



# 5 WAYS **YOU** CAN GET SPEAKING GIGS

BY **SUZANNE EVANS**





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# 1ST WAY TO GET THE GIG

Google is your friend

## 5 SIMPLE STEPS USING GOOGLE TO GET SPEAKING GIGS WITH YOUR IDEAL CLIENTS:

**Step 1:** Who is your ideal market?

**Step 2:** What city do you live in? What other towns, cities, areas could you easily travel to?

**Step 3:** Where are they hanging out? Meetings, Associations, Organizations, MeetUps, Clubs, etc

**Step 4:** Do your research. Do a Google search with variations of your above answers.  
(Spend a couple of hours a week on this)

**Step 5:** Send your “Do you take outside speakers” email to the groups contact

## LIST OUT 10 GROUPS YOU ARE GOING TO REACH OUT TO:

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## 2ND WAY TO GET THE GIG

Connecting with Associations

**CHECK OUT THE NATIONAL TRADE AND PROFESSIONAL ASSOCIATIONS DIRECTORY FOR LARGE AND SMALL ASSOCIATIONS YOU CAN CONNECT WITH. YOU CAN ALSO GO TO ASSOCIATIONEXECS.COM FOR A FREE 2-DAY TRIAL.**

\*Note Most large library will have an association catalogue in their reference sections.

**LIST OUT 10 ASSOCIATIONS YOU ARE GOING TO REACH OUT TO:**

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## 3RD WAY TO GET THE GIG

Free to Fee

**LIST OUT 5 PLACES YOU COULD GIVE A FREE SPEECH:**

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## 4TH WAY TO GET THE GIG

Networking Groups

**LIST OUT 5 NETWORKING GROUPS YOU CAN GO TO THIS MONTH:**

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# 5TH WAY TO GET THE GIG

Create your own Speaking Gigs

**WHO CAN YOU PARTNER WITH?**

**WHAT COULD YOU OFFER?**

**WHAT WILL YOU CALL IT?**

**HOW LONG WILL IT BE?**

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# BONUS: 6TH WAY TO GET THE GIG

Use Social Media

**LIST OUT 10 SPEAKING OPPORTUNITIES YOU FOUND:**

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## SPEAKING GIGS NOTES

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# WHO IS SUZANNE EVANS?

Suzanne Evans, owner and founder of Suzanne Evans Coaching, the “tell-it-like-is”, no fluff boss of business building. She provides support, consult, and business development skills to the over 30,000 women enrolled in her wealth and business building programs. Having gone from secretary to surpassing the seven-figure mark herself in just over 3 years, she has supported her clients to multi 6 & 7 Figure businesses. In addition to hosting several sold-out live events a year, Suzanne recently launched The Give Movement, a not-for-profit serving women worldwide in education, entrepreneurship, and equality.



But those are just the sexy facts. If you want to know the “why” behind starting her own business, look no further than 2007, when while working a day job behind the scenes on Broadway, she looked over her credit card statements and realized it would take 21 years to pay off her debts. Right there and then she decided the only way to create the life she wanted was for her to take immediate action.

Suzanne opened up shop inside Whole Foods Market. Literally. Emboldened by her ability to get clients in what was the least likely of places (between the bananas and tomatoes), she realized that her success in business would

depend on her ability to master marketing and sales, and inspire clients to “share their mess” as a pathway to getting clients and making money.

And inspire she has, growing Suzanne Evans Coaching from its humble beginnings inside a 350 square foot apartment in Manhattan to a sprawling 3,000 square foot office, being on the Inc 500/5000 for 5 years straight and working with clients around the world. As the head of a growing Multi-Million Dollar business, Suzanne and her team, based in in Murrells Inlet, South Carolina, are dedicated to helping entrepreneurs heal their shame about money, creating “movements that matter.”, and building successful, profitable businesses.

**SUZANNE  
EVANS**