

4 REASONS

YOU DIDN'T GET THAT SPEAKING GIG

Have you ever looked through a program for a conference in your field, seen the name of someone you know, and wondered, "Why did that person get asked to speak – and not me?"

Here are four possible reasons:

1

They don't know you

Program organizers want to book speakers who will be a draw for their program – people who are recognized in their field, have built a credible following on social media, and are maybe just a little bit controversial.

So, ask yourself: would you book yourself? No? Then get busy:

- Publish articles in niche online and print media
- Get interviewed on influential podcasts
- Publish Posts on your LinkedIn program
- Speak at smaller industry events
- Get involved in professional organizations, so people will see you in action

You approached them the wrong way

If you're not a household name in your industry, you'll need to "sell" your speech idea. Follow this four-point outline in your email:

1. Your proposed presentation topic – in two or three sentences
2. Why the members of THIS audience need to know about that topic
3. A brief bullet-point outline of your planned presentation
4. Reasons they should book you – your experience and qualifications

3

You approached the wrong person

Most business and professional organizations are run by volunteers. Those people often drop out, rotate out of their position, or change roles. This makes it hard to find the right person to approach.

- See if they have a "call for speakers" or a procedure to follow
- Check their Board of Directors on the website, send your speaker proposal to the most likely two or three people
- Call them and ask who you should approach with a presentation idea

You didn't follow up effectively

One of the biggest reasons would-be speakers don't get the gig is because they didn't follow up effectively.

If you don't hear back, just keep pushing.

- Re-send your query note, maybe to a different person on the committee
- Update them with new information about another speech you've given, a blog post you've authored, or white paper you've published
- Follow up by phone as well as email

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