

## **Not Being Visible is Costing You Money:** **5 Ways to Get Booked on Client-Attracting Platforms**

So I'm here to tell you that not being visible is costing you money.

How do you feel when you see other leaders making six figures and more—and when you see them just about everywhere? Are you green with envy as you see all those pictures and videos of their golden lives? Does your gut wrench up when you check your bank account and it's short for this month because you're not getting enough clients? Are you so caught up in survival mode just doing the day-to-day that you aren't getting out in front of people?

If you aren't consistently marketing yourself and your services on stages, podcasts, radio shows, virtual summits, TEDx events and virtual networking, you are leaving money on the table, and you will stay stuck in struggle mode.

Your visibility is your ticket to hundreds of thousands—even millions! It's your passage to freedom and fulfillment.

Just think what it is costing you to not get access to an unending pipeline of new clients eager for what you offer and provide?

And here's the kicker. In most cases, it won't cost you a thing to get on these platforms. Sure, there are engagements where you need to pay to get on a stage (yes, that's a growing trend!) or a podcast or radio show (yep, that's a trend too).

But mostly these opportunities are free if you can just get someone to say yes!

So I'm going to give you 5 ways to Get Booked on Client-Attracting Platforms

### **1. Sell Yourself on The Problem You Solve**

The way to get a decision maker to say yes, is to not tell them about all your credentials, achievements and programs. It's to tell them exactly what you are going to do for their audience...How your message will provide a solution to the problem that audience is suffering from. What will be the outcome after they hear you? What will it do to improve their lives? Once you've established this, you can provide your credentials, etc. But your proposal letters and speaker one-sheet for speaking, pitch letters for radio/podcasts and your conversations must focus on this FIRST! That includes subject lines, headlines and the first paragraph of each of the written documents. More on this shortly

### **2. Tell The Story That Got You Here**

Something else that will ensure your success and intrigue the decision maker is relating a powerful story of overcoming or transformation that enabled you to get her and now help their audience. If you have come through some type of crucible or pain that forced you to find a new way, and that you are using to guide people—this will be a compelling and dramatic incentive to secure you as a speaker. You can also include this in your materials if it reinforces why you are impactful for this audience. This is how you become relatable to them. This should also be one of the cornerstones of your presentation.

### **3. Create the Materials that Will Get You Booked**

So what are the materials you will need to induce a decision-maker to say “yes?”

- First, for speaking you should develop a compelling proposal letter that first establishes what problem you solve. The second portion of the letter should include something on your results, achievements or successes with your product/program—or where you’ve spoken before with success. This is also a great place to also include a line on your triumph story. Then follow up with all of your credentials—the WHY You! And then ask them to book you. Keep it to 7 paragraphs or less.
- Secondly, if you can provide these as supporting documents, you’ll want to have a professionally designed speaker-one sheet that marks you as the pro you are and stipulates 3 different presentation options to provide variety (more chances to get booked!), and a video of you presenting previously—and today, that can be virtually.
- For radio and podcasts, you need a pitch letter that provides much of the same information as the speaker proposal but it can be longer. Optionally, you can supplement this with an impressive professionally-designed podcast introduction sheet, and once you get booked, you’ll need complete media kit that will inform the host and the audience, and provide the host 20 questions to ask you.
- For virtual summits, you can follow some of the same format, but the main distinction is that your proposal letter must address the THEME of whatever summit you are submitting for and why your subject is appropriate.
- Next, make sure you have a great free offer you can make from any of these platforms that will induce people into your programs, and a paid offer for those that allow you to present that and enroll from the platform.
- Lastly, have a contemporary website with the horizontal framework, lots of graphics and limited words, along with current photos of yourself. Old, outdated materials are a booking-killer.

### **4. Do Your Homework on Where to Find the Right Opportunities**

Speaking opportunities are EVERYWHERE—and especially accessible now that so may our virtual. I recently heard that there are 9000 PER DAY in North America alone. You can begin locally and really start attracting clients—meetings, venues and associations just close to home, and then spread out to other chapters elsewhere. You can find these on google, and meetup. You can connect with meeting planners and corporations on LINKEDIn. And you can do a search for conferences in your space on google. Don’t forget to ask you friends and fellow speakers/leaders what they know about or where they have spoken...But do your homework for the RIGHT ones for you, with your ideal target audience and get going. If you want to make this process easy and eliminate the research, we have thousands of leads identified for you on all of these platforms at [www.SpeakerTunity](http://www.SpeakerTunity), **The Speaker and Leader Resource Company**, along with the tools to help you get booked, such as speaker and podcast sheets.

### **5. Schedule Time In Your Calendar to Book Yourself-- or to Hire and Coach a Virtual Assistant or Team Member to Book You**

But here’s the biggest determinant of your success! It’s not whether you have a great product/service, or a great signature speech and story, nor even if you have all the materials ready and right. It’s putting yourself out there. It’s literally scheduling the time in your calendar weekly--as if you were having a meeting with someone else—to do the outreach or to prepare and train someone else to do this outreach. Because in today’s world there are almost no services or specialists that will do this for you. YOU must take the initiative! And be responsible for your own amazing, vast and abundant success. Yes, you can be the next super

success—with a steady flow of clients clamoring to come onboard with you. It's easier than you think. It's just a matter of YOU being visible!

## **Word Counting 1162**

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