen in their school:**

Xyz

Xyz

“Windham Ridge students have had the pleasure of enjoying 2 sessions presented by Karen Donaldson to celebrate Black History month. The students were fully engaged with this session with some interaction in her presentation. Karen has the ability to hold the audience attention and present in an engaging manner. Feedback from staff, students and parents was all positive.” **Glenise Winkworth, Vice Principal**

**A bit about Karen Donaldson: (insert your short bio)**

At this time we would like to share a **different type** of interactive African Heritage Month Presentation, also one of our most requested presentations.

One that will Inspire, Excite, Empower, Educate and Motivate and show young people that they can be creators of history “our history”. Here is one of Karen’s most requested keynotes for high schools, Colleges and Universities across the US and Canada.

**African Heritage Month Presentation:**

Name of Talk

Summary of Talk

Talk Take Aways

**2016 Investment:** \$xyz (please call for more than one assembly)

45-60 minutes

For bookings and more information on our African Heritage programs please feel free to contact me at:

[Karen@karendonaldsoninc.com](mailto:Karen@karendonaldsoninc.com) or at 416-414-2082.

Thanks,

**Karen Donaldson**

**#1 Best Selling Author**

International Communication and Confidence Coach// Speaker

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**Partial Client List of Educational Institutions**

***Email #5 - Template to reach out to the youth market (elementary, high school, youth events)***

***Best sent on a Tues., Wed., Thurs., between 11am and 2pm***

**“When unexpected problems and circumstances arise, what matters most is how you react to them. Let me help arm your students with the tools to **OUTPERFORM** in the good and not so good times.”**

Good day xyz,

My name is Karen Donaldson and I hope your school has been off to a great start so far this year.

I commend and thank you and you staff for all of the hard work that you do to prepare our young people for their future.

I know that throughout the school year you organize various assemblies and workshops for your students.

I would welcome the opportunity to come to your school and deliver a presentation in the area of goal setting and/or self worth.

Here are a few **STUDENT SUCCESS STORIES** ...

“Karen, You have helped me become more comfortable in my own skin. Thank you”. **Promi B, Student**

“I enjoyed how you pushed us out of our comfort zones, it helped us see our own potential, THANK YOU!” **Student**

Please do visit my YouTube channel to see testimonials from both students and coordinators, as well to see me in action: xyz  
YouTube: xyz

I offer both interactive **Keynote Presentations** and **Half-Day Retreats (2-3 hrs.)**. Here are my most requested keynotes and programs for elementary and high schools across Canada and the U.S.

Name of Talk

Summary of Talk

Talk Take Aways

For bookings and more information on any keynote or half-day retreat, please feel free to contact me at:

karen@karendonaldsoninc.com or at 416-414-2082. I look forward to helping you support the development of positive, empowered and successful young people.

Thank you for your time and I look forward to hearing from you.

Regards,

**Karen Donaldson**

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International Communication and Confidence Coach// Speaker

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(416) 414-2082

### **Partial Client List of Educational Institutions**

**Xyz**

**Xyz**

***Email #6 - Template to reach out to the College and University market***

***Best sent on a Tues., Wed., Thurs., between 9:30am and 3pm***

**“Helping Graduates Win: From The Lecture Hall To The Real World”**

Good day xyz,

My name is Karen Donaldson; I am the owner of Karen Donaldson Inc. I am a Leadership & Communication Coach and Speaker.

I think that we can both agree that in today's economy it is fair to say that; preparing our graduates for success in the real world is a fine fusion of academia, proficient social and relationship building skills.

I would welcome the opportunity to come to your prestigious institution and support your efforts to prepare your students to do exactly that.

**A STUDENT SUCCESS Story ...**

“Thank you so much for your motivational words. Before this, I've never really thought myself to be as confident as I am right now. Your words are really inspirational and have made me realize to realize my own capabilities and abilities. Thank you again!” **Karen Y, Leadership Retreat Participant**

Please feel free to visit my YouTube channel to see testimonials from both students and Administrators: xyz YouTube: xyz

Below are a few presentations that I believe would be a great fit for your graduating students.

