
SPEAKING TOPICS THAT GET YOU **BOOKED EVENTS**



KAREN POWER

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Karen R. Power
Florissant, MO

Christian Speakers Services
ChristianSpeakersServices.com

KarenPower.com

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What's Your Goal?

Choosing your speaking topics ... more specifically, writing the description for your speaking topics that you will use on your website and promotional materials ... is an activity that most speakers do as quickly as possible. Then, they wonder why event planners are not booking them for events.

Getting speaking engagements booked is the goal ... right?

We will look at several factors that will help you laser focus on what needs to be included in your presentation descriptions. It doesn't take 300 words to describe the session. If you can pare it down to 50 words or less, maybe a few of clear and concise sentences, the event planner's process of choosing you as the speaker becomes much easier for all involved ... from the booking agent to the event planner, and finally to attendee.

After reading and working through the exercises that follow, I challenge you to review every speaking topic you offer and decide which ones to keep and which ones to release. The goal is not to have a speaking topic for every situation or person who might be out there looking for a speaker. If that's your goal, I'll address later the importance of having a clear vision. Your goal should not be to have a long list of topics, that, realistically, you never give. Rather, your goal should be to have topics that you are passionate about and present often ... topics that bring life-change to the audience member.

This perspective may be helpful. As a booking agent, my goal is to help an event planner find the **right speaker** with the **right message** for **their**

audience. To do so, the event planner has to know what their group is needing, what problems they are facing, or what solutions need to be delivered. The speaker has to know who their audience is and what problem they can solve for a particular group of people. My job is then to take the speaker's information and the event planner's needs and give recommendations for speakers who match. If the speaker has clear topic descriptions, then finding a great match is much easier and quicker. Unfortunately, the opposite is most often the case.

The opportunities for speakers to find well-paying events have shrunk. It's more important now than ever to have a clear message about who you are and what you are able to do as a professional speaker. The time it takes an event planner to make a decision to **not** hire a speaker is sometimes mere seconds. Don't make that easier for them by having an unclear message on your promotional materials or website about your speaking topics. Arming your booking agent with the same clear information will help them get more events booked for you as well.

If your goal is to get more speaking events, then it's time to take a look at your topics and decide which ones to keep, reword, or delete. Remember, you only want to keep the ones that will help you get that next speaking gig. We'll talk about this more as we continue.

Go Deep

Through the years, I have asked many speakers these questions:

- “What is your core message?”
- “Who is your target audience?”

The responses they have given most often are:

- “I can speak to anyone.”
- “Women, young moms, teens, baby boomers, senior citizens (basically anyone woman on the planet)”
- “I can speak on any topic.”

Many years ago, a very wise friend shared with me a basic guiding principle which I have used in many areas of my life. It has stuck with me through the years and I’ve often remembered it when launching new ventures. I also think of it when I’m talking with speakers about their core message or area of passion and purpose.

“Go deep before you go broad.”

~ Harriette Crain

After years of hearing the responses above and pondering the principle of “go deep before you go broad,” I have been able to lead speakers through the exercises found in this ebook to help them focus on their area of passion and purpose, strengthen their brand, and write speaking topic descriptions that get them booked events.

Developing a professional speaking ministry is much like strong and healthy plants. Without a deep and extensive root system, a plant will fail to grow to maturity or produce the crop it should. We see the budding and growth above ground and are impressed with the foliage without considering the depth and strength of the plant. If the plant's root system has grown rapidly across the surface before developing deeply underground in the soil, it will soon wither and die.

Speakers and their topics are much the same. Without a solid business and Internet infrastructure, a solid brand, a well written bio, and speaking topics that solve a problem for their audience ... the basic tools that every speaker should have to be successful ... the speaker will never get traction to take their message to the world.

Be Specific

When I suggest to speakers for them to pare down their list of topics, they reply, “But, I want to get as many speaking events as possible! If I focus on only one or two areas, won’t it limit my opportunities?”

Jesus was the only person whose mission was to reach EVERY person in eternity—past, present and future—of every tribe, nation and tongue. We cannot speak on EVERYTHING because we have not experienced everything, have not learned life lessons on every subject, and as such, do not have great personal illustrations about everything under the sun.

I have also seen a pattern with people who have been school teachers. Because they are trained to deliver curriculum on various subjects when they become speakers, they find it difficult to narrow their own focus to a specific tribe/audience or core message that solves their tribe’s problem. As teachers, they may have a specific emphasis of study in their educational background or they may relate best with a specific age group. They aren’t called to teach every person who was, is or will be a student. As speakers, it isn’t about everyone. It’s about the specific message God has given you to deliver and the specific group of people He has called you to reach.

