PITCH PROTOCOL

COURTNAYE RICHARD





REACH OUT!

In today's engaging culture via social media, getting more speaking engagements has never been easier! The major key that unlocks the potential for filling up your engagement calendar is reaching out!

So, when was the last time you reached out to an Event Planner or Coordinator to get booked for their event? How many speaking engagements do you have lined up for this year or next year already?

If you have some, great! But if you don't have any or many lined up, it's okay. My Pitch Protocol will give you the tools you need to get you on more event calendars.

All you'll need to get started is prayer, proper planning, willingness to put yourself out there, and readiness to meeting the requirements needed to get booked!

READY?

"NOTHING
HAPPENS UNTIL
YOU START
MOVING."

~Courtnaye Richard





PITCH PROTOCOL

HOW TO GET MORE SPEAKING ENGAGEMENTS

- 1. Make a list of 5-10 events where you would like to speak
- 2. Reach out to the Event Planner/Coordinator via email, contact form, or Facebook/Instagram Messenger
- 3. Before reaching out, look at their content (*be sure that you want to connect)
- 4. Have your bio, headshot, and Media/Speaker Kit ready
- 5. Know your speaking fees for LIVE & Virtual Events
- 6. Join more Facebook Groups
- 7. Engage with new people (especially influencers)
- 8. Stay visible! This opens up many doors for you!



THE PITCH

SAMPLE SCRIPT FOR INBOX MESSAGING

"Hi, my name is ______, I just have to say that I LOVE your podcast (especially your most recent episode on "Growing in Your Walk with the Lord"). With that being said, I would really like to inquire about being on your show. How would I go about doing that?"

NOTE: Wait for their response. If he or she responds, engage with joy in your tone. THIS is an open door, an opportunity to share your message with their viewing audience.

Excitement in your text is VITAL!

Pitch Protocol CHECKLIST Pitch Protocol

Research and write out all of the contact people for each category and reach out! Check off the box either when you've contacted them or gotten booked! Go for it, Sis!

Event Coordinators	Podcast Contacts
TV Contacts	Radio Contacts

Pitch Protocol CHECKLIST Pitch Protocol

Print/Magazines Contacts	Virtual Event Contacts
Collaboratives	Blog Interviews

PITCH PROTOCOL

"Do you have the gift of speaking? Then speak as though God himself were speaking through you." ~1 Peter 4:11

REACH OUT!

WWW.COURTNAYERICHARD.COM WWW.INSIDEOUTMEDIAGROUP.COM