How to Fill Your Marketing Funnel With Speaking Engagements

Understand Why You Are Using Speaking To Build Your Business

Before you begin mapping out your speaking strategy, recognize where speaking fits into your marketing and sales system. Done correctly, speaking has the potential to bridge the first three steps of the Marketing Funnel:

1. If properly marketed, speaking can be an excellent way to shine your light and bring new prospects to your funnel.
2. If delivered properly, the actual talk will give people an profound and unforgettable experience that builds trust and added desire to work with you.
3. And at the end of your talk, you'll have the opportunity to make an irresistible invitation, which will convert prospects to customers.

It's also important as we begin this conversation, to distinguish the difference between **"speaking for marketing"** and **"speaking for income."**

Speaking for marketing is a way to give people a taste of what you have to offer. You do this on either a free or very low fee basis. The key to remember: when speaking for marketing, the income you make doesn't come from selling tickets to the talk; it comes from the invitation you make while giving the talk.

The main goals of speaking for marketing are:

(1) reaching out to lots of people who don't already know you, so they can then become part of your marketing funnel,
(2) once you have the people in the room, give them incredible, unforgettable value, and
(3) after you've delivered value and built trust, then invite them to be your customer.

Speaking for income is a service or offering. Speaking for income is not the same as speaking for marketing, as the speaking for income means you are looking for paid speaking engagements. This is certainly a great service to provide, however, don't get caught up in confusing the difference between "speaking for income" and "speaking for marketing."

Like any other service offering you might want to offer, peaking for income requires a marketing funnel to bring people into it.

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For clarity, this conversation is not about speaking for income. It's about speaking for marketing.

Thus, using speaking for marketing affords the following benefits:

- Increased exposure to lots of people
- Opportunity to get in front of people interested in what you offer
- Access to people who want and need what your business provides
- Opportunity to be seen as the expert in your field
- Prospects get to see and experience real value
- Allows you to build credibility in your community
- Enables you to leverage your time – one hour of your time to connect with an unlimited number of people
- Helps build your database
- An excellent pool of people to offer complimentary sessions

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Nine Steps To Filling Your Marketing Funnel With Speaking Engagements

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STEP ONE – MAP OUT YOUR TALK HIGH LEVEL

Now that you understand the value of speaking, and you're clear that the purpose of the speaking we're talking about is to help you market your business, now it's time to map out your talk, high level.

To do this, look at your Authentic Marketing Blueprint, and consider your target market, core benefit, USP, and the core product/service you're selling. In selecting your topic, also be sure to look at your overall methodology and proprietary system. The topic you choose will be directly aligned with these points.

You will be building a free or no fee foundational talk to deliver again and again to new audiences. This talk will be the doorway into your business. Thus, you want to make sure that this talk effectively introduces you and your business.

First decide the length of your presentation:

- A 1-hour presentation
- A 2-hour evening workshop
- A ½-day workshop
- A full day workshop

The length of the presentation depends on the core product you are selling. If it's a high-priced service where you want a longer-term commitment, you may need more than an hour to establish trust, create value, and overcome objections to your audience.

Second, decide what the topic of your talk will be. Start with your target market and core benefit and decide what specifically you want to talk about in that genre.

Here are examples of possible topics:

- How to feel good while loosing weight
- How to launch a community project that will help hundreds
- How to attract your soul mate
- How to create more cash flow in 2007
- How to make your home more eco friendly
- How to double your business in 2007

Third, decide on the objective of the talk, from the audience's point of view. In other words, what will they leave with? What can they expect to walk out the door having, that they don't have right now.

As you decide on your topic, ask yourself what you want the members of the audience to get out of being present to your talk. What is a clear takeaway you

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want to make sure they leave with? What takeaway would produce the greatest value to them, and help them experience how valuable your services are to them? This is the objective of the talk.

