

Networking Secrets for Speakers: *Building Powerful Connections* **Guide for Emerging Speakers**



by Bryan Caplovitz

Did You Know That 31 out of 32 Speakers Fail?

That's right! 31 out of every 32 speakers who try to launch a speaking business fail — because they don't understand that speaking is a sophisticated *business*.

For an emerging speaker like you who is trying to get a speaking career off the ground, understanding the industry dynamics is crucial. Successful speakers understand that being found (and seen) by meeting planners is key to their success. A proven strategy involves building a reputation by speaking to as many audiences as possible, often for minimal or no direct fees. This guide provides innovative strategies for gaining valuable compensation beyond direct payments as you enhance your reputation and a demand for your speaking services.

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We know that speaking is not just about delivering a great session; it's about building a sustainable business. SpeakerMatch is committed to your long-term success, providing continuous educational resources to refine your skills and enhance your business savvy. Grow your audience, and your revenue, by mastering the business of speaking.

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Introduction

Unlock the power of networking with tools and techniques to build a robust network of contacts that can propel your speaking career forward. Effective networking can be your gateway to countless opportunities, from connecting with key influencers and engaging with event planners to leveraging relationships for more speaking engagements. This guide will teach you how to create and maintain valuable industry connections, expanding your professional network and enhancing your career.

We'll start by exploring effective networking strategies that will help you make meaningful connections at events and conferences. Building a strong contact list is essential for maintaining a network of industry contacts that can support your career growth. Engaging with influencers is another key aspect, as gaining the support of key industry figures can significantly boost your credibility and reach.

Leveraging social media for networking is crucial in today's digital age. Platforms like LinkedIn and Twitter offer vast opportunities to connect with professionals, share insights, and expand your network. Finally, mastering follow-up techniques ensures that your connections remain strong and mutually beneficial, paving the way for long-term success.

1. Effective Networking Strategies

Networking at events and conferences can be a game-changer for your speaking career. To make the most of these opportunities, you need practical strategies to connect with the right people. Start by setting clear goals before attending an event. Know what you want to achieve, whether it's meeting potential clients, connecting with industry influencers, or learning from peers. Having a plan helps you stay focused and make the most of your time.

Approach networking with a positive attitude and genuine interest in others. People can sense when you're only interested in what they can do for you. Instead, focus on building relationships. Ask questions, listen actively, and show appreciation for others' insights and experiences. This approach not only makes you more likable but also helps you learn and grow.

Preparation is key to successful networking. Research the event and its attendees in advance. Identify key people you want to meet and learn about their work. This knowledge allows you to initiate meaningful conversations and show genuine interest. Additionally, prepare a brief and compelling elevator pitch that succinctly explains who you are and what you do. This helps you make a strong first impression.

Networking is not just about collecting business cards. It's about making memorable connections. Follow up with the people you meet by sending personalized messages. Mention something specific from your conversation to remind them who you are and reinforce the connection.



A thoughtful follow-up can turn a brief encounter into a lasting professional relationship.

Finally, take advantage of networking opportunities during breaks, social events, and informal gatherings. Sometimes the best connections are made in relaxed settings. Be approachable and open to meeting new people, and always carry business cards to share. By being proactive and engaging, you can build a strong network that supports your speaking career.

2. Building a Strong Contact List

A strong contact list is an invaluable asset for any speaker. Building and maintaining this network requires intentional effort and strategic planning. Start by identifying key individuals in your industry who can support your career goals. This includes event organizers, fellow speakers, industry influencers, and potential clients. A well-rounded contact list provides diverse opportunities for growth and collaboration.

Utilize digital tools to organize and manage your contacts effectively. Customer Relationship Management (CRM) software can help you keep track of interactions, set reminders for follow-ups, and categorize contacts based on their relevance to your career. Keeping your contact list updated and organized ensures that you can quickly access important information when needed.