Name of Talk

Summary of Talk  
Talk Take Aways

If you have any questions I would be more than happy to answer them.  
If you would like to secure a date, please contact me at:  
karen@karendonaldsoninc.com or at 416-414-2082.

I look forward to helping your graduate win in the real world.

Regards,

**Karen Donaldson**

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International Communication and Confidence Coach// Speaker

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**Partial Client List of Colleges and Universities**

Xyz

Xyz

***Email #7 - Follow up email to a coordinator that you haven't heard back from.***

***Best sent 7-10 days after your initial email***

Hi xyz,

It's Karen Donaldson and I know how extremely busy you must be as you prepare for your upcoming xyz conference.

With all of the moving parts I admire you for staying on top of things.

I wanted to reach out to see if you received my initial email that I sent on (the date sent), sharing (give them a brief synopsis of what you previously sent).

Please let me know if I can send you any further information or put a date on hold for you.

I look forward to hearing back from you, in the mean time keep up the great work!

Thanks,

**Karen Donaldson**

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***Email #8 - Templates to reach out to the College and University Market for Orientation week***

***Best sent on a Tues., Wed., Thurs., between 11am and 2pm***

**Leadership, Confidence & Success Keynotes and Workshops for the 2017, 2018 school year.**

Good day, my name is Karen Donaldson; I am the owner of Karen Donaldson Inc. I am a Leadership & Certified Confidence Coach, Public Speaking Coach & Speaker in Toronto Canada.

I know that you are probably busy planning for orientation week and the upcoming fall school term. I won't take much of your time.

What if you could give your 1<sup>st</sup> year students even more tools to successfully transition into their new life and responsibilities in post secondary education?

I have a keynote that will a perfect fit for your orientation week activities.

**Here are your student's realities:**

Students are facing a different life, with new challenges, new peers, lots of solo decisions, a new day to day routine, school and social and many of them can get overwhelmed, unfocused and stressed.

As a professional leadership & confidence speaker, I would welcome the opportunity to support your institution and give them additional info, ammo and better tools to make great decisions for **THEMSELVES.**

My style is one where I don't speak at the students, but with them. I engage them; they have fun and ALSO leave with a few concrete tools and tips to help make their first year fun, focused and successful.

I would welcome the opportunity to be your partner working toward student success on all levels!



I have the Perfect addition to your Orientation Week Activities.

Name of Talk

Summary of Talk

Talk Take Aways

For bookings and more information please feel free to contact me at [Karen@karendonaldsoninc.com](mailto:Karen@karendonaldsoninc.com) or at 1-416-414-2082.

Please feel free to visit my website <http://karendonaldsoninc.com/speaking-workshops/university-college/> and let me know if you have any questions or require more information.

In addition, I offer a number of other leadership keynotes and workshops that may be a fit throughout the school year. Thank you for your time and I look forward to hearing from you.

Regards,

Thanks,

**Karen Donaldson**

**#1 Best Selling Author**

International Communication and Confidence Coach// Speaker

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“Karen, You have helped me become more comfortable in my own skin. Thank you”. **Promi B, Student**

***Email #9 - Template to follow up without being a nuisance, the 3<sup>rd</sup> and last email.***

***Best sent on a Tues., Wed., Thurs., between 11am and 2pm***

Hello xyz I hope you are doing wonderful.

I just wanted to reach out and do a last check in, to see if you received my previous 2 emails.

I know you may receive a sea of emails on a daily basis and are busy with capital B. To make it super simple, I've done a short recap of previous email.

Here it is: (core message of last email)

I look forward to hearing from you and to creating more magic together.

Let me know if you need any further information or would like to jump on a quick call instead of going back and forth over email.

Regards,

Thanks,

**Karen Donaldson**

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(416) 414-2082

***Email #10 - Templates for a particular corporate event that you want to speak at***

***Best sent on a Tues., Wed., Thurs., between 11am and 2pm***

Good day xyz,

My name is Karen Donaldson and I'm in the business of giving leaders the tools to connect, engage and inspire change and action through their communication.

I know that each year xyz Corporation holds a Mid- Manager Leaderships summit for all division managers. To tie in with your Authentic leadership theme, I have a keynote titled; "A remarkably Different Leader", that I believe would give you division managers the tools to (insert you're the biggest benefit the attendees will get).

