



How to get Booked as a Paid Presenter - 6 Pgs.



A great tactic to earn extra revenue while building your credibility and image as an expert is by offering paid presentations or topics of great value to target audiences.

Presentations are also one of the best and fastest methods for finding new clients, and educating *potential* clients about your area of expertise.

Create a Compelling Presentation of Value

First, your presentation must provide valuable information, ideas, or entertainment for the audiences where you deliver it. The presentation may need to be slightly adapted to fit each audience, so be prepared for that.

When the presentation material is honed and ready you can give your engaging presentations to non-profit or member organizations, corporations, community groups, business groups, Meetups or other private groups.

When people hear your speech and learn more about you, the experience begins building a relationship towards an eventual sale. The education, approach, and time spent getting to know you through your presentation make it much more likely that audience members will want to hire you or purchase what you sell.

NEED HELP PREPARING A PRESENTATION?

Our company can support you creating and promoting presentations. Our full service marketing has tested teams of expert specialists to help develop your speech, write & design promotional materials, create online or printed speakers

pages, enhance your web design/programming, videotape your presentation and more – so you'll get help any way you need it.



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Just don't wait until a few weeks before your presentation to get started! Many publications or websites need 2-4 months lead time to promote your presentation, as do designers, writers and web developers.

Prices are customized to your needs – if you can do some of the work yourself, we'll just supplement the areas where you need help.

How to Find Places to Present

The easiest way to find places to present is to think about who you love to help. For example, if you're a holistic veterinarian and want to give a presentation to traditional DVM veterinarians on homeopathy, do a Google search for 'veterinarian organizations in your city'. You can also search for 'women's organizations' if your topic is for that audience, or "childrens organizations" or any category that pertains to the people you like to help.

If they don't pay, but you want to promote your topic to their members, **see item #5** below for ideas on how to make this worthwhile for your business.

PLAN B

Find a speakers bureau that represents speakers on your topic. They will get you booked and you pay them a percentage (ranges 20-50% of your fee). You'll still need to develop speaker's promotion so they have materials to pitch your talks.

Generally, a speakers bureau will only be truly interested in booking you if you're already a very in-demand speaker (that's how they make their money, after all), if you have celebrity status, or if they know organizations with a huge demand for your topics—and usually that means it is a completely novel topic. Never hurts to try, though!

9 Steps to Pitch Your Paid Presentation

1. Prepare 3 sample talks, developing the draft of presentation materials and graphics (powerpoint, prezi, handouts, videos, or whatever is needed for each group you'll be pitching). First read item #3 in "media/speakers kit" description, though!

2. Identify organizations who pay speakers on your topic. Contact the organization to find out who books their programs, usually the "Program Director" or "Program Chair". Ask them what they typically pay speakers before you agree to present to their organization or group.



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3. Prepare speaker press kits both in print and online. Add videos (where possible or appropriate) from your presentations showing an engaged audience, or include any clips of your presentations on your website.

Your speaker promotion pages on your site should be distinct and different from your services or product pages because you're selling an "engaging presentation", not a product or service. You'll be promoting different benefits for your presentation than your clients receive from your services (or products).

Your qualifications should include where you've presented in the past and how your presentation was received (testimonials or evaluation highlights are a great way to demonstrate this). Include the major points of your talk and specify what the audience will learn or gain from your talk.

Don't get overwhelmed. Just remember, [we can help you!](#)

Include in your online media/speakers kit:

- Media coverage of your presentations and *publicity*, not promotion, about your company
- Attendee comments or testimonials from those who hired you showing how you fulfilled the audience expectations
- Short description of 3 presentation options so they can choose what fits for them. Ideally, you can prepare one presentation that can be adapted to fit various organizations' needs. For example a presentation on veterinarian homeopathy could be adapted to cover veterinarian homeopathy for senior animals, veterinarian homeopathy for behavioral issues, veterinarian homeopathy for allergies, and similar.
- Length, price, and contact information for booking you
- Video clips and photos showing you presenting, ideally in front of a large audience
- Have a one page promotional flier ready for the organization to use to promote your talk, once the topic is defined with the Program Director to fit their specific audience.

4. Pitch the program director (or the person who books presenters) at the organization and use influential friends or colleagues to recommend you. With a succinct, poignant pitch ask if they'd be interested in having you speak to their organization. If so, ask what they generally pay speakers.



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Then negotiate for whatever you need. If they don't pay, but you want to promote your topic to their members, see item #5 below for ideas on how to make this worthwhile for your business.

5. Make as many follow up calls as needed to close the booking. Negotiate the fee and send your invoice for payment with a due date after your presentation, unless you've made other arrangements with the Program Director.

Tailor your presentation to exactly what their group needs, as discussed with the Program Director. **Refine your promotional materials** to fit your tailored presentation.

Quick tip: If you offer to promote or publicize the presentation, the organization will be more likely to show interest if they are trying to build membership or their own promotion.

If you have not promoted or publicized events successfully, it's best to at least set up an [advisory session with us](#) first to give you direction or find out how we can handle this for you. Do this before you negotiate fees with the organization.

What if the organization doesn't pay speakers? How Can You Benefit?

If you find an organization that cannot pay you but is comprised of members who may be great potential clients for your services, try to negotiate something of value to benefit your company.

After all, if they're asking for your time for free, they probably expect to grant you *something* (within their scope of possibilities) in return:

- Support during back of room book or product sales after your talk. (for service business, these products might be special reports or how-to reports, audio recordings, videos, instructional tools, advisory session signups, or similar.
- A testimonial or evaluation you can use in future promotion of your presentations.
- An article you've written about your topic on their website or in their newsletter prior to your presentation date, to inspire members to attend your presentation.
- A link on their website and/or blog to your website.
- Inclusion of your photo and short bio on the event announcement to members or the press release to the media. [**note:** *you should prepare a press release of your own to submit to media, too – but only if you know the proper way to handle this. If not, let us support you.*]



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- Audio or video recording of your session that you can also use in your own promotion. [**note:** *you should plan to bring the equipment and operator in case their staff isn't capable*]
- Ask if they can provide fliers to *your* event so you can forward those to anyone that is appropriate (and permissible) to invite.
- Include an ad about your business in their newsletter, blog or website. [**note:** *you should prepare the ad to fit their specs*]
- A list of their members, or at least the attendees at your talk, so you can perhaps make them a special offer at the end of your talk and follow up by email. Once you ask permission, add the attendees email to your mailing list to increase your outreach and in time, they may become new clients, too.

6. Present as many free workshops as possible so you can invite booking agents, program directors, or referral partners to your free community talks. That way, they'll get to hear you and feel confident you are qualified to present an engaging, valuable presentation relevant to their members.

7. Promote all workshops. Let potential booking agents know how large your mailing list is to help promote your presentation for organizations whether they are paying you or not. Be sure to ask them if it's permissible to promote and invite people on your own list to their event (if it's not private). Find out how large the organization's outreach list is so you can track that in your own marketing management. Get well known to their members so that member-demand is created for your talk and eventually, your services.

8. Conduct active media campaigns to get articles written about your talks, notify calendar editors or other appropriate audiences. If you don't have experience handling this properly, let us support you so you don't embarrass yourself or the organization where you are presenting.

9. Keep pitching, resourcing new potential groups, refining the items above and like anything in life, the more you do it, the better your results will be.

[NEED HELP FINDING ORGANIZATIONS \(or businesses, meetups, audiences, etc.\), PITCHING OR PROMOTING YOUR PRESENTATIONS?](#) That's just part of the full service we offer! **510-879-7600**

A few other ways to build business on next page . . .



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