“General information is generally useless.”

~ Donna Partow

In attempting to reach all the people all the time, very few are actually reached. By talking in generalities, the specifics that bring results are not addressed. The speaking topic descriptions have no substance in their

generalities. It's difficult to understand what issue is being discussed, what problem is being solved or to whom this is meant to resonate with.

Many speakers' topic descriptions are written with such a broad stroke that they:

- Go **broad** rather than deep,
- Are not relevant to their specific audience,
- Do not support the speaker's vision or brand,
- Do not solve a specific problem for their audience,
- Do not result in getting speaking engagements.

You have probably heard the quote, "Jack of all trades and master of none." If you've looked at many speakers' websites, you have seen the speaker who has all the answers to all the problems. Really? Simply put, one person cannot reach every person on the planet with information about all the topics out there.

At this point, some people want to quote Paul from 1 Corinthians 9:22 (NIV), "I have become all things to all people so that by all possible means I might save some." Paul was talking here about relating and resonating with different **groups of people**, not different core messages.

Paul knew the principle of going deep first and then going broad. He said in Romans 15:20 (NIV), "It has always been my ambition to preach the gospel where Christ was not known, so that I would not be building on someone else's foundation." He had one core message ... God's plan for salvation.

He specifically was sharing it with the Gentiles. Some would consider that Paul had a narrow focus. He did — one message, one audience. He could go very deep with one topic. He also went very broad because his audience was a very large group of people around the world. When you know your specific core message and the problem it solves, then you can laser focus on who needs to hear it. Surprisingly, that group of people may be larger than you originally thought.

As Christian speakers (and writers), God did not call us to be all things to all people. He gave us specific factors that make up who we are. Things such as a specific personality type, life experiences, education, skill set, trials, triumphs, and lessons learned. These factors enable us to relate to a specific group of people based on their age, gender, socioeconomic level, language, ethnicity, and geography.

Ask yourself these questions and then go to a magazine, or look online, and find pictures that match as closely as possible the general look of your audience members.

- What do they wear?
- Where do they live?
- What is their education level?
- Are they married or single?
- Are they male or female?
- How old are they?
- Do they have children? If so, what ages?

By understanding who we are, what audience we are called to reach, what specific problem our audience has, and how we can solve our audience's specific problem, we are going deep. We can then go broad, finding every nuance of our audience members who need what we offer. For example, your core message may be for women ages 45-65 and yet you can tailor it to fit women in their 20's and 30's. Focus on the depth of your message, on it's substance, on delivering it to the best of your ability, and on the power it has to impact and change people's lives. You'll have your hands full developing books, ebooks, videos, online courses and other products. Let God open the doors for you to take it around the world.

I worked for several years with an internationally-known, best-selling Christian author and speaker. She has written more than 30 books. She has spoken to audiences of every age, gender and socioeconomic level across the United States and around the world. At the time I was booking her for events, she was in her late 70's and was speaking to audiences at high schools, colleges, church events, and business events. She had learned to go deep with the content of her topics. She had two basic core messages: personality types and encouragement. Two topics everyone could relate to, and needed solutions for. With just these two topics, she provided solutions her audiences were facing such as relationship difficulties, communication glitches, marriage issues, dealing with difficult people, and uplifting the discouraged.

✳️ **ACTION ITEM: If you could speak on just one or two topics for the rest of your career, what would they be?**

Be Original

Something that many of us—be honest here—have been guilty of doing is finding the topic descriptions of other speakers and then adapting that verbiage to our own topics. If you are unclear as to who your audience is and what problem they have, doing the old copy and paste trick isn't going to help you get closer to your goal of getting booked events. Your speaking topics, descriptions and titles are unique to **you**. Using the basic materials of other speakers as the foundation for yours doesn't work for several reasons.

- It homogenizes the speakers. Ever noticed how many speakers' promotional materials and speaking topics look and sound very similar?
- Their audience is not your audience.
- The problem their audience has may be similar to yours but it's not the same.
- The solution they offer to the problem is not the same as what you offer.
- It's just plain wrong!

Your goal is to set yourself apart, to have your own unique message. Think about it from an event planner's perspective. As they review speaker after speaker for their event, eventually it becomes difficult to tell one from the other. That's most often when they take the easy route and use someone from in-house as their guest speaker.

