Hot Spots to ROCK Your Signature Talk

You’re about to discover some of the best places to give talks where you’ll find your ideal, high-paying clients.

by Alysa Rushton | www.GetClientsWithSpeaking.com
First off, go ahead and give yourself a big high five for signing up to receive this special report *Hot Spots To Rock Your Signature Talk*.

Now take a moment to stop all your distractions, and get fully present, because what I’m about to share with you has the ability to change your entire business! There’s a question clients and students ask me and I want to share it with you…

“What can I do, and where can I go to consistently attract high quality clients that are excited to work with me?”

Not knowing where to go and what to do, to consistently attract your ideal clients is a big problem that most entrepreneurs struggle to solve.

But, the great news is that once you solve this problem, you’ll be able to consistently attract high-quality clients, who are willing to pay you large sums of money, so that they can get the results you offer.

In the following pages I’m going to show you some of the best places you can go to give your signature talk that will have an abundance of your ideal clients. And I’m also going to show you what you can do to get yourself booked as a speaker at these places where your ideal clients are hanging out.

Now, you may be tempted to jump ahead and see some of these places - but don’t. First I want to share one of the biggest mistakes I see coaches making that costs them big-time in clients, time and money.

Are you ready?
One of the biggest mistakes I see coaches make is giving their signature talk to people who aren’t their ideal clients. Another mistake along those same lines is giving your talk in a place that doesn’t have groups of people who meet regularly.

Giving talks is one of the best ways to get new clients, but only if you’re speaking to people who are potentially a good match for your services. So as you read through the hot spots on the pages ahead, be sure to ask yourself the following questions:

- Is this spot filled with my ideal clients?
- Does this group meet up regularly so I don’t have to worry about filling the room myself?
- Is what I offer a great match for this audience?

Just answering these three questions before you give a talk will help you get clear in seeing if the audience is a match for you and your services.
I’ve found that groups, associations and institutions that have regular meetings and promote their events well are wonderfully productive places to speak. The reason for this is that you as the speaker don’t have to do anything to get an audience to show up. Groups that advertise their meetings well are most likely to use speakers who are non-members as well.

When it comes to giving talks there are so many possibilities & venues for you to take advantage of. There are over 1.9 million associations in America and most of them rely on bringing in speakers for their meetings.


To search for conferences all over the globe and in your area visit: [http://www.allconferences.com](http://www.allconferences.com) or [http://lanyrd.com](http://lanyrd.com) or [http://www.conferencealerts.com](http://www.conferencealerts.com) or [http://events.mashable.com](http://events.mashable.com)

For tradeshows and conferences visit: [http://www.eventsinamerica.com](http://www.eventsinamerica.com)

For technology specific conferences visit: [http://www.oreilly.com/conferences/](http://www.oreilly.com/conferences/)

For smaller events visit: [http://eventbrite.com](http://eventbrite.com) or [http://www.meetup.com/](http://www.meetup.com/).
Hot Spots to Rock Your Signature Talk by Industry Type

**Business Coach**

Business Associations  
Chamber of commerce  
Individual businesses  
Kiwanis & Lions Clubs  
Learning Annex  
Letip International  
SCORE.org  
Small Business Development Center (SBDC)  
Speakers Bureaus  
Vistage.com

**Career Coach**

**American Staffing Association**  
Association of Executive Search Consultants  
Career fairs  
Career meetup.com groups  
International Association of Administrative Professionals  
Job fairs  
Job skills seminars  
Local Business Networking Groups  
**National Business Association**  
**National Small Business Association**  
SCORE  
Small Business Development Center (SBDC)  
Toastmasters
Financial or Abundance Coach

Association of Credit and Collection Professionals  
Banks & Brokerage houses  
Community centers  
Corporations  
Elder care residences  
Job fairs  
Places of worship  
SCORE  
Small Business Development Center (SBDC)  
The American Institute of Professional Bookkeepers  
Workplaces

