

# How to get more (paid) speaking gigs

What the 1% most booked  
speakers do that you too can do  
to get booked again and again



I have noticed that the speakers that get booked most often by a bureau excel in these 4 key areas. Whether you work via a bureau, or not, understanding and achieving these may well help you to get chosen more often over the competition:

## **Be relevant**

Ensure you are current, on topic, in tune with the needs of the modern world and changing demands. The world changes. So, must you.

- Provide an expertise and solutions for modern day challenges and use the language of now/the future.
- Ensure you keep your profile up to date and reflecting the changes in the times.
- Ensure your content/messaging is relevant to your audience on the day and has been adapted to meet client objectives and delivers the solutions client has hired you to deliver.
- Ensure you satisfy and deliver the “so what” for your audience and you provide the links to their world and their challenges.
- Scope thoroughly to identify client need, want, challenges, and “language” as well as demonstrate to the client a real intent to understand, which instills confidence in client that you are the speaker they need.
- Enable your audience to see the relevance of theme of your talk to their world, not everyone else’s world. (last week’s audience for example).

## **Be memorable**

- Be different and dynamic, and ensure your content engages connects and gets through to your audience, don’t simply “give out”.
- Develop a uniqueness that enables you to stand out from the hundreds of speakers vying for the same space as you. For example, a catchy tagline or positioning statement, or style of dress.
- Use humour, comedy, example, demonstration, make it experiential, be passionate, interactive, involve your audience, throw away slides! Share compelling research and statistics that relate to their world.
- Make it a wow experience for your audience. Cause them to think, enable them to remember, inspire them to want to do something as a result of listening to you.
- Ensure your profile stands out from the crowd and your videos and Bio differentiate you from the hundreds competing in the same space as you. You want clients to remember you, recommend you, select you. You want a bureau to remember you easily so that you are the first name that comes to mind when a client contacts them with a specific request. You are your best USP no one is better at being you than you!
- People remember stories, a story about what you do, who you are, or how you deliver will be remembered more easily than your name.

## **Make it easy: to book you; to work with you; to listen to you**

- Make it easy for a prospective client to “at a glance” get a good feel for you from your video reels and your web site. More on videos and websites below.
- With videos have several lengths of video – a showreel is great as you can control your brand and show highlights – most clients have minimal time, but also have longer videos for clients that want to see more of your content. Consider also having an about me video, a piece to camera explaining your expertise and how it is relevant with takeaways.
- Have a simple to navigate website, clients want to see video, topics with descriptions, testimonials showing the value you bring and a strong profile. You don’t need too much more.
- Make it easy for bookers to book you. Communicate with them, respond to emails quickly, be sure you go back with availability straight away because if you aren’t responsive clients and bureaus will go to the next speaker.
- Once booked be easy to work with, have high res photos, your technical requirements written out (and keep them simple), have an intro prepared to bring you onto stage, consider having an outro, do briefing calls and be engaged. If you agree to send a presentation in advance stick to the deadline.
- Arrive in good time. Text the event contact and whoever booked you to say you have arrived. Do the technical check even if you don’t want to do a rehearsal.
- Make it easy for the audience to listen to you- structure your content, signpost as you go and summarise. This is not about being “wooden”, this is simply structuring your content and not falling into the trap of “chaining”- which is hard for the audience to stay with you. (A continual flow of giving information, GIGIGIGIGIGIG.....)
- Use pace and pause to aid gravitas and provide thinking time for both the audience and you.
- Minimise use of slides and ensure you only inject slides that have relevance and add value. Consider NO slides. Death by PowerPoint is the curse for many an audience and the crime of many a speaker!
- Signpost where you are in your talk to help your audience stay with you and summarise as you go.

## **Be known**

- This is the biggest challenge – if no one knows about you and how brilliant you are how will they book you? So, you have to not only be a great speaker but a great publicist.
- Step one – decide what you want to be known for – your topic, expertise, style, being the “go to person” for a specific skill and knowledge set.
- Niche it down as far as you can, go deep rather than going wide. The deeper you can go with your expertise the less competition there will be and the more likely you will be that go to person.
- Be totally clear on the audience you serve best. You may well appeal to a wider audience but identify the sweet spot, the people who will most value what you deliver – that means you can focus on being known by the right people and not everyone.
- Find out where your target audience is and share great content with them. Find out which social media channels they use, what conferences they attend, what they read. Gary Vaynerchuck recommends that we give away 80% of our content for free and 20% of it is what is paid for. He’s done very well with this model. Decide what you will give to your audience for free.
- Some options: Write for industry magazines, websites, papers, have a blog, a vlog, a YouTube channel, a TV channel – IGTV for example, a podcast of your own, or be a guest on others. Whatever you can do that you will keep up and be consistent with.

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