



# LAS VEGAS CONVENTION SPEAKERS BUREAU

~ Featuring World-Class Speakers  
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## INSIDER SECRETS FROM A SPEAKERS BUREAU PRESIDENT

### 1. How can I get listed on your bureau?

The biggest mistake a speaker can make is to send me everything in their media kit, unsolicited.

From a bureau perspective AND from my personal perspective, I like helping people (I really do!) But, sending me your media kit is not the way to succeed. I prefer to get an email as opposed to a phone call, so I can answer in my own time. (I often get calls at 6 or 7AM – on my cell – and that is not a great way to open a dialogue!) Also, there are often times when I am too busy to respond to any communication of a “non-urgent” nature. Please be patient!

I would likely respond to an email that is concise and asks a simple question like, “What is the most requested topic you get asked for when booking speakers?” Or “I’m just starting out. Do you have a few minutes for a quick call to help send me in the right direction?”

I would try to make sure I took at least a few minutes to gauge the speaker and see where they are in the process so I could direct them toward the right resources.

### 2. What is one of the biggest mistakes speakers make when they reach out to you – as in a cold call – and how would you prefer they reach out to you?

They basically have the wrong perspective; they are looking at things from THEIR point of view, rather than looking at things from my perspective. I hear every week from speakers who have just written a book and they would like to get booked for paid speaking engagements to help launch their book. How does that help the bureau? What if they aren’t what I’m looking for right now? They would get a better response by asking how they might be able to help ME to solve a problem... etc.

This comes down to having some basic sales skills. When I was in sales, my job was to put myself in my clients’ position by asking myself, “How can I help THEM?” (As opposed to how can I help myself to their big budget?!) The key to sales and promoting anything – whether it’s yourself as speaker or if you’re selling widgets – is The Key of Empathy. You may have heard of “WIIFM” (What’s in it for ME?) If I ask myself how I can be of service to someone else, on his or her terms, I’m going to have a higher success rate. Always start with how you can be of service first.

If someone calls and wants to interview me, I’ll make time. I am always looking for publicity - for the bureau and the speakers I represent. Now, you’re offering me something that not only helps you, but it would also help me – a classic Win-Win situation.

Perhaps someone simply wants a quote for his or her blog, which would be a great way to open a dialogue. Ask me about the biggest mistakes most people make starting their career. I am usually happy to help, unless you happen to catch me at a time when I’m spread too thin. That is why email is the best approach. I can schedule a call and respond via email. And, if you’re funny and can make me laugh, you’ll have a better chance at getting on my good side.

Send me a message that takes into consideration MY perspective; try to imagine what my day might be like, then try to be unique. I have a great sense of humor and I am compassionate. I will help you if I am able to. Just know that I hear from a LOT of people, every day, and there is not a lot that I haven't heard before. I love to hear from someone who is fresh and relevant and in demand.

### **3. What is the one thing most speakers don't know that would help them tremendously?**

***The speaking industry is a business!*** Most people write books and become speakers because they have an important message to share, but they don't stop to think, "Does this message serve others, and, if so, how big is the market for this information?" You'll see on Shark Tank how the sharks will not invest in a product or business if the target audience is too small or limited. That's why products for children, mothers, young families, etc., do so well – there are tons of them and families continue to grow. It would be harder to get a deal for a product that caters to people 65+, unless you're specifically targeting the aging baby boomer population. Even then, it's a dwindling demographic.

Many newer speakers don't stop to do the research to see if their message is unique and in demand or if it's old news, irrelevant or if it's been "done to death." Know the market, know YOUR topic, and know what everyone else is saying about it.

### **4. What is your biggest piece of advice to a speaker who wants to get booked more?**

Set yourself on fire ... with dynamic marketing! Appear in a hot new film, have a great, award-winning or best-selling book, be seen! "Smart speakers" reverse engineer their expertise. This is an incredible tip. Think about the end user and how you can market your expertise to them. Lauren Bloom, an attorney, wrote a book titled, "The Art of the Apology." For years, any time a celebrity or politician messes up, *The Today Show* calls her to appear as a guest and share her wisdom on what she thinks this person should do to get back in the good graces of their family, spouse, or even the public. That's dynamic marketing! She wrote her book thinking first about how she'd be able to market her message.

