

## Speaking Engagements

*The Fastest Way to Get New Clients*

### Where to have Self Sponsored Speaking Engagements:

- Your Living Room or a friend's
- At a local business that caters to similar clients or where your Divine Ideal Clients hang out (spas; chiropractors/doctors; gyms; yoga studios; non-profits)
- The Local Library (usually free)
- The Local Community Center
- Retreat Centers

### Marketing Self Sponsored Speaking Engagements:

- Send to your List
- Promotional Partners (you can offer them an affiliate partnership, as well)
- Flyers around town in places your clients commune (coffee shops, restaurants, post office, etc)
- Facebook, Linked-In, Twitter and other social media
- The Chamber of Commerce
- Sponsor a Meet-up Group
- Craigslist
- Send to friends in the area and ask for their help
- If free, you can post on list serves and through newspapers for free

### Places You Can Speak (Sponsored):

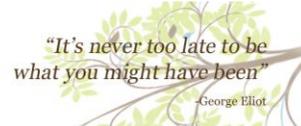
- Local Organizations that cater to your clients (Chamber of Commerce; Business Associations; Established Meetups; BNI groups; Networking Groups; Women's Organizations. Other examples are "Women in Consulting"; The Executive Network of Seattle (TENS))
- Community Center
- The Learning Annex
- Library
- Local Community Colleges
- Conferences and Expos that serve your Divine Ideal Client
- Telesummits/Speaker Series



- At a local business that caters to similar clients or where your Divine Ideal Clients hang out (spas; chiropractors/doctors; gyms; yoga studios; non-profits)

*Sample Script (could also be converted to an email) for inquiries about speaking opportunities:*

*"Hi, my name is Tara Butler and I am a marketing coach that helps entrepreneurs create marketing strategies that really magnetize their ideal clients to them. I have a free talk called "The Five Biggest Marketing Mishaps that Entrepreneurs Make" and I was wondering if you would be interested in having me present at one of your upcoming Connections Group Meetings. I would be happy to sit down and share my presentation with you to make sure that it resonates with your audience before you decide. Would that be something you'd be interested in?" (Optional: I would be happy to donate back to the organization 20% of any revenue I may get for anyone who decides to pursue working with me if you are willing to help me promote the free talk to your members).*



## *Format for a Powerful Signature Talk*

- 1) Have someone introduce you – even if you are self hosting (1-2 minutes)
- 2) Powerful Lead In that hooks your audience. This can be your personal story or a story of a client who desperately needed your help. Make sure you connect with the audience here too – “How many of you have ever....?” “Raise your hand if you have ever...”(2-5 Minutes)
- 3) Tell them what you are going to tell them. Give an overview of what you are going to share (5 minutes)
- 4) Tell them what you are going to tell them. I recommend making no more than 1 major point for every 7-10 minutes you have to present (If you have 20 minutes, make 2-3 major points). Tie back each point to an example of a client you have helped. (This portion can be 15-45 minutes for a free talk)
- 5) Tell them what you just told them. Reiterate the major points and why they are important (2-5 minutes)
- 6) End with a powerful Call To Action (5 minutes)
  - a. For most of you this will be for a free consultative discovery session
  - b. “It has been a huge pleasure having the opportunity to talk with you tonight. If any of you are feeling like you want more, I’d like to offer a free 30 minutes consultative discovery session where we will explore where you are, where you want to go, and some possible options for you to bridge that gap. One of those options may be for us to continue to work together. I only work with a small number of clients I can make a significant impact with, and if I’m not the right person to help you, I will point you in the right direction. I want to make sure that you can take what you’ve learned tonight and really put it into practice. If you sign up for a discovery session, I know that you will walk away with huge value and a clear sense of direction. I have a few slots open over the next few weeks, so if you are interested in having one of those slots, please put your name and contact info on the clipboard I’m passing around (or at the back of the room). I am also available after this for any questions you might have! Thank you again for having me here tonight!”