God gave you specific tools and information to use to help a specific group of people. Your message may look similar but it is not the same as anyone else's. You bring a different slant to the solution based on your education and life experiences. I know I'm repeating myself, but it bears being repeated. When you grasp what problem your audience has and how YOU are able to solve it, you will look at all your promotional materials and speaking topics, titles, and descriptions differently. This one concept has the ability to revolutionize your entire ministry! It's that powerful!

Focus on Your Audience

If I had a dollar for every speaking topic description that I've read that focused on the speaker, I'd be spending my winters on some exotic, warm and sunny beach.

If your descriptions are focused on you, and not your audience, you're missing the mark. It's that simple.

The reason you're taking time to write a description is to draw in the reader ... your audience member. Let's say she's a working woman with three children, two dogs, and a busy husband. Your descriptions have to do the following to make her want to attend the event where you're speaking:

- Grab her attention
- Tell her clearly what problem she is experiencing
- Share how you relate and are the person to help her (i.e. you were once that lady and God showed you clearly what to do get out of that situation)
- Give her a solution that will change her life

Notice ... only one of the four bullet points above mentioned you.

You want that woman to decide within a few sentences that she must rearrange her schedule, get a sitter, pay a registration fee for the event, travel some distance, attend the event, and then return home to do all those chores she set aside for that day or weekend. She has to know that by attending this event, and sitting through your sessions, she will be able

to not only learn, but actually be able to **do something that will change her life**, her family, her job, her marriage, or whatever situation she is facing that needs God's powerful touch.

You're also writing these descriptions for the event planner and her committee who are looking for the speaker with the right presentation for their group, on that can meet the need and help fix the problem with a Godly solution. This committee wants to spend their budget for the event wisely by hiring a speaker who can laser focus on whatever situation or need their group has. They are not looking for someone who kind of, sort of, might hit the mark, but a speaker who can see the problem clearly and lay out a plan for a successful solution.

If you are the right speaker, tell them. Write your speaking topic descriptions in such a way that event planners know they are getting their money's worth and the attendees know they got real answers to their very real problems.

Let's start with reinforcing the foundation of your ministry by looking at your vision, brand and relevancy of your core message. These are the roots below ground level that enable you to grow a thriving and successful ministry. Next, we'll put leaves and flowers on the plant ... your speaking topics, descriptions and titles. Keep in mind, "What is the problem I am trying to solve for my audience member?" When you are able to solve their problem, you will have a built-in promotional team. They will leave the event and tell their friends and family members what happened. And will reach your goal by getting more speaking events!

Have A Clear Vision

Let's start at the beginning. Your vision for your professional speaking ministry sets the tone for all steps in your strategic plan. Your vision will influence the make up of your audience and how you can help them. Your vision will ultimately determine which topics you offer.

Our vision does not change. What God first gives us as a dream or vision is the same from beginning to end. As we continue along, we learn to allow for its growth, development and clarity. Where we are in the process of fulfilling that vision changes, but the vision remains the same. In the beginning, our vision should be so big that we cannot see it in its entirety. If you can see it in its entirety, then it's not big enough.

In the beginning as we try to see or describe our vision, we often talk in generalities. We can see colors and shapes. As we begin to walk it out and get further along we see the fine details. It's similar to what you see flying at 30,000 feet as opposed to 1,000 feet. At 30,000 feet you see great expanses of land and water. You see mostly color but not clearly defined shapes. When you get down to the 1,000 foot level, you can recognize buildings, cars and people ... the details.

When it comes to defining your vision for your business and ministry ... know what God's vision is for you and yet be very willing to look and listen with open eyes, ears, and heart. It's okay to be at the 30,000 foot level starting out. That's the time to dream big!

If you're clear on the overall vision, then start asking God what the next phase is of your vision. Start gradually moving down to the 1,000 foot level for the next phase or next step. Be willing to set aside what you think those big areas of color are. A brown spot from 30,000 feet could actually be a door to a new area when you view it more clearly from ground level.

If you are at this point and you don't know what your dream or vision is, I highly recommend [***The Dream Giver***](#) by Bruce Wilkinson and [***Holy Ambition***](#) by Chip Ingram.

Seeing a clear picture of your God-vision, you can expect change to take place in every area of your life in order to pursue and do what God has shown you.

The LORD replies, "Write down the message I am showing you in a vision. Write it clearly on the tablets you use. Then a messenger can read it and run to announce it. Habakkuk 2:2 (NIRV)

✳ Action Item: Write what you see. What is your vision? Have you seen it expand since you first started doing it? Are you willing to allow God to lead you in the fine details?