If the topic is this…	A possible Objective might be this…
How to feel good while loosing weight	A 30-day custom-built plan based on your personal body type, interests, and preferences
How to launch a community project that will help hundreds	A clear picture of what your project is and a 90-day step-by-step plan for what to do next to get things moving
How to attract your soul mate	A personalize daily ritual guaranteed to bring you at least 3 dates in the next month
How to create more cash flow in 2007	You will identify five specific ways you can generate more cash flow in the next 30 days
How to make your home more eco friendly	You will walk away with a checklist to reduce your energy consumption by at least 30%.
How to double your business in 2007	You will leave with a simple, clear, and easy to use 12-month plan to double your business, that tells you your top three goals to accomplish each month.

Fourth, create a great title and subtitle for your talk.

A good title is interesting, compelling, and concise. Describing what you will be speaking about, it will connect with a desire or need your audience has. A good title will announce the specific, ultimate benefit your audience will receive as a result of your talk.

Example:

Title: *The Heart-Centered Attraction Program*

Fifth, Create A Quick Outline of Your Talk.

Once you come up with a specific outcome, articulate the 3-8 steps it would take to lead your audience to that outcome during your talk.

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These 3-8 steps become the major points of your talk.

Example:

- *Identify your target market*
- *Understand where to find your target market*
- *Create an approach that feels good to you*
- *Set 3-month goals*
- *Build a 30-Day plan*
- *Celebrate your accomplishment*

Sixth, Make Your Outline Benefit-Focused

Once you have these steps, word-smith them so that they are benefit-focused. In other words, each step should detail a particular benefit the audience will receive during that step.

Example:

- ***Who Is Your Authentic Customer?*** *– Find out who is longing to receiving your service and waiting anxiously to find you*
- ***Where Are They Waiting and Wanting?*** *– Step into their world and understand where they live, what they like, and most important – what's painfully wrong in their life, that needs your help*
- ***How Can You Shine Your Light So They Can Find You?*** *-- Discover the way you are meant to share your light and easily attract your authentic customers right to your door*
- ***What Is Your Wish?*** *-- Look inside and discover what's possible for you in just 3-months… Clarify your wish into clear, specific, 3-month goals*
- ***What Is Your Path?*** *-- Craft a step-by-step 30-Day plan, that will create absolute certainty and knowing that abundance is on it's way*
- ***What Would You Like to Celebrate?*** *– Invoke a feeling of excitement and empowerment as you set out on your journey to transform your life and your business!*

STEP TWO – BUILD A 1-PAGE FLYER

Next, create a 1-Page flyer that explains the talk. Don't worry that you haven't booked your first talk, or that you haven't worked out the details of the agenda. That will naturally come later, as you'll see.

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The 1-Page Flyer has the following components:

1. The title that speaks to the need/desire of your audience
2. A subtitle that speaks to the objective of the talk – what specifically they will receive
3. Who the presentation is for, as presented in a list of 3-5 bullets helping your audience identify themselves
4. A brief statement about what the experience will be
5. A list of 5-10 features and benefits
6. Logistical information (this can be filled in when you have the information)
7. Picture of you on the flyer – top left hand corner
8. 100 word bio about you at the bottom

It should be no longer than one page long.

Here's an example of a flyer.

STEP THREE – IDENTIFY POTENTIAL PLACES TO SPEAK

In order to use speaking as a consistent way to generate a steady stream of leads, it's important to identify a long list of places you would like to speak. The key is to find organizations, businesses, associations, or groups that serve *your target market.*

Great ways to find a list of places to speak:

- Google it! For example, if your target market is small business owners in New York City, do a search on "small business associations in New York City," or "women business owners association New York City," or "small business networking in New York City," or "small business group in New York City."
- Go to the library and check out *The Encyclopedia of Associations,* where you will find an exhaustive list of all associations by type and by location.
- Send out a letter to all your contacts asking them if they belong to, know of, or could introduce you to someone who might know… of an association or group serving your target market.

Once you have identified a long list of possible places to speak, prioritize your list. Which associations would you like to approach first, second, third, and so on. When prioritizing, consider the following factors:

- Places you will feel most comfortable doing your initial talks. If you are new to speaking, you probably don't want to land your first gig at a huge association where you would present for the first time in front of 200 people.