### **5. What are some other tips you can recommend?**

Be the speaker I find when I Google YOUR TOPIC followed by the word "speaker." For example, when I get a request for a **health & fitness speaker**, guess where I go? I have a few such speakers, but they are \$15K. If my client has a \$5K budget, I will search Google. I will enter "Health and Fitness Speaker." If you come up, I will look at your site and watch your videos. If I like what I see, I'll reach out to you. BTW, I can no longer book a speaker without a dynamite speaker video. If you're a speaker and you want to get booked more, make sure you have an awesome demo reel.

Be ACCESSIBLE!!! I dislike contact forms for speakers. I want a phone number – even if I end up getting a recording. If you're going to have a contact form, at LEAST have an email above it, please! I want to be specific and tell you what I need (which I can't always do in a form), and sometimes the client wants a proposal before end of business *THAT day!* A 24-hour response to a contact form is not going to get you the paying gigs. I need to reach you ... *now!* That is the advantage of being listed with bureaus – SOMEONE will answer the phone – almost always – at least during business hours.

### **6. How should I price my speaking engagements?**

Many speakers want to appear more experienced than they are, so they grab a number out of the sky and declare they are a \$5,000 or \$10,000 speaker. Trust me, clients will know what to expect from a \$10K speaker and if you under deliver, you're in trouble; a savvy planner might even ask for their money back!

I think I charged \$300 the first time I spoke. I had a self-published book and had only spoken for free to that point. A new speaker, btw, can expect to speak for expenses or free for up to a year or more – working to get

testimonials, demo video, AND essential experience. As your PAID calendar fills up, you can raise your fee from \$500 to \$1500. When you're working several times a month at that fee, you can raise it to \$2500 - \$3K, and so on. Unless a shark bites off your arm, it takes a lot of experience to claim \$7500 - \$10K. Remember, famous Astronauts and celebrities earn \$15K - \$25k+, and they don't breathe the same air "regular" speakers breathe. They've been to the moon or flown in the shuttle. Extraordinary speakers can command extraordinary fees. Be confident, but don't be unrealistic when it comes to pricing yourself for a 45-minute keynote.

People who have a million plus followers online can sometimes charge \$45K - \$150K; politicians can charge \$100K+. People who have their own MAINSTREAM TV show on a major network charge \$150K or more. If that's not you, work to get there. But in the meantime, charge a *reasonable* fee. And avoid stating a range – like \$5K - \$7500K. If someone sees your fee *starts at* \$5K, even if that's for local or non-profit, you'll NEVER get him or her up to \$7500. Start at the higher fee; you can always come down if necessary.

## **7. What is the biggest misconception about writing a book?**

Many speakers are also authors. Having a downloadable e-book or a product to sell in the back of the room (BOR) can be marketing gold. Most speakers write a book because they have experience or wisdom they want to share. While no one else can tell your exact story your way, Google your topic and see what else is out there. The best use of a book is that it can help you to define yourself as an expert. It can also help you secure more paid speaking engagements and, possibly, beef up your fee by including a best-selling or award-winning book for attendees.

If you have a book, you can add value for your client by incorporating your book into a fee-paid speaking gig. Be prepared to offer them to your client at a discount or wholesale cost. If you can't provide enough books for your client's entire audience, you can suggest a specific number, say 100 – 500 books. I've often suggested that my clients use them to reward early registration. By helping them, you will shine much brighter. If you're limited on inventory, you can also offer downloadable e-books or Mp3's. If you don't have any products yet, create one or partner with another expert who has a course or product that you can offer. This is referred to as "Affiliate Marketing." The split on these items is typically 50/50.

## **8. How can I separate myself from the thousands of speakers working today, start getting paid to speak, and set myself on fire so I can GET PAID TO SPEAK?**

*WATCH ROBIN JAY'S FREE VIDEO:*

### **Introduction to INSIDER'S SECRETS: KEYS to 6-FIGURE SPEAKING**

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