

# How to Get Your Foot in the Door with Speaking Gigs

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## SUMMARY KEYWORDS

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You're listening to business badassery, the audio advice column for your online business. I'm Kirsty Fenton.

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And I'm Amy Posner. We're talking bite sized episodes that solve real world problems with a no holds barred tell it like it is kind of approach. Today's question is this. I'd like to know more about getting speaking gigs, being interviewed on podcasts, et cetera. I've been looking for podcasts to pitch but most of the ones my audience listens to will only interviewed in house marketers and have a quote no freelance slash consultant policy. That's an interesting question. Interesting, interesting interview in house marketers. Okay. What do you think KF?

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Okay, if I might throw you. So good. Well, I love this question. And I'm really intrigued about who this person's audience is. Only because if the podcasts are listening to will own the interview in house marketers, does that mean? Well, actually, I'm not gonna be able to answer that on my own thoughts. But I'm just I'm very, I'm very curious. So if you are listening, and you're like, Oh, yes, this is my question, please let me know. Because I just love to understand a little bit more about that. But great question. Because if you are looking for a way to get in front of more of your ideal customers, you know, speaking gigs, and podcasts are really great ways to be able to share your expertise, and also yourself, so a bit of your personality with people who may not have heard of you before. So in terms about knowing more about how to actually do it. I guess there are a few angles we can talk about here. I wonder whether we start with how to find the right ones, or how to craft a pitch or if we go a little bit further back or further forward in the in the continuum there. Where do you recommend again, Amy?

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Well, what I'm wondering here, I mean, there's two pieces here, there's get speaking gigs. And then

the being interviewed on pods. And the pods is the one that seems to have an obstacle, like, it's interesting, right? Because, like, what are the other speaking gigs available? Are there a good number of them? Are there only a few because that might mean, that might be a better way to go? If this is strictly true about the audience, and they say most of the ones and so maybe we have to go between the cracks and find the ones who don't have that policy and look more at speaking gigs. And I wonder it's interesting, too, and I'm dying. I'm not answering your question. But like, so it says your in house marketers and have a no freelance consultant policy. Okay, so now, I was trying to pick that apart and look at it from another angle. But that's just pretty darn clear, isn't it?

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But you make a good point, Amy. Because if they're finding that there's a big barrier there to them getting on the podcast that their people listen to, if that barrier doesn't exist for speaking gigs, you know, that might be a much better avenue to focus your attention on because you're more likely to actually get the outcome.

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Yeah, I mean, the challenge there is that speaking gigs have, there's a longer lead time, there's fewer of them. And not knowing you know, who this person is, or how many, you know, events happen in there. You know, because you have, like, if the industry then you have you know, you have the geography or it could be anywhere around the world so that that can be more complicated. But I have to say, it can be a speaking gig can be one of the best ways to get business on the planet, period, bar none. I've, I've done a lot of public speaking it over time. I've never, I don't think gotten off a stage where I haven't had opportunities of one kind or another clients. Partnerships, is the most instant credibility getter I've ever been anywhere near what do you think?

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Oh, I totally agree. I think there's something that legitimizes you so much when you're able to get up on a stage in front of a roomful of people. And I think podcasts do that to some extent, but I think they do it to the same extent. So I totally agree. And anytime I've got up on the stage, I've always got, you know, something come back to me, whether that's opportunities or clients or people in my program. So definitely, you know, an endeavor that I think we were both saying has been quite rewarding for both of our businesses. I wonder if it's worth speaking a little bit about speaking gigs, and perhaps thinking about them a little more broadly, if you are trying to land your first one, because I do think that once you land, your first one, it gets easier to land more because you can point to the fact that you have spoken at this event. And you know, if you're lucky, you may also have some feedback from the organizers or even audience from that event that can help position you as a really great speaker. Got that they should definitely include in their lineup. But I think until you get that first piece, it can be a little bit harder, particularly because I guess, space on the stage is often quite limited. Would you agree?

