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25
WAYS

to Get More Speaker Bookings

by Sara Beth Reynolds

mmc
events

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Introduction

In the last fifteen years, our family business, MMC Events, has worked on thousands of events and collaborated with hundreds of speakers. As a Family led by a multi-award-winning speaker, we are uniquely positioned to understand both sides of the business.

Being a professional speaker is challenging and rewarding in equal measure; however, everyone wants the answer to that question: Why are some speakers more successful than others?

There are many areas to consider when trying to answer this million-dollar question. But from my perspective as an event specialist, the following are the keys to success in becoming MORE BOOKABLE!

As a professional speaker, your ability to market yourself effectively and demonstrate your value is crucial to being booked consistently. So, I wanted to share 25 strategies to help you become more bookable and stand out in the competitive speaking industry and why these 25 steps are so critical!

Plus, you'll find a BONUS section of a list of things that will put you at the bottom of the booker's list, so pay attention!

MMC's mission is to help speakers with their careers and their events. If you are looking for support, a change in direction or a listening ear, we would be delighted to chat.

In the meantime, read on, enjoy, and we wish you every success...

Sara Beth

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Sara Beth Reynolds

Event Architect from MMC Events

Winner of the PSA Spirit of Joy Award 2023 and the GSF Beverly Babb Award for Exceptional Service 2024



25 Ways to Get More Speaker Bookings

1 Update your website pricing at least every 18 months to reflect your value and current market rates.

2 Ensure your website includes clear, detailed descriptions of your offerings, including workshops, seminars, and keynotes.

3 Develop a video one-sheet highlighting your speaking style, key messages, and client testimonials.

4 Create a professional bio that captures your expertise, experience, and unique value as a speaker.

5 Include high-quality, professional photos on your website and marketing materials.

6 Host a podcast or be a guest on relevant podcasts to share your insights and increase visibility.

7 Offer an online course or webinar to showcase your knowledge and engage with potential clients.

8 Build a social media presence where you can share your thoughts, experiences, and upcoming events.

9 Ensure your contact information is easily accessible on all your platforms.

10 Regularly publish blog posts or articles on topics relevant to your speaking niche.

11 Develop a comprehensive speaker kit with your bio, key topics, testimonials, and a media reel.

12 Collect and display client testimonials and case studies on your website.

13 Offer a free consultation or discovery call for event planners to discuss their needs and your offerings.

14 Create a signature talk that addresses a unique issue or provides a fresh perspective.

15 Participate in speaking competitions or showcase events to build credibility and exposure.

16 Network with other speakers and event organisers to stay informed about opportunities.

17 Use targeted advertising on social media platforms to reach event planners and decision-makers.

18 Stay active in professional associations to build connections and a good reputation.

19 Consistently refresh your speaking content to keep it relevant and engaging for your audience.

20 Offer a mix of in-person and virtual speaking options to appeal to a broader range of clients.

21 Host a free or low-cost workshop to demonstrate your expertise and attract bookings.

22 Develop a detailed course outline for potential clients to show how you can deliver value.

23 Create a book or e-book to accompany your talks, showcasing your expertise and providing additional revenue streams.

24 Send personalised follow-up emails to potential clients after initial meetings or introductions.

25 Continuously invest in your own professional development to stay at the forefront of industry trends.



As a professional speaker, your ability to market yourself effectively and demonstrate your value is crucial to being booked consistently.



Why Taking Action on These 25 Tips Will Elevate Your Speaking Career

1

Increased Visibility: Updating your online presence and marketing materials ensures event organisers can easily find and evaluate you. A polished website and social media presence allow you to stand out in a crowded market.

2

Enhanced Credibility: By developing professional resources such as video one-sheets, testimonials, and speaker kits, you position yourself as a top-tier speaker, increasing your chances of being booked for high-profile events.

3

Relevance to Clients: Regularly updating your content and offerings ensures that you remain aligned with current trends and the evolving needs of event organisers, making you a go-to resource for fresh, engaging material.

4

Stronger Client Relationships: Offering personalised follow-ups and free consultations creates a deeper connection with potential clients. It shows that you are invested in their success and fosters long-term partnerships.

5

Maximised Exposure: Expanding your reach through podcasts, social media, and targeted advertising helps you tap into new markets and audiences. Diversifying your platforms makes you more accessible and visible to potential clients.

6

Increased Bookings: Clear, well-communicated offerings—whether workshops, keynotes, or courses—help event planners understand how you can deliver value to their audience, resulting in more bookings.

7

Professional Growth: By investing in continuous professional development, such as new training or workshops, you keep yourself at the forefront of your field and enhance your content and presentation skills.

