



"GETTING YOUR MESSAGE IN FRONT OF THE MASSES"

TEN TIPS TO GET SPEAKING GIGS!

"The Most Precious Thing In Speeches Are Pauses"

~Sir Ralph Richards~



How to Get Booked For Public Speaking

We are living in a new era, and you can speak for FREE or for a FEE! You decide! Virtual speaking opportunities are here to stay, and you never have to leave home. On the other hand, in-person conferences are a dime a dozen. It just depends on what your goals are.

Everything we desire takes strategies and getting on speaking platforms is a process, and you must be willing to implement the processes listed in this report. Be sure to have your calendar link and share as much as possible when you make new connections with those who may have what you want. My calendar stays full, and I have Zoom meet ups weekly. I do anywhere from 30 to 50 speeches in one year virtually and, in-person, and you can too.

As an entrepreneur I started networking prior to retiring from the corporate arena during my twenty-nine-year career in law enforcement. I would go out networking to make connections and hopefully meet some potential clients who wanted legal and identity theft services that I provided at the time. I still protect families, individuals, and business owners with the legal services. <https://Progers34.wearelegalshield.com>

I had a defining moment to begin hosting events in my backyard so that entrepreneurs can connect to build their network and promote their area of expertise. That worked well and after investing in coaches, I learned to monetize the events, so I began going into hotels and charging speakers and attendees to register for the events. When the pandemic showed up in 2020, I transitioned to virtual events with the guidance of my coaches in Women's Prosperity Network, and I have hosted and spoken on over 100 platforms virtually. [FREE Women's Prosperity Membership](#)

Speaking at events gives you a platform to really showcase your value and share your ideas, while promoting your products and services.

Social media plays a big role in being booked at various conferences, virtual events, and summits. "If you are not there, no one sees you!" I am going to share with you my best practices for booking success.



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1. Set goals

I like to say a goal is a decision that has already been made. Decide: How many talks you want to give, and in what timeframe. Set a monthly, quarterly, and annual goals. There are many ways you can reach your goals. You can host your own events and webinars, or you can also partner with other service providers and put together a workshop or event.

After your goals are set, put together your schedule for when you are going to focus on getting booked. I recommend being visible on social media, whether posting affirmations, doing LIVE videos, and commenting on the content of others. Likes, don't count!

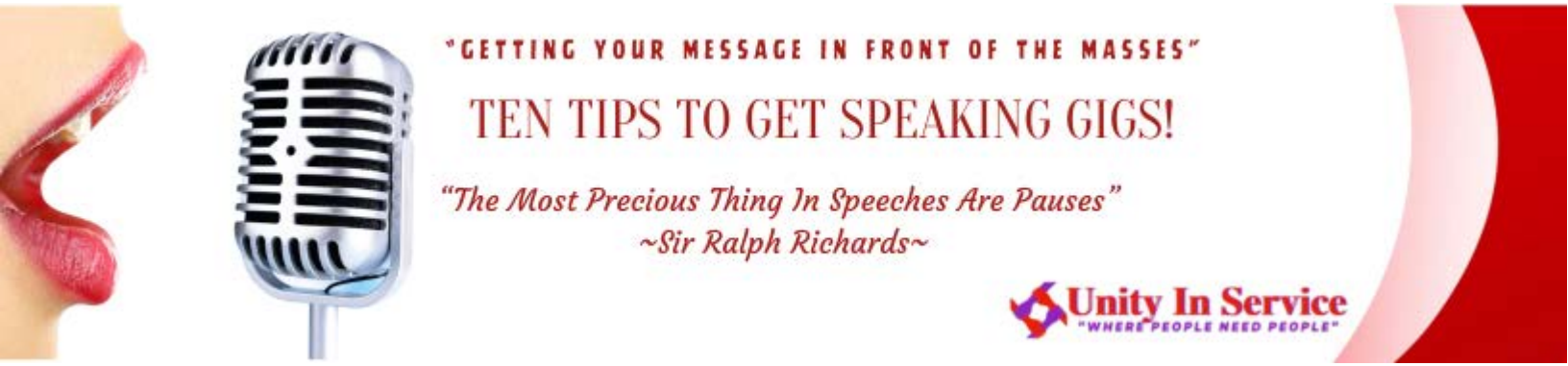
Scheduling your post will also allow you to be more visible on social platforms, because you cannot be everywhere all the time, but scheduling you allows you to keep your face in the crowd. When you consistently devote one to three hours a week to getting booked you will find the opportunities will be rolling in.

2. Get your speaker sheet done

Your speaker sheet is what gets you booked as a speaker. It is a PDF or JPG that has been well- designed to match your brand. It will include your picture or pictures of you speaking and describe your speaking style (energetic, warm, dynamic) and your talks (uplifting, innovative, thought-provoking). List a max of three of your most popular speeches - you don't want to share too many. You also want to be loud and proud about the value your talk delivers. Describe the benefits of your talk, and what insights your audience will discover. [Sample Speaker-One-Sheet](#)

Be sure to include a list of places where you have spoken, plus testimonials from the meeting planner. Also, don't forget your contact information. If you're just getting started and don't have all this information, do it anyway. The beauty of today's technology means you don't have to print your speaker sheet. You can always update it after every talk and just email the PDF file when requested.

Simply having a well-put-together speaker sheet can get you booked many times over.



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Whenever I am asked to speak, I am able to send in my Speaker-One-Sheet & a Headshot immediately because I keep them in a Google Drive Folder, and it allows me to send the link to the files expeditiously. Being ready speaks volumes for your professionalism and dependability. Yes, you will look like an expert.