Engage regularly with your contacts to maintain strong relationships. This can be as simple as sending a quick email to check in, sharing relevant articles or insights, or congratulating them on recent achievements. Regular engagement shows that you value the relationship and helps keep you top of mind when opportunities arise.

Participate in industry events and online forums to continuously expand your network. Each new connection adds value to your contact list and opens potential opportunities. Be proactive in seeking out networking events, webinars, and industry conferences where you can meet new people and strengthen existing relationships.

Finally, offer value to your contacts. Networking is a two-way street, and providing support, insights, or resources can enhance your

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relationships. Share your expertise, make introductions, and offer assistance when needed. By being a valuable connection yourself, you can build a network that is both supportive and mutually beneficial.

3. Engage with Influencers

Connecting with industry influencers can significantly boost your visibility and credibility as a speaker. Influencers have the power to amplify your message and open doors to new opportunities. To engage with influencers, start by identifying the key figures in your niche. Follow their work, engage with their content, and learn about their interests and values.

Building relationships with influencers requires genuine engagement. Comment on their posts, share their content, and participate in discussions they lead. Show appreciation for their insights and contributions. Over time, this consistent engagement can help you get noticed and establish a connection.

When reaching out to influencers, be clear and concise about your intentions. Personalize your message to show that you have done your research and understand their work. Offer value in your outreach, whether it's sharing a unique insight, offering collaboration opportunities, or providing support for their initiatives. A well-crafted and thoughtful message increases the chances of a positive response.

Collaborate with influencers on projects or events to strengthen your relationship. Joint webinars, panel discussions, or co-authored articles can provide mutual benefits and enhance your credibility. Working together on meaningful projects can build trust and create lasting professional bonds.

Lastly, maintain and nurture your relationships with influencers. Stay in touch, offer support, and continue to engage with their work. A strong relationship with influencers can provide ongoing opportunities and



significantly enhance your standing in the industry. By building and maintaining these connections, you can leverage the power of influencers to boost your speaking career.

4. Leveraging Social Media for Networking

Social media platforms offer unparalleled opportunities for networking and expanding your professional reach. LinkedIn and Twitter, in particular, are powerful tools for connecting with industry professionals, sharing your expertise, and staying informed about industry trends. To leverage social media effectively, start by optimizing your profiles. Ensure that your LinkedIn profile is complete and professional, with a clear headline, a detailed summary, and a comprehensive list of your experiences and skills.

Engage actively on social media by sharing valuable content and participating in discussions. Post articles, insights, and updates related to your niche. Use hashtags strategically to increase the visibility of your posts and connect with a broader audience. Engaging with content from other professionals, commenting on posts, and participating in relevant discussions can help you build relationships and establish your presence in the industry.

Join groups and communities related to your field. LinkedIn and Twitter offer numerous groups and chats where professionals discuss industry-specific topics. Participating in these groups allows you to share your expertise, learn from others, and connect with like-minded individuals. Be active and contribute meaningfully to these communities to build your reputation and expand your network.

Use direct messaging to connect with potential contacts. A personalized message expressing genuine interest in someone's work can open the door to a meaningful connection. Be respectful and professional in your



approach, and focus on building a relationship rather than making immediate requests.

Monitor your social media analytics to understand what content resonates with your audience. This information can help you refine your strategy and improve your engagement. By consistently providing value and engaging with your network, you can build a strong online presence that supports your speaking career and opens up new opportunities.

5. Follow-Up Techniques

Following up is a crucial aspect of effective networking. After meeting new contacts at events, conferences, or online, timely and thoughtful follow-up can solidify the connection and pave the way for future opportunities. Start by sending a personalized message within 24-48 hours of your initial meeting. Mention something specific from your conversation to jog their memory and show that you valued the interaction.

Consistency is key in follow-up. Schedule regular check-ins with your contacts to maintain the relationship. This could be a quick email, a phone call, or a message on social media. Regular communication helps keep you top of mind and demonstrates your commitment to building a lasting relationship.