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- Places where you have the strongest likelihood of being selected as a speaker. A smaller local chapter of the National Organization for Women would be a more likely place to get a speaking gig than the annual national meeting in Washington DC, where they might bring in seasoned speakers like Hilary Clinton, Eve Ensler, or Gloria Steinem.
- Places where you have connections. If you already know someone in the organization – or you know someone who knows someone – it's always much easier to get on their radar screen as a must-have speaker.
- Places where you believe you can get make the greatest impact and see the highest results.

STEP FOUR – CALL POTENTIAL SPEAKING ENGAGEMENT OPPORTUNITIES

Now it's time to start contacting the organizations on your list. Remember that these organizations need speakers… why not YOU? The purpose of this first call is two-fold:

- Find out where and to whom you can send your proposal package
- Make an initial connection, so that when they receive your package, they will associate it with your initial call. In general, the more instances of communication, the more the prospective organization will remember you.

Sample Script

"Hello. My name is [your name] and I am a speaker and [your profession]. I would like to send you some material and offer to speak to your group. Can you tell me where to send it and if you prefer physical mail or email?"

You can then follow up with the following questions:

- "Do you bring in speakers to your group?"
- "Might you be looking for a speaker who speaks on _____?"
- "Can you tell me a little about your group?"

"I have a very powerful talk on _____ that I think your members will really enjoy. I am willing to deliver the talk to your group for [free/low fee] as an opportunity to give value to the group and expose my services. I promise to be very professional and give tremendous value to your group. How do I learn more about speaking to your group?"

STEP FIVE – CRAFT AND SEND PROPOSAL PACKAGES

Once you have identified your list of possible places to speak and you've outlined your talk, it's time to craft a letter to reach out to your potential speaking prospects. Like the sales process, finding places to speak is a numbers game,

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so the more organizations you reach out to, the more likely you are to ultimately have success.

Your proposal package should include:

- An inquiry letter (described below)
- Your bio
- Your flyer

You may also include:

- Any relevant brochures or marketing materials
- A CD-rom with a video of you giving a talk
- Any relevant articles you have written on the subject
- Any press you've received
- An audio recording of one of your presentations

Below is a sample inquiry letter which you can customize and use with your speaking engagement prospects.

Sample Inquiry Letter

Dear Mr. Smith,

My name is <*Your Name*> and I am a <*your profession*>. I would love the opportunity to speak to <*Their Organization Name*>.

<*Insert your elevator pitch*>. To date I have helped hundreds of clients… <*benefit you deliver to clients*>.

I speak on a variety of topics that can help your members significantly… <*a specific ultimate benefit you deliver*>. Please visit my website at <*www.yoursite.com*> to read many testimonials I have received for my talks.

I absolutely promise you, <*recipient name*>, that your group will leave my presentation:

- Inspired to take action
- Empowered from learning *X Number* proven techniques/steps/principles to <*the ultimate benefit of your talk*>
- With more belief and confidence in themselves to improve their life/business/finances/health/etc.

Below is an overview of my most popular presentation. If eel it would be of great interest to your members. Of course, all my talks can be specifically tailored to meet the needs of you and your group.

The Heart-Centered Attraction Program:

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Six Simple Questions To Craft A 30-Day Client Attraction System That Magnetizes Your Authentic Customers To Your Door

In this informational, interactive, and heart-centered presentation, you will learn use the Six Simple Questions first-hand:

1. ***Who Is Your Authentic Customer?*** *– Find out who is longing to receiving your service and waiting anxiously to find you*
2. ***Where Are They Waiting and Wanting?*** *– Step into their world and understand where they live, what they like, and most important – what's painfully wrong in their life, that needs your help*
3. ***How Can You Shine Your Light So They Can Find You?*** *-- Discover the way you are meant to share your light and easily attract your authentic customers right to your door*
4. ***What Is Your Wish?*** *-- Look inside and discover what's possible for you in just 3-months… Clarify your wish into clear, specific, 3-month goals*
5. ***What Is Your Path?*** *-- Craft a step-by-step 30-Day plan, that will create absolute certainty and knowing that abundance is on it's way*
6. ***What Would You Like to Celebrate?*** *– Invoke a feeling of excitement and empowerment as you set out on your journey to transform your life and your business!*

I have spoken to intimate audiences of 20-30 and am equally comfortable in front of groups of 300 or more.