Health & Weight Loss Coaches

Alumni groups  
American Business Women’s Association  
Community Colleges  
Gyms  
Hospitals & Medical Centers & Support groups  
Meet up groups  
Mom’s groups  
National Association of Alternative Medicines  
National Association of Women Business Owners  
National Organization for Women  
Overeaters anonymous  
Places of worship  
Soroptimist.org  
Weight Watchers meetings  
Wellness expos  
Women’s league meetings at country clubs
Leadership & Sales Coach

American Society for Association Executives
Business journals calendar of events
Chamber of commerce
Industry specific events
International Executives Association
Learning Annex
Senior Executives Association
Vistage.com

Parenting Coach

Community centers
Families Anonymous
Holistic Mom’s Network
Kids Expos
Local mom’s groups
Parent Teacher Association
Places of worship
Raisingthem.com

Relationship Coach

Alumni groups
Dating meetup.com groups
Eventsandadventures.com
Gyms
Places of worship
Spas
Speed dating events
What to Say to Get the Speaking Gig

Now that you know the hot spots to rock your signature talk, you might be wondering...

How do I become a speaker there? How will I get myself booked?

This is where the rubber meets the road and where I see a lot of coaches have trouble.

The key to getting booked is creating an interest in your signature talk and making the prospective company or association feel like you are offering something of value to their members, employees or clients.

Now there are a couple of ways to do this. Today I’m sharing my sample pitch letter. This pitch letter is just one of the many tools I share in my Get Clients With Speaking program.

I’m going to give you a script that you can make your own. But before I share that with you I want to give you a few guidelines when you write your pitch letter.

When creating your pitch letter, be sure to:

- Address the host by their name
- Include a compelling introduction that captures interest
- Provide three to five key discussion points that are relevant to their audience
- Assure them that you’ll provide informative content for their audience
- Mention previous interview experience (if applicable)
- Include your contact info and website
Sample Pitch Letter

Greetings <first name>,

I wanted to get in touch with you because I’m a huge fan of your organization. I know you love providing lots of valuable training to your members which is why I’m reaching out to you today.

My name is Alysa Rushton and I am a motivational speaker, public speaking coach and creator of popular program Get Clients With Speaking and I’ve got a talk that I think your audience would really benefit from.

The talk is called the How to avoid the three biggest mistakes solo-prenuers make when giving talks that costs them clients and cash. In this talk I share my best tips with your audience about using speaking to grow their business.

And by the end of the talk I know your audience will walk away with a solid understanding of the following key points:

- The biggest mistakes holistic entrepreneurs make that kills their talk before it gets started
- The biggest mistakes presenters make on stage that ruins their credibility
- How to package your message in a way that gets people excited to work with you
- The 7-step formula for creating a 6-figure coaching income using speaking

Let me know if you think this would be interesting to your audience and we can set something up.

Warm regards,

_Alysa Rushton_

CEO Magnetic Messenger's Academy
www.getclientswithspeaking.com

<insert contact information: e-mail, phone, website URL>
To summarize, we’ve talked about the right questions to ask yourself in order to make sure a venue is filled with your ideal clients. Then you learned where to go to find hot spots that have your ideal clients. Next, you found out the ingredients to pitch yourself so you can get booked as a speaker at one of these venues.

And I shared a sample pitch letter that’s proven to help you get the gig that you can use as-is, or tweak to meet your specific needs. Finally, remember that when you go out and give your talk that it’s important that you show up in the right way.

Your energy is the secret sauce that gets you clients. So be sure to show up confidently, powerfully and be fully present. Have the intention of giving to the group and don’t be attached to the outcome.

I hope you found this report helpful.

If you want to learn even more great strategies for getting clients with speaking go to www.GetClientsWithSpeaking.com

Here’s to you getting all the clients you want!

Blessings,

Alysa Rushton

CEO Magnetic Messenger’s Academy