At this point, don't be worried about how you will accomplish the vision. That's a strategic plan. This is the time for you to dream God's dream for your life.

As you write your answers to the following questions, if you feel your heart being tugged on or you start to cry, you are probably at the right spot ... keep going and go as deep, as broad, as high as you can.

What's the vision God has shown me?

What is the purpose of this vision?

What does God want me to do?

Why me? What makes me uniquely qualified to do this? What life experiences or lessons can I use?

Who are the people I am to share it with? Who is my core audience?

Age:

Gender:

Geographic location:

Does ethnicity play a role? If so, how?

Develop A Clear Brand

With your vision plan in place, you've seen what God is showing you. It's time to figure out what that looks like to the outside world. Your **brand** is the part of your business your audience **sees and hears**.

For example, when someone describes you, they may say what color hair, eyes or skin you have. They may include your accent or personality type. They may say, "She's such a fun person to be around!" or "He leaves me feeling more encouraged." The same is true with the brand of your speaking ministry. You are your brand. It also includes your logo, tagline, topics, and speaking style.

A friend posted the following on Facebook:

Dreaming of Krispy Kreme doughnuts! What's the matter with me? I see that enticing HOT sign flashing before my eyes and I'm at home minding my own business! Goodness sakes alive!

Does that make your mouth water? Do you have to restrain yourself to not run out and get a dozen freshly baked glazed donuts?

Now THAT is the power of a clear brand! We all have jingles and images from commercials that are forever stuck in our brains. When we least expect it ... sometimes YEARS later ... they surface.

Do you remember this jingle ... *"Wouldn't you really rather have a Buick? A Buick? A Buick?"* Where did that come from? How many years has it been since you have heard that one?

As speakers and authors, we often overlook the benefits of branding ourselves. We lump ourselves together into a HUGE category called "Christian authors" or "Christian speakers" ... possibly separated by genre, but otherwise we all basically look the same to event planners or those buying books. While **we** know we are not the same, our differences or the

uniqueness of our message is very weakly conveyed in our promotional materials.

That's where branding comes in. It differentiates, distinguishes, separates, and shows our unique qualities. When you hear an author's name like Beverly Lewis, Kay Arthur, Francine Rivers, or Carol Kent, you know exactly who they are, what their genres are, and what, as the reader or listener, you can expect. That's branding.

Think of it like a two-sided coin.



- One side is about you ... your passion and purpose, core message, the value you bring, the genre, your level of excellence, personality, etc.
- The other side is your audience. This is equally as important. Your brand contains elements regarding who they are, where they are, when they are available to interact with your message, and what they need.

Look at it this way ... do you prefer Coke or Pepsi? Most people have a preference. It may be based on taste. They may have grown up where one was more prevalent than the other. They might like the commercials of one better than the other. There is no right or wrong answer (unless you're trying to sell Coke or Pepsi). It's the same for speakers and writers.

Branding isn't always an in-your-face action. It's often subtle ... a picture, a tune, a message. If it is clearly conveyed, it can stick in someone's mind to resurface years later.

As Christian speakers and writers, we want our message ... the Gospel of Jesus Christ ... to stick in the hearts and minds of those who hear or read

it. We want them to think of it when they are in need of help and healing. We want them to recommend our message in whatever form it is to others who need it. Branding helps them to do that!

Branding helps you move out of the pack of all the Christian speakers or writers on the planet to where you are **the one** with the right message for right now!

✳ Action Item 1: Developing your brand

Who is your favorite Christian Speaker? _____

Characteristics that instantly come to mind when you think about them	Why do you like their speaking and/or writing?

Do these match what you see as this person’s brand? Is it reflected in their promotional materials, on their website, Facebook page, etc. in words, colors, pictures, the overall look and feel?

NEXT ... let’s look at you.

Characteristics that instantly come to mind when you think about yourself as a speaker and/or writer	What are people saying to you about your speaking and/or writing?*

** Go and find the emails, cards, notes, and feedback sheets from your speaking events, anything that you’ve received from someone who has heard you speak or read your writing.*

Do you see a pattern forming? Do these match what you see as your brand? Is it reflected in your promotional materials, on your website, Facebook page, etc. in words, colors, pictures, the overall look and feel?

A picture is worth more than a 1,000 words. Let’s “draw” the picture. In addition to having a great professional head shot ... you are your own brand ... is there a graphic or logo that helps capture this “feeling” or enables your audience to see, not just your face, but the core of your message?