I will follow-up with a phone call next week to discuss the possibility of presenting to your group. Thank you for your time. I look forward to speaking with you.

Sincerely,

Your Name
Title/Company
Website
Email
Phone

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STEP SIX – FOLLOW UP AND GET ON THEIR CALENDAR

It is critically important that you follow up your Inquiry Letter with a phone call!! In fact, if you aren't going to make the follow up phone call, don't bother sending the Inquiry Letter. Usually a letter alone will not generate a response, but a friendly follow up increases your chances of getting a speaking engagement.

How To Be Successful with Follow Up Calls

#1 – Block Out Time for Follow Up

Block out time on a weekly basis for following up on your marketing strategies, whatever they may be. On average, you can make 10-15 follow-up phone calls in one hour, so budget your time accordingly. If you sent our 50 letters, budget for 5-6 hours of follow up phone calls the following week.

#2 – Reward Yourself

If you dislike doing follow up calls – as many people do – incorporate a reward for the evening after your follow up calls.

#3 – Prepare / Fine Tune Your Script

Use the example below and crate a script base on your unique personality and style. Relax, be yourself and have fun! People will be most attracted to you when you use a natural, comfortable approach that reflects who you really are.

#4 – Visualize

It is important that you vividly visualize a smooth flowing, productive conversation before you pick up the phone. As you sit down to make your calls, take a moment to connect to the part of you that easily and effortlessly connects to your higher power, confidence, natural wisdom and all your gifts. Visualize intimate, connected conversations with amazing potential speaking engagement possibilities.

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Sample Phone Script

Use these as a guide to get the ball rolling. With practice, you will quickly get into a flow that is congruent with your particular style.

Expect to leave messages approximately 60% of the time. Do not be disappointed if you get voicemail. Expect this and you will not be disappointed.

If you leave a recorded message, you might say something like this:

> "Hello Mr. Brown. This is Jane Smith from ABC Company. I am the <*your profession*> who sent you a package last week about giving a talk about <*your topic*> to your members. Just following up to insure that you received the package. Mr. Brown, I am very confident that my presentation <*the title*> can be a tremendous asset to your members. I'd love to discuss when a good time would be for me to present to your group. Would you pleas call me back at xxx-xxx-xxxx. Thanks and have a great day."

It's not recommended that you leave more than one message. Keep trying until you get the actual person.

When you do get through to the actual person…

> "Hello, Mr. Brown. This is Jane Smith from ABC Company. I am the <*your profession*> who sent you a package last week about giving a presentation about <*your topic*> to your members. Did you get a chance to review the package?
>
> II am a <*your profession*> that specializes in <*your specialty*>. I think I can be of tremendous service to you and your members. Does that interest you?"
>
> What would be the next step in providing my presentation, <*your title*> to your group?"

DO NOT MOVE ON TO STEP SEVEN UNTIL YOU HAVE BOOKED YOUR FIRST SPEAKING ENGAGEMENT!

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STEP SEVEN: DELIVER TREMENDOUS VALUE

Now that you've got a speaking engagement booked, it's time to prepare to give tremendous, unforgettable value.

Here's the basic format for providing a talk:

1. Begin with two enrolling questions (1 minute)
2. State your intention and thank them for coming (1 minute)
3. Welcome to "Title of your talk" where you will get "State Objective." (1 minute)
4. Set expectations for what will be presented (5 minutes)
5. Deliver VALUE again and again using the repeatable three-step process: (45 – 90 minutes)
    - Provide information
    - Deliver an exercise
    - Share with a partner
    - (Optional) Share with the group
6. Restate the value provided (1 minute)
7. Identify the new problem (1 minute)
8. Make and irresistible invitation (see Step Eight below) – (10-20 minutes)
9. Invite everyone to sign up for your mailing list (1 minute)
10. Restate the value provided one last time (1 minute)
11. Thank everyone for coming (2 minutes)

Let's look at each of these eleven sections in greater detail.

Begin with two enrolling questions (1 minute)

Start out your talk with two enrolling questions, where you ask the group "How many of you…[insert way the group would identify themselves]?" And allow them to respond to you.