Be loud and proud about the value you bring by getting the word out. On your website, make sure you tell people you are a speaker. Make it part of your business description in your social media profiles. Add a speaker page—that’s where you include your speaker bio, talk topics and a link to your speaker sheet. Use social media to tell people about the talks you give, ask your contacts for ideas on where you can give a speech, and announce the places where you have been booked. Be sure to invite your contacts to come hear you speak! Make sure you send an announcement to your email list and ask them to forward it on to anyone else who might be interested.

Several of my clients took my coaching program and learned how to host virtual events. They all received a ROI for their investment in coaching on the first virtual event that they hosted. Working with me assisted them in getting over the fear of the unknown and gave them access to a speaking platform, and today, they are speaking on other platforms, being seen and heard. It is time for you to stop making excuses and say yes to your purpose. Schedule with me to learn how to host events that make money @ <https://Calendly.com/PatRogers/Public-Speaking>

3. Ask for referrals

Start with your immediate community. Ask your clients, friends, and colleagues what groups they belong to. Ask them to provide you with a contact. These warm leads will always be the best way to get booked. Next, brainstorm with the people you know what groups they know of where you would like to speak. Depending on your topic this can include church groups, virtual events, professional associations, and private clubs. Communities are invaluable, if you stick and stay so that others will get to know, like and trust you. Also, Google knows everything.

4. Do research and build a list

Start with a Google search for type of group + local area + the year. For example: image consultant + San Jose + 2020.



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Follow the listings to the different websites. Note when they have their meetings and who the contact person is. You will usually want to contact the program chair, education chair, meeting chair or president.

With all this research, one caveat: Make sure your ideal potential clients are at these events, and when you show up virtually, be visible and be professional. Hiding behind the camera must be smashed.. Your goal is to connect with the people who will be interested in getting to know you and build profitable relationships.

5. Reach out to groups

Once you know how to connect, reach out to that person, and offer your services as a speaker. Emailing the first time is fine because you can attach your speaker sheet. If you do not get a response in a few days, follow up with a phone call, and if all else fails use your TEXT!

6. Follow up, follow up follow up

Be aware that most groups are run by volunteers and often change leadership every year. This means it can take a bit of detective work to make certain you are contacting the right person, and it might take some time before someone gets back to you. Your best bet is a personal contact who can point you in the right direction and also vouch for you as a speaker. If you can get someone from their group, association, or company to come hear you speak, please do. They will be much more likely to book you after they have heard you. Sending them to your website that has videos of you speaking is a bonus!

7. When you speak, ask for more speeches

This is another important aspect about being loud and proud. When you finish your talk, ask if anyone in the audience knows of another group that might like to hear you speak. This is a great way to keep building your list. One of my clients, an etiquette consultant, booked nineteen speeches in a short period of time simply by asking her audience for other places for her to speak.

8. Be an awesome speaker and people will ask you to speak

There is no getting around it: the better speaker you are, the more clients you will come



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home with, and the more bookings will fall into your lap. Work on your speaking skills as much as you work on any other business skill. To master the art of speaking, practice, practice, practice in front of real live audiences. The more you do it, the easier it gets. Once you get to the “ease” stage, then you move toward mastery.

Whatever you do, remember that you may have to invest in yourself if the speaking opportunity is presented. Times have changed and “pay to play” is for you so don’t rule out making an investment to speak on stages or platforms.

9. Create your own speaking opportunities

You can create your own speaking opportunities. This is one of the best, fastest ways to build your business, become a masterful speaker, and come home with clients. It’s your party, your event. Webinars, and live, in-person and virtual events are great ways to connect with your target audience. Hosting your own events continues to build your reputation, influence, and reach. Unity In Service, Inc, hosts six virtual events annually with 10-23 speakers at each event. Events are a business, and they do take work and preparation but once you learn the processes you will be paid for life. Do not wait to do your own events.

10. Follow these ideas here and soon you will find that both your calendar and your bank account will increase. You deserve it but you must put in the time, investment, and a positive mindset to achieve more so that you can be more.

11. Booking is Only the Beginning

Congratulations! You know how to get booked, some for FREE and some for a FEE! Napoleon Hill says it best, “Your desire must be so strong that nothing will stop you from achieving your goals.”

Schedule with me so that you can increase your brand, enhance your bottom-line, increase new leads and build profitable relationships.

“When you go in one door, another one opens!”



About Dr. Patricia Rogers



Dr. Patricia Rogers, CEO, of Unity In Service, Inc., “zone of genius” is connecting entrepreneurs so that they can build their networks, increase their visibility, and share their message through public speaking. “You SPEAK, Unity In Service Marketing Team fills the SEATS.”

Dr. Patricia Rogers is a retired corrections lieutenant after 29 years in law enforcement—twelve (12) years Armed Forces veteran and a graduate of Thomas, University.

Dr. Rogers has positioned herself as a Visibility Strategist | International Public Speaker | International Best-Selling Author | Virtual Event Consultant & Coordinator | Affordable Legal Service Provider | Business Coach |

Unity In Service, Inc.’s mission is to inspire entrepreneurs to be obsessed with their purpose. Saying yes to opportunities will allow you to increase your brand, build your credibility and enhance your visibility so you leave a footprint in the world.

“If you are not there, no one sees you!” People are waiting for you to show up!

Dr. Rogers has been hosting in-person and virtual events since 2015, serving thousands of entrepreneurs and those who are expert speakers and those who onced dreamed of speaking.

Dr. Rogers gives you exposure through LIVE interviews; she teaches you how to easily host virtual event that pays you huge dividends.

Dr. Rogers is the "Head of Relations" with Theophany University in Haiti, allowing her to recommend that entrepreneurs be awarded the “Honorary Doctorate of Humanity Award” for their services to humanity.