8

Better Audience Engagement: Regularly refreshing your speaking topics and formats helps maintain audience interest and engagement, increasing your chances of receiving excellent feedback and repeat invitations.

9

Improved Organisation and Efficiency: Tools like speaker kits, video one-sheets, and a detailed course outline help streamline the booking process for both you and event organizers, saving time and reducing back-and-forth communication.

10

Standing Out from Competitors: Implementing these 25 tips gives you a professional edge over speakers who don't invest in the same level of preparation and marketing. Being proactive in refining your brand will set you apart from the competition.

BONUS: Ten Things Not to Do!

While the tips shared can help you land more speaking opportunities, avoiding certain behaviours that can prevent repeat bookings is equally important. Here are some things to steer clear of if you want to ensure clients call you back for future events:

1 **Being Unreliable:** Failing to meet deadlines, cancelling at the last minute, or not showing up for pre-event meetings can damage your reputation.

2 **Ignoring Event Guidelines:** Not following the event organiser's instructions or exceeding your allotted time can frustrate the host.

3 **Being Unprepared:** Showing up without properly rehearsing your presentation or failing to customise your content for the audience reflects poorly on your professionalism.

4 **Failing to Engage the Audience:** Not adapting your presentation style to the energy or needs of the audience can result in poor feedback, which can make you less likely to be invited back.

5 **Over-Promising and Under-Delivering:** Clients will notice if you commit to providing more than you can realistically deliver, whether it's specific content or audience engagement.

6

Being Difficult to Work With: Showing a lack of flexibility, being uncooperative with event staff, or having an inflated ego can harm your chances of future re-booking.

7

Not Following Up: After the event, failing to send a thank-you note or not asking for feedback can make it seem like you're uninterested in building long-term relationships.

8

Over-Selling Yourself During the Presentation: While promoting your services is important, turning your presentation into a sales pitch can alienate both the event host and the audience.

9

Failing to Respect the Audience's Time: Going off on tangents or speaking longer than expected without adding value can leave a negative impression.

10

Not Providing Value: If your presentation lacks actionable insights and meaningful takeaways or fails to meet audience expectations, you may not get another chance to speak for that client.

Why Avoiding These Mistakes is Critical to Your Speaking Career

1

Preserving Your Reputation: Failing to show up prepared or being unreliable can quickly damage your reputation in the industry. Event organisers talk, and a bad experience with one can lead to lost opportunities elsewhere.

2

Ensuring Repeat Bookings: If you ignore event guidelines or exceed your time limit, you risk not being invited back. Event organisers appreciate speakers who respect the structure of their event.

3

Building Professional Trust: Being unprepared or poorly organised sends a message to event planners and audiences that you are not taking the engagement seriously. Trust is crucial, and it's hard to rebuild once it's lost.

4

Creating Positive Relationships: Being difficult to work with, whether due to an inflated ego or a lack of flexibility, will tarnish your relationship with event staff. Positive relationships lead to long-term partnerships and repeat bookings.

5

Maximising Audience Engagement: Failing to connect with your audience can reflect poorly on your speaking abilities. Unengaged audiences may leave poor reviews or feedback, hurting your chances of being booked again.

6

Managing Expectations: Over-promising and under-delivering creates a disconnect between what was expected and what you actually provide. This can lead to disappointed clients who won't consider you for future events.

7

Maintaining Professional Etiquette: Turning your presentation into a sales pitch can alienate the event host and the audience. You are hired to provide value, not sell, and crossing this line can hurt your credibility.

8

Respecting Time: Going off on tangents or exceeding your time slot without providing additional value is disrespectful to both the organiser's schedule and the audience's time. This can leave a negative lasting impression.

9

Ensuring Event Success: Ignoring event guidelines can disrupt the flow of the event, causing stress for organisers and attendees. Sticking to agreed-upon plans shows professionalism and helps ensure the overall event succeeds.

10

Long-Term Career Success: Not seeking feedback or follow-up after the event can lead to missed opportunities for improvement. It also makes you seem disinterested in building lasting relationships, which are vital to a long and successful career in speaking.

About MMC Events

At MMC Events, our knowledge and expertise in the speaking industry are unparalleled. Our business has two distinct and different perspectives coming together to form an unusual yet highly effective team with one simple mission: you.

In 2009, Peter Roper, a multi-award-winning professional speaker, consultant, author, and trainer, partnered with his daughter Sara Beth Reynolds, an award-winning event and project manager, and something extraordinary happened. Since then, MMC has made it their business to ensure every client and event reaches the potential our team knows they are capable of.

We are perfectly positioned to help you plan with precision and execute with excellence. Whether you need to impress 5, 50 or 500 people, our team will deliver what you need.

Let's talk today and ensure your next moment in the spotlight is one people talk about for all the right reasons.

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