Be Relevant

Armed with a clear vision and brand, it's time to ask a very important question: Are you relevant? Let's look at what that means.

Relevant ... appropriate, fitting, suitable, important, meaningful, significant, sensible, and useful.

Do any of these words closely apply to you, your speaking presentations, your book topics, your social media posts, and/or to the audience you are trying to reach?

Many writers and speakers really don't know how relevant they are to their audience, or to the needs of their audience, because they've never asked their audience what **they** need. Instead, the speaker or writer delivers content based on their own needs or what they are interested in teaching. Sometimes these two intersect. Often, these speakers/ writers and their audience have a connection ... sometimes strong, sometimes weak.

What if we stopped and evaluated the needs of our audience **before** developing our next presentation or writing that next book ... and give them what **they need**? Might that be more impactful and life-changing?

Keep your finger on the pulse of the Christian communication industry. Read newspapers and watch the news. Go to current movies and read books on the best-selling charts. Stay in God's Word as often as possible. Listen to leaders in ministry, social media, marketing, fashion, music, business, and other areas related to your specific area of passion and expertise.

You can take a presentation that you've given many times and add in a statement about a current world or local event that brings a newness and breath of fresh air to it.

The key to being RELEVANT is something we all stumble on in our busy lives: Don't bury your head in the sand ... or focus so deeply into YOUR

ministry that you forget others and the world around you. Get out and live, explore, and share what God has done TODAY in your life!

In a nutshell ... if you're a writer, read books and watch movies by others in your genre and other genres. If you're a speaker, get out and talk with every day people. Go out and be a part of life. Take a class. Broaden your horizons!

✳ **Action Item: Review and implement the list of 8 things below that you can start doing today to keep yourself and your presentations RELEVANT.**

R	Review your bio. Does it include a statement(s) about your passion and purpose? Is that made applicable to how it can touch a reader's or audience member's life?
E	Evaluate your topics. Whose need is being met?
L	Listen to the feedback and comments from your audience. How did something you said or wrote touch their life? Is this reflected in your topic descriptions?
E	Eliminate anything not related to your passion and your audience's needs.
V	Verify your findings (before throwing out anything) with your experts, advisors, board members, ministry team, or close trusted friends.
A	Align your web site, presentation topics and descriptions, and marketing materials so that the information matches.
N	Never settle for the same old same old. Update, refresh, and be alert to life to bring freshness to your presentations.
T	Take time to review your topics and materials at least once a year (more often if possible) to stay RELEVANT!

Promote Your Message

Have you've been known to say, "I really don't like promoting myself!"? Maybe you haven't said that ... but you've thought it at some point ... right?

I mention promotion at this point because I want to make sure your focus is in the right place as you prepare to write your topic descriptions.

Remember, these descriptions will be used by the event planner to promote their event to the people who will be attending.

Let's take a minute and clear up one thing when it comes to promotion.

Myth: It's all about me!

Fact: IT'S NOT ABOUT YOU!

When a person knows their value (what their message has to offer the listener/reader), and focuses on that value, then promotion becomes about conveying the benefits of that value. It's not about the person delivering the message. The focus shifts to the proper perspective ... the message.

It doesn't matter how big of a celebrity you are, people will begin to lose interest, especially in the Christian arena, if it's all about the person. However, many communicators in this arena rarely stop to analyze and decide what their value is.

What is our value? It's the **why** ... not the **how**. If we just talk about the how, we're talking about features. But the why is where the meat is, the depth, the benefits.

The bottom-line of our message is to reach a lost world with the Gospel of Jesus Christ. If we just talk about how Jesus died for our sins (the how) and forget to talk about **why** He died, we leave out the most important part: He loves us, wants a daily relationship with us, and wants to spend eternity with us.

Here's an example of how it would look if Jesus did this for His ministry. The HOW column would include: cross, whips, nails, crown of thorn,

Roman soldiers, etc. The WHY column would simply contain: unconditional love, eternal life, grace, peace, forgiveness, etc.

Some examples of your WHY could be:

- You know what a struggle it is to be a single mom or parent
- You were tempted in your marriage and you don't want others to fall into this trap.
- You know the pain of addiction.

✳ **Action Item: Take a sheet of paper and draw a T chart. On one side label it HOW and on the other side label it WHY. Then write down the features in the HOW column and focus on the benefits of your message (what the listener/reader will gain) and write them in the WHY column.**

HOW	WHY

Now ... you're ready to begin promoting your message to your audience. Use the information you listed in the WHY column. (If you don't know your audience — hint: It's not "the whole world." That was Jesus' audience.)