The idea is to immediately start out with everyone participating and buying into the process.

Enrolling questions enable your audience to voluntarily admit that they are your customer, that they have wants and needs that you can provide, and that they find value in what you're giving to them in the talk.

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For example, if you were giving a talk on weight loss, your enrolling questions might include these:

- *How many of you would like to feel great about your body?*
- *How many of you would like to stop yo-yo dieting?*
- *How many of you would like to know for sure that you could loose weight in an easy, healthy way?*

The key is to select enrolling questions that articulate what you plan to provide to them in the upcoming presentation.

State your intention and thank them for coming (1 minute)

Now that the room has actively enrolled in your presentation, validate that your intention is to provide the value you just enrolled them, and then thank them for being here.

You might say something like this…

> *"Well that's why we're hear tonight. My intention this evening is to support you in feeling great in your body, stop yo-yo dieting, and find a way to know for sure that you'll achieve desired weight loss goals in a healthy, easy way.*
>
> *"But before we get started, I want to thank you for being here. Your time is valuable, and I appreciate the effort it took for you to be here. I promise to provide useful and valuable information that you can use right away."*

Welcome to "Title of your talk" where you will get "State Objective." (1 minute)

Now, welcome them to your talk and tell them the specific objective you intend to deliver during the presentation.

You might say something like this…

> *"Welcome to the Ten-In-Thirty Days Weight Loss Program!*
>
> *"During tonight's two hour presentation, I will support you in crafting your own personal 30 day weight loss program that when you follow it, will guarantee loss of at least 10 pounds in the next month."*

Set expectations for what will be presented (5 minutes)

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Now that they have been welcomed and introduced, it's time to set expectations for the evening. This part of the agenda is critical, as it will help everyone in the room get on the same page. That way everyone gets what they wanted out of the session, and thus they walk away feeling satisfied.

Using the list of benefits already created for your 1-page flyer, you will set expectations for the evening.

But rather than telling them what to expect, **ask them what they are hoping to get out** of today's presentation.

On a flip-chart or white board, write down all their expectations. Bullet out all the expectations and keep the list for later. (If you need a flip chart, I recommend the post-it type like these from Post-It® 20" x 23", White, Self Stick Easel Pads from Staples.)

Notice that everything they say should somehow fit into your talking points (from the 1-page flyer).

If someone brings something up that will not be covered, let them know directly that today's discussion will not cover that point, but that you would be happy to discuss it with them directly later (either after the talk or during a scheduled appointment or in a future program/service that you offer).

Once they've exhausted their list of expectations, go ahead and continue adding onto the list of benefits you intend to provide. Again, look to the list you created for the flyer to fill in the blanks.

Once you set expectations, ask everyone, "How does this sound?" And wait for their response. Realize that every time your audience verbally responds with a yes to you, they've taken another step down that marketing funnel arriving closer and closer to becoming a customer.

Deliver VALUE again and again using the repeatable three-step process: (45 – 90 minutes)

Okay, now it's time to deliver tons of value.

However, providing value doesn't mean getting up there and lecturing for an hour. Providing value is only about 20% related to do with what you say. The other 80% of perceived value comes from your audience making a direct connection with the information you're providing to them.

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Thus you could get up there and deliver tons of information, but if your audience isn't able to use it, or if their objectives and expectations are left unfulfilled, then they'll walk away without true value.

The key to providing value is this simple repeatable system:

1. Provide information
2. Deliver an exercise
3. Share with a partner
4. (Optional) Share with the group

This system allows your audience to take in the information you give to them in small bites, and then use the information immediately in an exercise. This makes the information real to them. After that, they share what they learned with a partner – and that's when they realize the value gained.

So, again look at the list of benefits you created in the 1-Page Flyer. For each of these benefits, you will follow the simple repeatable system: provide information, deliver an exercise, and invite sharing.

The exercises you use will help them complete the specific objective you set back in Step One, where you Mapped Out The Talk High Level. The information provided gives them the necessary information to complete the exercise. And working with a partner helps them validate that their doing it right and that the information their getting is valuable.

The majority of your talk will be spent using this simple repeatable system, which guarantees to provide unbelievable value.

