

As a speaker, finding opportunities to speak can be challenging. Many people often ask how to find speaking engagements, and it's a common question. But, the first step in finding speaking engagements is to be specific about what you want to speak about and what type of audience you want to speak in front of.

- Identify the type of speaking gig you want
- Decide if you prefer a large conference or a more intimate gathering
- Consider the audience you want to speak to, such as business professionals, entrepreneurs, college students, or grade school students
- Determine if you want to speak at churches, schools, or other venues

Being specific about the type of speaking engagement you want will make it easier for you to find opportunities.

Another important question to ask yourself is, what industry are you looking for? Many people respond with general answers such as "I can speak to anyone interested in living a better life." But, that's not specific enough. You need to become more aware of your focus, who you serve, and what you talk about. If you can't answer specific questions, it'll be difficult to find speaking opportunities.

Here are some tips on how to find speaking engagements:

1. **Search for conferences in any industry**

Google is the #1 search engine in the world – You can start with your city or state, then search your industry. So if you're a fitness trainer and you live in Texas, search for fitness conferences in Texas. Then, reach out!

2. **Contact the coordinator**

If you've attended the conference before, be sure to let them know and tell them what you loved about it. But, keep it short and specific. Don't pitch, but inquire about when they'll be taking speaker applications for the upcoming event. Ultimately, you should be reaching out 3-6 months in advance.

3. **Social media**

Follow your favorite influencers in your industry and see what events they're doing or even attending. Social media marketing is huge, so once you start searching, you'll start seeing tons of different events.

4. **Attend conferences**

During live events, be sure to take selfies and lots of photos of the event. When the staff and administration come home, they'll search the hashtag and see your smiling face freely promoting the event and saying nice things. After the event, send an email about your experience.

5. Referrals

When you deliver a message that resonates with your audience, people will want to help you. If you deliver a killer talk, then the people in the room will want to book you for their event and their people. The best way to find more speaking engagements is to kill it at the one you're at, even if it isn't a paid event.

6. Build an email list

Offer a giveaway during your talk and tell your audience they can get it on your website. If it's something they really want, they'll go there and sign up for it (lead magnet).

In conclusion, finding speaking engagements can be challenging, but being specific about what you want to speak about and what type of audience you want to speak in front of can make it easier. Use the tips above to help you find speaking opportunities and remember, always focus on delivering a killer talk that resonates with your audience.

If you have any questions or need some guidance visit my website www.LisaMoser.com or feel free to schedule a free discovery call. I love helping people understand the power of sharing their message so they can truly connect with the heart of their audience and make a bigger impact with their business!

<https://calendly.com/lisamosercoaching/discovery-call-1>

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