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Yeah, I would. And I think, you know, the way that you can increase your chances of getting on the stage is to become an authority in parallel channels. My podcasts may be maybe maybe difficult in

this in this instance, but I would look at, you know, how else can you get in front of the audience and even in? Because I don't, you know, again, without knowing it so hard to say, but like, do they read Forbes or Fast Company or some other, you know, bigger, broader publication? Where you could get no, and the reason that I say that is because if you're thinking, toward getting speaking, you know, those kinds of no names are more likely to get you on stage as a first timer, because a big name already, you know, took a risk on so and so, you know, if they were a fast companies thought they weren't good enough, you know, surely they're good enough for us kind of a thing. So you may want to just plant some, some authority seeds in thinking about the, you know, thinking about getting speaking gigs. And the other thing to think about is specialized knowledge, right? Because everyone can get on the stage, but not everyone has the same things to impart. So if you've got some specialized knowledge, sometimes you can jump the line. And you know, get in front of even a better known name, because you've got something that the audience wants. And so thinking about, you know, from that angle, what you might be able to offer, I think, is a good, a good way to go to I currently, I don't want to write off totally right off the podcast, and we can talk about that a little bit. Since since there seems like there's an opportunity there to or should we just stay on the on the speaking for now?

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I mean, I have a couple more things to say about the speaking. So let's say we wind up there. And then we can talk a bit more about podcast too, because it seems like I guess the desire seems pretty present for this person to be on a podcast. So yeah, let's, let's still tackle both. I think that it is easier to get a speaking gig and particularly your first speaking gig, when you are somehow known to the audience, it's going to be there or to the organizers, organizers, organizers of the event. So I mean, I got my first speaking gig, which was at TCC. IRL Hmm. So 2019, I think, and then again in 2020, because I was in a paid program with the people who organized the event. So I think, I mean, yes, obviously, there's, you know, the relationship and the connection there is quite important and valuable. But I think, really, the key thing about being in a paid group with those people before the event and having opportunity is that they knew me, and they trusted that I would have something valuable to share. And I would share it in a way that was, you know, engaging for their audience. So if you just think about that piece of the puzzle, you know, if you don't have the ability to have relationships, you know, through a paid program or something else, with people organizing the event, okay, how can you replicate or communicate that same sense of trust in your knowledge and your ability to deliver that knowledge in a really approachable, appropriate sort of way? So yes, amen. So like you said, you know, you're able to get yourself featured in places like Forbes, for example, that may be really relevant, like a big tick, big checkmark for the people at that event. You know, that can be a really great way of building that trust in just a different sort of roundabout methods. Did that make sense? Or Did I did I lose my train? I stuffed up that word.

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No, no, no, it made perfect sense. And it kind of I think it brought us full circle on that. And, you know, it made me think as you were saying that, I would, it's a little tangential, but I was looking at this thing with the in house marketers, and I'm thinking, Okay, who would only want in house marketers and not one, freelancers, freelancers or consultants? I'm thinking well, somebody who thinks the freelancers or consultants are going to steal the people who are on the pod or listening to the pod right? Yeah, I mean, right so so that said are there's there have to be other things that these people listen to? Right? Okay. Most of the ones my audience listens to will only interview in house marketers

and have a no Freelancer consultant policy. I've never heard of anything like that. I mean, I'm not like, you know, I you know, what I know about this whole world could fit in, you know, a thimble, but still, I'm thinking there. It's just it's a really unusual thing. So there has to be some there has to be some other way in here. Unless I'm just dreaming because I think there's always a way in

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the USA that No, I think that would be but that's why I had that question. The beginning of this episode. Like I just loved know who this person's audience is? Because I've not heard of this sort of policy either. But of course, you know, I don't doubt that exists. I just am so curious then because I feel like if we had that piece of context about who they're trying to reach, we might be able to suggest either other podcasts or other ways to get in front of them. Because I'm just trying to think who this audience would be, if that makes sense. It does. And,

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you know, I mean, the miracle solver for this is spark Toro, because it's an audience funding tool, you know, and you can, you can find out like, you know, who your competitors, you know, what their what people basically find out what people are looking at and listening to. And you can, there is a free version, it's not as robust as the paid, obviously, but it's a great jumping off point. And, you know, firstly, you said something earlier, you said, This person is obviously keen to do this. And I think you're right. And so I think if you're keen to do it, it's, it's that that must mean, you feel like, if you get in front of the audience, you've got you if you have something that you know, that you want to say, or you know, that that serves you really well. And so I would just keep pursuing that and find like, what are those between the cracks? Because you said most of the ones but not all. So maybe if there's only three, you know, maybe you want to get really focused on getting on those three, with something that's just really meaningful for your audience. Yeah, I would love particularly would just love to know more about this, because I do feel like there's always a way and I'd love to crack this. But it's hard to know without knowing, you know, who these people are. So we could go knock on their door and say, What are you only listen to interviews within house marketers? Are you crazy?

