

21 Ways to Build Business Opportunities and Book Speaking Engagements for John Moore – The Liberty Man

1. Local Service Clubs

Every city, big or small has organizations or clubs – think Kiwanis, Lions Clubs, Chamber of Commerce, and Rotary – that meet regularly. These members need content to fill their weekly or monthly meetings. Help them out by connecting with the programming chair and offering John's information and rates.

Ask your friends, neighbors and colleagues who participate to connect you with these service groups.

2. Colleges and Universities

Look around you. Chances are you live near a university, college, state school, technical school, or some other educational institution. Team up with a professor or department head to see if they pay speakers to hold a forum on a subject relevant to John's message. Invite people from the community to attend as well.

3. Business Networking Groups

These lead exchange or facilitated networking groups are designed to be a tightly knit group of individuals from diverse businesses who meet regularly for the purpose of bringing business opportunities to the other members. Popular groups are Le Tip, Business Networking International (BNI), and Local Business Network (LBN). Join your preferred group and let the members know that you're interested in learning about paid speaking opportunities for John, and the topics he covers.

4. Special Interest Clubs

Prepping Groups. Primitive Skills Trainers. Retired Military Clubs. Share John's information on a topic that's relevant to its members, and find out if they pay speakers or can refer Clubs which do for future bookings.

5. Local Business Publications

Most metropolitan areas have a magazine or newspaper devoted to area business news. Check out the periodical's Events page (in print or online), then contact the organizations listing presentations and pitch them on John speaking.

6. Past Clients and Personal Contacts

Don't overlook one of your most highly qualified sources! Ask your clients or contacts circle what groups they belong to and whether they pay outside speakers.

7. Other Professionals Who Speak

Look around at John's colleagues, competitors, and other professionals who target the same audience John does. Check their websites and [LinkedIn profiles](#) to see where they've spoken. Then, you can contact those same organizations and pitch John, too. It is a smart move to familiarize and potentially collaborate with like-minded speakers to share opportunities and refer each other. Enjoy working together to help the future.

8. [Meetup.com](#)

9. [Eventbrite.com](#)

10. Facebook Events

Each of these sites provides tools for like-minded people to organize gatherings around shared interests. Visit the online site and search for meetings or events by topic and geographic location. (With LinkedIn and Facebook, events might be in-person or virtual.) Attend one or two to see if it's a good fit for marketing paying speaking events for John.

11. [InsidelInfoMarketing.com](#)

This site offers an "up-to-date listing of events, teleseminars & training being hosted by the most influential thought leaders in Information Marketing today." Great for selling John's information product of preparedness.

12. Online Conference Directories

[AllConferences.com](#), [Lanyrd](#), [Plancast](#), [Conferensum](#) and [Conferize](#) are online directories, just for conferences. Sign up for these services, customize your profile and wait for events to be delivered straight to your inbox.

Using [AllConferences.com](#), search for events in your home state. You can refine your search by date, location, industry, keyword or venue.

You can use [EventsinAmerica.com](#) to "find events, trade shows, meetings, conferences and conventions in America's Top Trade Show & Conference Directory."

[Lanyrd.com](#), for example, suggests events for you based on those attended by people you follow on social media and keywords in your profiles.

[Conference Alerts](#) is geared toward a global academic conference-going audience.

[Think and Grow Events](#) bills itself as the "personal development event search engine." There are lots of opportunities there for John!

Please coordinate with Mandi Thompson, John's Marketing Director, on all contacts so to not duplicate efforts in booking nationally or internationally for John. Excel spread sheets for logging work is provided by Mandi and should be updated and emailed for master contacts lists and your sales tracking.

13. Magazines

Your favorite publications will often list industry events, listed either in the glossy pages, or on the magazine's website. Here are a few from business, social media and tech outlets:

<http://www.oreilly.com/conferences/>

<http://events.mashable.com>

<http://www.inc.com/events/>

<http://www.fortuneconferences.com/>

14. Vendors

Think of some of the vendors John would use in his line of business or that John's target audience might use. Those providers sometimes sponsor events for users.

15. Online Tools

Online tools let you perform searches across social media, blogs, videos, images and more. You can also limit your search by specific timeframes, which makes it easier to manage.

Examples are:

BuzzSumo.com

Topsy.com

SocialMention.com

[Twitter's search feature](#)

16. Google

Just Google it! Search for events in John's industry of preparedness, terrorism, violent climate change, etc. "Call for Speakers" AND "[Your topic]" "Call for Presenters" AND "[Your topic]" "Call for Speakers" AND "[Industry]".

17. Set Up Alerts

Set up alerts for speaking opportunities and keep a steady stream flowing your way. Here are three tools to create alerts:

[Google Alerts](#)

[Talkwalker](#)

[Mention](#)

18. Speaker Directories

Speaker directories are matchmaking services that list speakers for a fee. Meeting planners sometimes go to these directories looking for a speaker on a certain topic.

Here are two to check out:

Speaker Services – speakerservices.com

Speaker Zone – speakerzone.com

19. Toastmasters International

A non-profit club, devoted to helping its members improve their public speaking skills in a supportive environment, Toastmasters also has its own speaking bureau.

20. Trade Associations

Entire industries need to hear about John's speaking topics. With more than 17,000 national, regional and state trade associations in the U.S., associations are fertile ground for booking John speaking opportunities. Locate the educational or programming contact, send them an email with a link to John's short speaking video and the marketing package information and then follow up. These associations are always looking for dynamic speakers like John to wow their members. Columbia Books, Inc. (www.columbiabooks.com) is a great resource. It offers several directories, in print or electronic formats.

- The **National & Professional Trade Association Directory** lists national conventions, meetings, and trade show dates for over 7,700 trade and professional associations with an annual report published each February. The site also offers a **Directory of Association Meeting Planners** and **Directory of Corporate Meeting Planners**.
- Mandi ordered a copy of "[The Encyclopedia of Associations](#)" off of eBay for under \$6.00, which costs \$887 brand new! [John highly recommends this as a reference tool in contacting associations.](#)

21. Big Companies

John's speaking topics have a commercial application as a corporate speaker. Contact corporate headquarters or local branch of the largest company's in your states largest cities (Google "Fortune 500 and 1,000 companies" for your state), call and introduce yourself to their events planner, and email John's information for corporate events consideration. **ALWAYS FOLLOW UP ON ALL CONTACTS!** **ALWAYS ALWAYS ALWAYS!**

Here's a link to directories of leaders in business, non-profit, legal, government and more:

<http://www.leadershipdirectories.com/>

Please coordinate with Mandi Thompson, John's Marketing Director, on all contacts so to not duplicate efforts in booking nationally or internationally for John. Excel spread sheets for logging work is provided by Mandi and should be updated and emailed for master contacts lists and your sales tracking.