Offer value in your follow-ups. Share relevant articles, invite them to events, or provide insights that might be useful to them. By offering something of value, you show that you are a resourceful and supportive connection. This not only strengthens the relationship but also increases the likelihood of future collaboration.

Track your follow-ups to ensure you don't lose touch with important contacts. Use a CRM system or a simple spreadsheet to keep track of your interactions and set reminders for future follow-ups. This helps you stay organized and ensures that you maintain regular communication with your network.

Finally, be genuine and authentic in your follow-ups. Building strong, long-term relationships requires sincerity and mutual respect. Show genuine interest in your contacts' work and offer support when needed.



By nurturing your relationships with consistent and thoughtful follow-up, you can create a network that supports your long-term success and opens up new opportunities for your speaking career.

BONUS TIP: Practice, Practice, Practice!

The ONLY way to build a truly successful speaking business is to get out there and do what you do best — SPEAK! Remember that even the top-level professional speaker will speak for free to try out new material, market themselves, and just stay fresh. Don't let the lack of a speaking fee be an obstacle to your building a successful business.

Practice is the cornerstone of a thriving speaking career. Whether you're refining your delivery, testing new material, or simply staying sharp, consistent speaking engagements are essential. Even seasoned professionals understand the value of speaking for free to cultivate their skills, expand their reach, and remain relevant in a competitive industry.

Key Strategies for Success:

Continuous Improvement: Treat every speaking opportunity as a chance to refine your skills and enhance your performance. Seek feedback, evaluate your delivery, and strive for continuous improvement with each engagement.

Test New Material: Experiment with fresh content and innovative ideas, even if it means speaking for free. These opportunities allow you to gauge audience reactions, fine-tune your message, and discover what resonates most effectively.

Market Yourself: Use free speaking engagements as a platform to showcase your expertise and expand your visibility within your target audience. Leverage each opportunity to network, build relationships, and attract future paid speaking engagements.

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Stay Flexible: Embrace the fluidity of the speaking industry and be willing to adapt to changing circumstances. While speaking fees are important, don't let the absence of monetary compensation deter you from pursuing valuable opportunities to grow your business.

Remember: Success in the speaking industry is built on a foundation of practice, persistence, and continuous learning. By seizing every opportunity to hone your craft, you position yourself for long-term success and fulfillment as a professional speaker.

SUMMARY:

Networking Secrets for Speakers

Effective Networking Strategies: Effective networking at events and conferences involves setting clear goals, approaching with a positive attitude, preparing thoroughly, making memorable connections, and taking advantage of informal networking opportunities. These strategies help you build meaningful relationships that support your speaking career.

Building a Strong Contact List: Building a valuable contact list requires identifying key individuals, utilizing digital tools for organization, engaging regularly, participating in industry events, and offering value to your contacts. A strong contact list is a vital asset for career growth and collaboration.

Engage with Influencers: Engaging with industry influencers involves identifying key figures, building relationships through genuine engagement, reaching out with personalized messages, collaborating on projects, and maintaining strong relationships. Influencer support can significantly boost your visibility and credibility.

Leveraging Social Media for Networking: Leveraging social media for networking includes optimizing your profiles, engaging actively with valuable content, joining groups and communities, using direct messaging to connect, and monitoring analytics. Effective social media networking expands your reach and enhances your professional presence.



Follow-Up Techniques: Mastering follow-up techniques involves sending personalized messages, maintaining regular check-ins, offering value, tracking interactions, and being genuine. Consistent and thoughtful follow-up ensures long-term success and strengthens your professional network.

By mastering these networking secrets, you can build powerful connections that propel your speaking career forward. This guide provides you with the tools and techniques needed to create and maintain a robust network, opening doors to new opportunities and enhancing your professional growth.



What are you talking about?
What ***are*** you talking about?
What are ***you*** talking about?
What are you ***talking*** about?
What are you talking ***about***?

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can help you connect with the right audience.



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