



# How to get booked for your next (or first!) speaking gig

## What's your purpose for public speaking?

It could be to sell your product or service (just don't turn your speech into a sales pitch!), to promote a cause, to change someone's viewpoint, to educate ... what's in it for you?

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## What's your intended audience?

Think of the kinds of people you want to reach – how you'd describe them:

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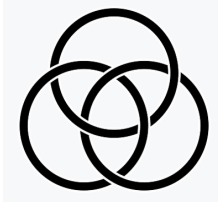
What organizations offer audiences of the people in your target group -- their industry, profession/occupation?

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What are their concerns/opportunities you can help them with?

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## What's your topic?



Choosing a topic means finding an intersection of three circles.

**A:** A topic that your audience will be interested in, and for which a meeting organizer will want to add you to the lineup of presenters –so know the issues and concerns of your audience

**B:** Where you have credibility, so that the organizers will have confidence in your expertise – they want to be sure that the speakers they book have credibility

**C:** Topics that meet your marketing plan priorities

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## The four-point query letter

Your topic, described in two or three sentences

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Why should members of the audience at THIS specific event be interested in your topic?

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What your proposed presentation will cover – three or four bullet points in an outline:

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3.

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4.

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Your qualifications to speak on this topic – academic, professional, experience:

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## About Thought Leadership Resources founder, Carl Friesen



Carl Friesen has over 15 years of experience helping business professionals reach their ideal clients through publishing content. He uses his background in journalism to develop content that demonstrates the expertise of business professionals, while also being of interest to the people in his clients' markets.

To access a weekly resource on how to demonstrate thought leadership, and receive a free e-book on the five most effective form of content to demonstrate expertise, see:

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