Let me know you have time in this upcoming week to connect over the phone for a short conversation. I would welcome the opportunity to speak at your leadership summit and arm your division manager with new tools.

In the mean time here is a link to some of the other work that I've done with organizations like yours: xyz.

I look forward to hearing back from you.

Regards,

**Karen Donaldson**

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## ***PROPOSAL TIPS***

Below you will find a few proposal tips:

### **Do's**

Personalize your emails, with the correct individuals name, conference, school or name of event.

Customize your proposal with your own uniqueness...be you...let the true you shine through in your proposal, don't try to be something your not...don't try to duplicate or copy word for word.

Use your unique assets to brand your emails...brand yourself!

Make sure to mention the group to whom you will be speaking and their particular needs in your proposal.

Really study your audience, put yourself in their shoes as if you were listening to the speaker, what would you want to hear, what would you hope to learn and what would you hope to receive from being a part of the audience and conference/meeting...then give it to them...give them exactly what they are eager to learn...they are looking to you as the expert, for motivation and knowledge...and by delivering to their exact needs, you will find many more doors of opportunity begin to open for you.

Have a look at previous year's event and read the organization's publications to determine what the hot/current topics are.

Most important tip: Please don't throw together your proposal by simply sending a bio or educational background information because more times then not these types of proposals end up in the recycling bin or will be deleted.

If you want to get more engagements so you can become known as an expert in your field don't submit a half done, ugly, and boring proposal that took you a total of 10 minutes to throw together because your not

only wasting your time, you are wasting the time of the meeting planner who has to review hundreds of proposals.

**Persistence Pays!**

Please don't be become discouraged if you get turned down or don't hear back from them! These professional organizations get hundreds and hundreds of proposals for just a few openings; so getting accepted is a matter of repetition and persistence. So keep plugging away, keep your head up and believe me your opportunity will come!

Remember you will get ***a lot more No's before you get that Yes*** and those who can persist and get by the No's are the ones who make it to the top and excel in their speaking business...don't let a little no stop you!

Make sure your very clear when writing your proposal, don't make the planner have to do any "guess work" or research. They really don't have time for this.

**Always remember:** Writing the proposal is the hard work that is necessary for that once-in-a-lifetime opportunity to stand out. You can do it!

Your proposal should be brief, easy to read, easy to understand and answer all key questions the meeting planner has.

## **OVERALL TIPS**

Here are just a few things the planner will look for right away when reviewing your proposal:

1. Does the presentation relate to the theme of the conference?
2. Are the goals of the presentation clearly stated?
3. Is the content of interest to the intended audience?
4. Does the speaker have prior speaking experience?
5. Does the proposal relate to the topics identified by the committee?
6. Quality and simplicity of the proposal
7. Has the speaker been a "no-show" as a scheduled speaker?
8. Does the presentation promote a product? Speakers please note that it should not!
9. Clarity of specific materials, programs and how results were determined
10. Speakers fee requirements
11. Additional requirements

Now that you have the tools to get booked and paid to speak, you may be asking what's next?

**What's next?** Is Finding bookings for your niche.

If you're ready to become that speaker who's calendar is booked with speaking engagements, stop doing the hard lifting. I have already done it for you with my:

***How to Find More Speaking Gigs Than You Can Handle in 30-Day Training Program.***

Over \$1000 in value showing you exactly where to look to find speaking engagements.

**Regular** ~~\$1297 USD~~

**Promo** \$ 565 USD

[>> Buy Now >>](#)

\*\*By the way, what I suggest is the you hit the link below just to check out, to see if I have any Flash Sales happening on this program.

Stay I touch with me on"

[Twitter](#)

[Linked in](#)

[Facebook](#)

In the mean time, stay amazing, reach out and get booked and if you need some one on one support, reach out to me and let's get you fine tuned, focused and getting booked. I have a variety of programs to meet your every need.

Here's my direct contact [karen@karendonaldsoninc.com](mailto:karen@karendonaldsoninc.com)

***Karen D***

***Your Cheerleader for Life!***