IMPORTANT: Be sure to wrap up this section with at least 10 minutes left to make your follow up invitation. Too often speakers run too long providing value, and they loose out on the opportunity to make an invitation. DO NOT MAKE THIS COMMON MISTAKE.

Restate the value provided (1 minute)

Now take a moment to restate what you covered this evening. Again, use the list of benefits from your 1-Page Flyer.

Identify the new problem (1 minute)

Here's where you are preparing to invite them to invest in a paid product or service. Ideally, the presentation provided in the talk you just gave should have not only given them tremendous value, but it should also have opened them up to the deeper need they have for your services.

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Thus, here's where you identify the deeper need that they're now feeling.

For example, if someone came to the "Ten-In-Thirty Day Weight Loss Program" and in the presentation, you helped them build a customized 30-Day weight loss plan, they're not excited and happy at the prospect of success. BUT, they're also worried that they might not follow through. Thus, the new problem that could be addressed is the problem of accountability, follow through, staying committed, and having support. Make sense?

Every time you deliver value, you open up the door for a deeper need. It's at this place in the presentation that you articulate what that need is.

Make and irresistible invitation (see Step Eight below) – (10-20 minutes)

See Step Eight Below for instructions on this section.

Invite everyone to sign up for your mailing list (1 minute)

After you've made your invitation, now is a good time to pass around your mailing list sign up. It's a good idea to do more than just ask them to sign up for your mailing list, however.

Here's how to ensure more people will sign up:

- Tell them you'll send them a free report or recording
- Tell them you'll send them a coupon they can use on other services (expires in 30 days)
- Tell them you'll offer them a free consultation

Restate the value provided one last time (1 minute)

This time, ask them what they got out of the presentation. Allow them to share directly what was helpful.

At this point, pass out a feedback form. Be sure to include a checkbox that asks people if they'd be willing to have their comments shared in your marketing materials.

Thank everyone for coming (2 minutes)

One last time, express your gratitude for everyone coming out. Let them know how truly honored you are to serve them.

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STEP EIGHT: MAKE AN IRRESISTIBLE INVITATION

Template on how to make an invitation…

1. Give a lots of value
2. Present a problem that is still on their mind
3. Ask permission to tell them about a solution to this problem
4. Provide the name of the product, program, or service that can solve their problem
5. Who it's for and the objective it fulfills
6. What you will learn/experience
7. Key benefits
8. A testimonial, or example of a great example of someone who has used your program and received the results they wanted
9. Comparison price (*Optional)*: What people might spend (a comparatively higher price compared with what you will offer them) – write it down if possible on a white board -
10. The "Regular Price" that you might charge someone – write it down below the comparison price
11. Introduce a "reason" for a special deal – (i.e. because I wanted to do something very special for this organization, or because it's mother's day, or because it's a new program, or whatever)
12. Announce the limitation – it's only available for the first 8 people who sign up today
13. Name the special offer – write down the price below the regular price
14. Bonuses – anything additional that you're willing to throw in for free
15. Repeat the special offer and what they will receive, including bonuses
16. Give them instructions for how to sign up
17. Thank them and summarize briefly what they learned during the presentation.

STEP EIGHT: PUT YOUR SYSTEM ON AUTO-PILOT

Now it's time to put your system on auto pilot. You have done the lion's share of the work, so the rest is really a breeze.

1. Decide how many talks you would like to do in a given month. This is your speaking goal. Make sure it is aligned with the goals you set in week two of our program. It needs to adequately feed the rest of your marketing funnel. Write down your speaking goal.
2. As you get started, assume that you will get one speaking engagement for every 10 proposals you send out. (Your actual results may vary considerably, but this gives you a good place to start.) So if you want to

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give 3 talks per month, then you'll want to connect with at least 30 organizations each month. Write down your monthly speaking proposal goal.

3. Now, divide this number by four, so you have a weekly number of companies/associations to contact. Write down your weekly speaking proposal goal.
4. Now assess how much time it will take you each week to call this many organizations and to send them your speaking proposal kit. Is it one hour, two hours, three hours? Decide when you're going to allocate the time. Block the time in your schedule.

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