Remember, it's not about YOU ... it's about your valuable message.

Review Your Presentations

One of the most often asked questions by speakers is, “How many speaking presentations should I have or offer?” This is followed by, “Is there a magic number of presentations to offer?”

Let’s do some math first. Say the average speaker does two to four events per month. In the course of one-year, that would be 24-48 different events or audiences. Some of these events may be keynote presentations while others might be multiple presentations for a conference or retreat. For our purposes, let’s focus on the number of events, not the number of sessions.

Many speakers offer 12-20 (some more) different presentations from which event planners can choose ... and they also offer customized sessions. For most speakers the key focus should **not** be on offering a plethora of speaking topics or presentations.

Hone your presentations for better delivery

Using the numbers above, if a speaker speaks two times per month, they only speak before 24 groups a year. If they offer more than a handful of presentation topics, they in no way can speak more than a couple of times on any one topic (assuming they are equally distributed among the 24 groups.)

Would a speaker be able to hone 12-20 different presentations very well with only 24 opportunities to do so?

Delivering a presentation for the first time, or infrequently, tends to make the speaker nervous, and reliant on using notes. The audience often can sense that the speaker isn’t as familiar with the content as they should be. Event planners begin to wonder if they spent their resources wisely on someone who claims to be a professional speaker but comes off as an amateur due to lack of experience with their presentation.

While it's okay to have a few notes on stage, delivering a presentation many times allows the speaker to know what makes an audience laugh, what touches their hearts, or what doesn't work and needs to be removed or tweaked. With multiple opportunities for delivering the same material, the speaker becomes more confident, relaxed and better able to make a few small adjustments to that presentation for the audience's specific need. Eventually, the speaker can deliver the presentation without notes and speak from the heart, not from a piece of paper.

More is not necessarily better

It seems many speakers want to be all things to all audiences when that isn't practical, reasonable, or what they are called to do. When a speaker knows their core message area and where their passion lies, they find a power that only comes from a God-given source. By spreading themselves and their presentations across the board and trying to reach any event planner or audience, they water-down their effectiveness, impact and brand. There is NO WAY a speaker can speak on every topic. They don't have life experience or great stories for every topic. God has not taught them a lesson that can apply to others on every topic.

One of the speakers I've personally worked with and consider to be a Master Communicator had three core messages. This person could speak to audiences of any gender, age, or anywhere in the world and do multiple sessions on these three presentations. The presentation length could vary from 30 minutes to three days. With each audience the presentation was tweaked and made relevant to them. I heard this speaker speak live many times and each time it was basically the same presentation at it's core, but it sounded fresh and held my attention every time.

Your brand should be reflected

Oh, there's that nasty word again ... BRAND! Are you absolutely sure what your brand is? Can an event planner look at the presentations you offer and clearly see your brand? Or do event planners have such a wide variety of topics that they are left unsure how you will reach their group's needs?

If you are thirsty for a diet cola, being offered a myriad of carbonated drink choices may only confuse you. You might change your mind entirely.

Information overload! Yet, when given a clear choice of which carbonated soda you wish to drink ... Coca Cola or Pepsi ... you can instantly make a decision.

It's the same with speakers and their presentations. The speaker has to know what their brand is, what core message resounds deep in their spirit and who their audience is who needs to hear it.

Which brings us to ...

Know your audience and what they need!

Each type of audience can hear a similar message from your core group of messages, yet each audience has a different need. Find that pain-point, meet that specific need or solve their specific problem, and you have a winner!

Have you ever talked with or surveyed your audience to assess their needs? So often we forget this one very basic and important part in the speaking equation. Instead, as the speaker, we give our audiences what WE think THEY need without really connecting with them.

There is a vast wealth of information that can be gathered by connecting to your greater audience via asking questions on your blog and various social media sites such as Facebook, Twitter, Instagram, LinkedIn, Pinterest, etc.

Ask your tribe/audience questions. Listen to them. Find where they need help the most. THEN and only then ... look at your areas of experience, skills, expertise, and lessons learned. Be specific in the solution you offer to speak into their lives ... a specific solution that will help solve their specific problem.

Take a few minutes to stop and review the presentations you offer.

- Do they all fit your brand?
- Do they all meet your audience's need, or are they meeting YOUR your need?

