

Speaking Conference Pitch Example

Before you get into the pitch, you come up with the subject line. You want to create curiosity and show that you've done your research like you do with large publication pitches.

First, you start with specific research about the event. Google to find out if there has been any press. Look at their website. Look at what speakers have said about the event. That is what the first paragraph or two is made up of.

Second, you want to go with your bio/social proof. Your goal is to show you're an expert. List everything that's relevant to showing your expertise. This should be one to five paragraphs. Be sure to list anywhere that you have spoken before.

Third, list your signature talks. It should include the title, what each talk is about, and what the clear takeaways are from each talk. Bonus points if you have a picture to go with the talk—a picture of the title slide of the presentation.

Fourth, specific information about how you would be a good fit for their event and why. Do your research on the event from previous years. Look at who attended and who spoke before.

Talk about why your talk is a good fit for the event based off of the research. Look at their website from this year and talk about why. Look at previous years as well.

Fifth, talk about what the event can expect from you. Some things should include: being prompt with your interaction with the event, a personal consultant to see their needs, promotion of their event on all your networks, custom resource page for the attendees, a follow up call.

End with a call to action. Your goal is to get them on the phone for a proposal call. You don't want to try to sell to them on the first interaction.

On the call is when you'll talk about your fee. Give them a reason to want to talk to you.

Example

Event: Powerful Living Experience (<https://powerfullivingexperience.com/live>)

Person to pitch: David Bayerat at davidb@davidbayer.com

Subject Line: Stop with the numbers

Body:

Hello David,

It's great to see an event that focuses on more than the metrics of entrepreneurship. Entrepreneurs think if they make X number of dollars or reach some level of fame online, it will complete them. "Woke" entrepreneurs understand the importance of a strong mindset in building a freedom-based business.

I'm excited for the Powerful Living Experience event, but more than that, I'm thrilled to think about how many lives will be impacted through this event. An event such as this one brings together strong speakers that can deliver value and impact. I could be one of those strong speakers.

I'd like to introduce myself.

My name is Kimanzi Constable (insert agency website/). I'm the co-CEO of Results Global Impact Consulting Agency.

I'm the author of four books that have sold over 150,000 copies. I'm a contributor for 14 of the world's largest business publications. You can see my articles in The [HuffPost](#), [Entrepreneur Magazine](#), [SUCCESS Magazine](#), [AskMen](#), [Mind Body Green](#), [Fox News](#), [The Good Men Project](#), [Yahoo](#), [NBC News](#), [Time Magazine](#), [Business Insider](#), [Addicted 2 Success](#), [CBS News](#), and over 60 blogs.

I've have been interviewed on over 250 podcasts on podcasts that get millions of downloads each year. Shows that get millions of downloads such as Smart Passive Income, Entrepreneur on Fire, and world class copywriter Ray Edwards' show.

I've spoken at events in 23 countries. I have spoken to audiences ranging from 100 to over 5,000 and have references. You can watch my TEDx Talk, my presentation at one of the largest books conferences, Reader's Legacy, and watch several of my presentations on various topics.

I'm a digital marketing corporate consultant that has done training at companies in 78 countries. I have consulted for organizations such as Unilever, Allianz, Morgan Stanley, Naspers, and more. I do have references from each that you can follow up with.

A practical approach.

Conferences book me because they get a more personal and no nonsense approach. They get easy to understand solutions that produce instant results, workshops and training that's focused. They are custom tailored to fit your specific needs.

Topics that make an impact.

How to Reach Millions and Generate More Sales Through Digital Marketing

We live in the Digital Age. Today, 3.5 billion people log onto the Internet and social media every day. That triple will triple in the next five years according to Bloomberg.

This creates a great opportunity to promote messages, make sales offers, and add value to your target audience. You can reach a wide and captive audience. You can start a blog, create a podcast, make YouTube videos, or use ads to get your message in the hands of those who need what you offer.

This session will teach attendees about each digital media option and how to use them. This will be a session that you attendees walk away with full of actionable tips, tricks, and hacks.

The Power of Storytelling in Digital Marketing

People are tired of being spammed on a daily basis with ineffective marketing. They want to connect with a messages and brand in a deeper way. The best way for them to connect is through the power of story.

This session will reveal the power that story has in digital marketing to connect with your audience. It will teach attendees how to use digital media to help spread that story and message. It will teach them how to make an impact and add value which leads to more sales.

I can offer clarity.

The audience will leave my presentation with:

- They will understand how to use digital marketing and new media to build their business.
- They will understand the power of building a personal brand.
- They will know how to use today's tools and technology to get maximum value/results in their lives, jobs, and businesses.
- They will be more confident about their skills and abilities and be motivated to use them to helps others.
- They will understand the basics of digital marketing and new media ranging from podcasting, email marketing, content creation, social media marketing, launches, ads, and more.
- They will walk away with a TON of resources they can use to add six-figures to their Botton line.

You get a true professional when you book me.

- Prompt and professional replies to all of your messages.
- A personal phone consultation with me prior to your event. I want to better understand how I can best serve your audience.

- A major announcement about your conference on my network. (Assuming your event is open to the public and you want to sell extra seats.)
- A professionally, innovative, and actionable presentation focused on achieving results for your audience.
- A custom document page created for your attendees. It will include my slides, along with links to resources I think will be helpful.
- A follow-up session after the event with me to make sure you are satisfied.

I would like 25 minutes of your time to talk about how we could create magic for your audience. I'm confident your audience would walk away with clear takeaways and the tools they need to take action.

Thank you,
Kimanzi Constable