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Expand your perspective and your thinking. I think too, it's important because as you say, like this person definitely said most of the ones. So there's definitely it sounds like there's definitely at least a few there that they would be able to eligible to be featured on. I think in that case, it's also really important to consider the pitch that you send, because of course, you know, you will hopefully be approaching those podcasts that can benefit you because of the access they give you to audience. But I think the pitch really needs to focus on how you and your ideas and your content and your expertise can serve that audience and therefore that podcast because, you know, as someone who hosts a podcast, you know, you really want to be creating valuable content. Because if you have a few episodes with guests that are like, yeah, not that great, or, you know, they speak about things that aren't that relevant, or they speak about things that aren't fresh in some way. You know, it's likely that that's going to affect your listenership, and therefore, you know, your podcast itself will start being less valuable for you as the person who runs it. So just really think about that pitch, especially when it sounds like there's only a small amount of podcasts that you could actually be featured on.

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Yeah. And

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to that point, you know,

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what would make you unique?

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And what would make you stand out. So if most of these people presumably listening to the same things, and they're the, you know, had this this policy, I would imagine that hearing from a freelancer or consultant might really feel like a breath of fresh air. Right, because, you know, it's great to have all the in house marketers, but that's, it's very, it's very different. And so, you know, how could you position that in a way that would be beneficial to them? That's, you know, that's a tricky one. But those are, those are the, those are the kinds of problems that once you solve them, if you can solve the right problem for them, they're going to say yes to you, but that's the work on your side, right? is figure out like, what problem can you solve for their audience uniquely, that will make you appealing? And that's, and that's where the work comes in. That's, I don't know that, to me, that's sort of a little bit of a game. I like that work. I

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love how motivated you are by this stuff. And yeah, I agree. I mean, I would say, you know, obviously, if the, if the policy about not having freelancers or consultants is like something they put front and center on their submission page on their website, like we never accept, then you know, I would say probably don't bother with that, because that just feels like you're disregarding them. But if you get that sense, only because of the guests they have already had on there. I think in that case, when it's not explicit, but just seems to be that the people they feature are all in house, then that's actually a great opportunity for you to talk about in your pitch, how you can provide something different and fresh for their listeners. So yeah, totally agree. Amy would just add that little caveat there.

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Yeah. And I agree with you. I wouldn't go pitch somewhere where you know this this is very explicit because you're not gonna get anywhere and you you risk disrespecting someone and why bother. But at the same time, it's like what are those ones? The most of the ones what are those other ones? I get really laser focused on them. And just and think about and I'm sure you We must be listening to the ones with the in house marketers. It's like what are they not delivering, like what's between the

cracks of their message that isn't getting heard. And I don't know, that's not again, that's not always an easy thing to find. But if you can find that seems like that would give you give you some traction, not only in getting, you know, actually getting interviews, but getting getting people's attention as well, which is, of course, part of the point, if not thought entire point. I just I hesitated to say that because the point really is to deliver value. But like, you know, we're not 100% altruistic here, we want to also get traction. Okay, sorry.

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Know, a very good point. I mean, that's the honest truth, right? Of course, you're gonna deliver value. But I mean, the ultimate goal is that, you know, these places are a tool for you to grow your audience and for that audience to buy offers from you. So yes. All right. Well, I think we have answered this question, hopefully. So let's wrap this up for the week. If you've enjoyed this episode, feel free to leave us a review. We would love that. And if you want to have every week's episode just downloaded and ready for you. In your Spotify, your iTunes, subscribe to the podcast so you don't have to go searching for us every week, and we will be back in your ears next week with a brand new question.

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Thanks for listening. Appreciate you bye for now.