You will be a more bookable speaker if you narrow down your presentations to a handful that:

- most closely align with your audience's specific problem,
- support your core message and brand,
- solve real problems that your audience has,
- are most requested, and
- are delivered most often.

If you work with a speaker bureau, they can more easily pinpoint the event planners who might be interested in booking what YOU have to offer.

These targeted event planners will totally **get it** when it comes to what you can do for their group, the needs they are trying to fill and goals they are trying to accomplish by bringing in an outside, professional speaker.

Don't try to be all things to all people. Be content to share your highest and best message with those God has called you to reach.

Write Your Speaking Topic Descriptions

✳ **Action Item:** From your five favorite presentations, answer the following questions. These can be your most requested, most often delivered, or most relevant to your vision, brand and core message.

When you actually write your presentation description, it should look something like this:

- **Problem - written as a statement or question**
- **How you relate or lessons learned**
- **Solution**

Remember to write in third-person.

Presentation 1 Title: _____

Does it connect with my brand? ___ Yes / ___ No

Is it relevant to my audience? ___ Yes / ___ No

What specific problem does your audience have?

What situation(s) in your own life did you face with this same problem?

What life lessons, education or experiences do you have that qualify you to solve this problem?

What solution(s) do you have for this specific problem based on your life lessons, education or experience?

What solution(s) does the Bible give for this specific problem?

Is this presentation requested often by event planners or audiences?

Yes / No

Do I need to continue doing it? Yes / No

If you will continue doing this presentation, write the description using the information above (50 words or less).

Is the title of this presentation still relevant? ___ Yes / ___ No

If no, create a new title that speaks directly to the problem.

Presentation 2 Title: _____

Does it connect with my brand? ___ Yes / ___ No

Is it relevant to my audience? ___ Yes / ___ No

What specific problem does your audience have?

What situation(s) in your own life did you face with this same problem?

What life lessons, education or experiences do you have that qualify you to solve this problem?

What solution(s) do you have for this specific problem based on your life lessons, education or experience?

What solution(s) does the Bible give for this specific problem?

Is this presentation requested often by event planners or audiences?

___ Yes / ___ No

Do I need to continue doing it? ___ Yes / ___ No

If you will continue doing this presentation, write the description using the information above (50 words or less).

Is the title of this presentation still relevant? ___ Yes / ___ No

If no, create a new title that speaks directly to the problem.

Presentation 3 Title: _____

Does it connect with my brand? ___ Yes / ___ No

Is it relevant to my audience? ___ Yes / ___ No

What specific problem does your audience have?

What situation(s) in your own life did you face with this same problem?

What life lessons, education or experiences do you have that qualify you to solve this problem?

What solution(s) do you have for this specific problem based on your life lessons, education or experience?

What solution(s) does the Bible give for this specific problem?

Is this presentation requested often by event planners or audiences?

___ Yes / ___ No

Do I need to continue doing it? ___ Yes / ___ No

If you will continue doing this presentation, write the description using the information above (50 words or less).

Is the title of this presentation still relevant? ___ Yes / ___ No

If no, create a new title that speaks directly to the problem.

Presentation 4 Title: _____

Does it connect with my brand? ___ Yes / ___ No

Is it relevant to my audience? ___ Yes / ___ No

What specific problem does your audience have?

What situation(s) in your own life did you face with this same problem?

What life lessons, education or experiences do you have that qualify you to solve this problem?

What solution(s) do you have for this specific problem based on your life lessons, education or experience?

What solution(s) does the Bible give for this specific problem?

Is this presentation requested often by event planners or audiences?

Yes / No

Do I need to continue doing it? ___ Yes / ___ No

If you will continue doing this presentation, write the description using the information above (50 words or less).

Is the title of this presentation still relevant? ___ Yes / ___ No

If no, create a new title that speaks directly to the problem.

Presentation 5 Title: _____

Does it connect with my brand? ___ Yes / ___ No

Is it relevant to my audience? ___ Yes / ___ No

What specific problem does your audience have?

What situation(s) in your own life did you face with this same problem?

What life lessons, education or experiences do you have that qualify you to solve this problem?

What solution(s) do you have for this specific problem based on your life lessons, education or experience?

What solution(s) does the Bible give for this specific problem?

Is this presentation requested often by event planners or audiences?

