

How to Turn Speaking Opportunities into a Stream of New Clients

Step 4. Plan how to convert interest at your talk into paying clients

Useful Scripts for Conversion

If you are in front of a group, for example a presentation, workshop or webinar, this is a great opportunity to generate clients. There are two main opportunities:

Opportunity 1. Get permission to add people to your mailing list

Often you can have as many as 80-90% of attendees wanting the notes or free guide as a follow up to your session. The key points for you are planning to offer something valuable and getting their permission to add them to your mailing list. You need their permission to comply with GDPR.

Scripts are in Blue:

“I’m going to give you as much as I can in the time we have, to save you taking notes, if you’d like us to send you a copy of the full set of notes:

Please put your name and email address privately to Sarah Banks, my VA (or me, Lisa Farr) in the Chat Box and we’ll send that to you.

We will also send you invitations to future webinars and occasional updates as I do quite a few different webinars, not just through the Association for Coaching, so we will keep you in touch about those.”

Alternative version:

“We also have an extra guide on ‘What marketing works best according to the stage your business is at. I’ll talk about that later. It’s a very useful checklist so we’ll send that to all of you who would like it.

If you would like to receive a copy, all you have to do is put your name and email address in the Chat to Sarah privately and she’ll make sure to send it to you. We will also send you invitations to future webinars and occasional updates so we can keep you in touch in future.”

Opportunity 2. Invite potential clients to your complimentary consultation

Scripts:

“What we’ve covered today is quite generalised. There is an opportunity to speak with me one-to-one where we look in more detail at how you can apply the information we’ve covered today to your specific situation (business/role etc).”

“There’s an invitation to a complimentary xyz (name of your session) session.”

“In the session we will ...”

“There are just four spaces available (as my one-to-one time is limited so it is not for everybody.)”

“If you are interested please give me your business card at the end.”

Alternative if you are in-person you can hand out a physical form:

“If you would like to apply for one of the spaces, please fill out the form and hand it back to me by the end of the session.”

Alternative if you are on a webinar:

“If you would like to apply for one of the spaces, please go to this webpage (eg www.lisafarr.co.uk) and answer a few simple questions there. I will be in touch with all of you who are successful to book a time for your session.”

At the end of the session you can repeat or remind them about the invitation