



Genius Speakers Academy
Your Voice Matters

Closing the Speaking Opportunity

Identify
Target Lead/
Event



Initial Lead
Contact

1ST Email- Intro Email- Who hires Keynote for Event

Include One Sheet

2nd Email- Follow Up: I know we get busy, did you get a chance

3rd Email – Thank You or begin process

Information
Email



4th Email- Request for more Info from you: Send Media Kit/ Speaker Reel/

Information
Request



5th Email- What is your fee?

- * Can you tell me a little about your event?
- * How long would you like me to speak?
- * Are you selling tickets at your event?
- * What budget have you set for your Speaker?

6th Email- Based on Your information my Fee is (\$) plus travel and lodging (if out of state or more than a 4 hour drive)

Fee Accepted



7th Email- Send:

- * Contract
- * Pre Questionnaire
- * Bio
- * Picture
- * W9

Follow- Up



8TH Email- Send 1 week out- Confirm your attendance

9th Email- Send day before- Confirm your attendance

10th Email- Send Thank you email to Event Organizer/ CEO

Use this blueprint to book and track your speaking opportunities. Modify as needed to fit your business.