___ Yes / ___ No

Do I need to continue doing it? ___ Yes / ___ No

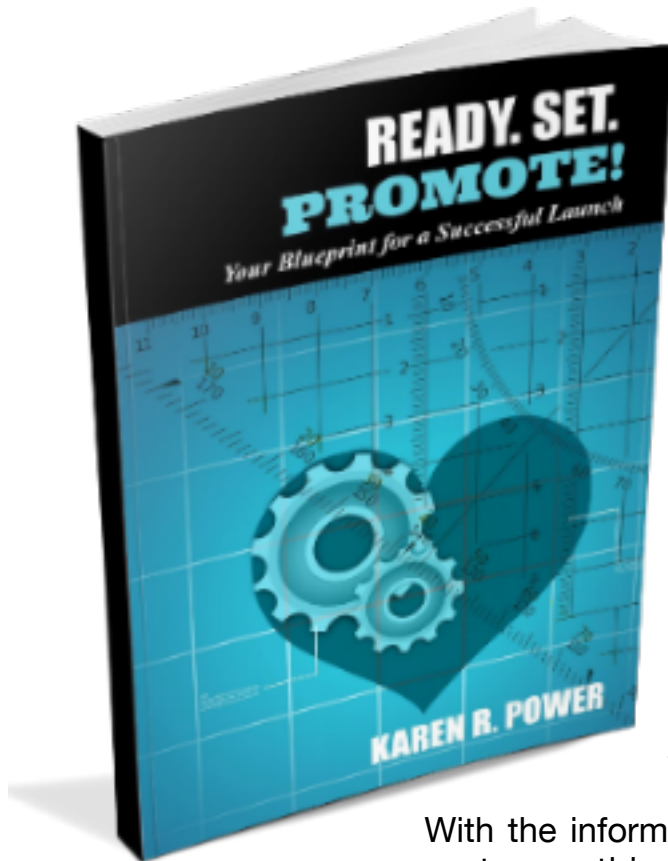
If you will continue doing this presentation, write the description using the information above (50 words or less).

Is the title of this presentation still relevant? ___ Yes / ___ No

If no, create a new title that speaks directly to the problem.

- ✳ **Continue this for any other presentations that you have and wish to continue doing.**
- ✳ **Be sure to update your website and your promotional materials where you have listed your speaking topics.**
- ✳ **Be sure to send this updated information to the speaker bureau that represents you or speaker directory where you are listed.**

What's Next?



You've been promoting your book, speaking presentations, program, or other product but you're not getting the results you expected. What should you do?

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With the information and activities in this program, you can promote anything ... products, programs, speaking presentations, business/ministry, or events.

Visit **STORE** at karenpower.com

About the Author

“Karen Power is a gifted coach and speaker advocate. Her services have led to a significant increase in the number of speaking engagements I secure yearly. Her speaker training has covered everything from platform building to building better talks, audience engagement, and how to make meeting planners love you. I highly recommend her services to anyone serious about expanding their ministry reach.” ~ Dr. Sandra Dalton-Smith, Physician, Speaker, and Author

Speaker Business Training. Support Services. Promotional Strategist. Speaker Booking Agent.

Karen's passion and purpose are to help Christ-centered communicators and business owners share their messages and products of hope and healing to change the world by creating innovative solutions. She has helped them connect with their audience, grow their platform base, find new speaking opportunities, raise the bar, and increase their customers, paid enrollees, products and book sales by using various delivery methods and strategies.



Karen started booking speakers for Classservices, Inc., Albuquerque, NM, in November 2004. Then started her own agency, Christian Speakers Services, in January 2007.

Karen has 40+ years experience in the Christian communication industry. She started at the age of 11 as a drummer and later served as a bass guitar player for Christian music bands and church praise teams. She has been on virtually every side of events and the stage as a musician, songwriter, speaker, author, event planner, concert promoter, coach, book tour manager, speaker bureau owner, and booking agent. Her marketing, technology, and curriculum development experience has helped her develop and launch a national support group, develop and produce hundreds on live webinars, develop websites, and design promotional and other support materials for internationally-known Christian speakers, authors, and teachers.

While Karen has been focused on helping speakers and authors take their messages to the world, she has also written several stories that appear in the following books: ***Your Spiritual Personality*** by Marita Littauer, ***Making the Blue Plate Special*** by Florence Littauer, Marita Littauer, and Lauren Littauer Briggs, and ***The Authentic You*** by Anita C. Lee. She has also managed virtual book promotion tours for New York Times best-selling authors such as Francine Rivers and Cecil Murphey and for other top authors in the CBA market such as Carol Kent, Thelma Wells, Kathi Macias and more.

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- Ready. Set. Promote!
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