

Episode 021 – Summit Speaker Recruitment Strategies

You don't need the speakers, the speakers need YOU! Today we are breaking the mis-conception around summit speakers & I'm going to give you my top 3 speaker recruitment strategies. Let's get started!

One of the most highly asked topics when it comes to Virtual Summits is on the subject of Speakers. Everything from how can I get speakers on my summits, to what speakers should I have and how many.

I decided to take this episode to talk specifically about speaker recruitment strategies.

It's a common fear point for most new summit hosts, but honestly shouldn't be.

There's several aspects you should know when it comes to being a Summit Host.

You have an absolutely valuable platform and these speakers NEED you, not the other way around.

There are thousands of potential speakers all looking for opportunities to be seen, promote themselves, & get their messages out to the world.

You hosting a summit is giving them the opportunity to do this, and for free. Plus you are doing all the hard work.

So we as summit hosts should be changing our perception from "I hope they will speak on my summit" to "They would be lucky to be able to speak on my summit".

Of course not all summits are created equal, and maybe yours will take a few tries to get up into the big leagues, but that doesn't matter.

Any opportunity to be in front of an engaged group of highly targeted audience is valuable.

Second most of these summit speakers get rewarded in a variety of ways from speaking on your summit.

They get new leads from the summit. They get affiliate commissions from the summit. I mean stop and think about that, they actually get paid to speak on an online summit.

I can't tell you how many times when I was getting started in business that I paid THOUSANDS of dollars to go speak on someones stage. I paid my flight, my hotel, my food, and that was time off work.

They are getting to speak in front of thousands of people from the comfort of their home, not costing them anything and they get paid for it. This is huge for them.

But most importantly they get business out of it. I have talked with a lot of summit speakers that tell me their number one strategy for high ticket clients is by speaking on summits. They get found, create a relationship (know like & trust) and then those people eventually reach out and start working with that speaker.

So it's time we change our perception of our summits & the relationship it has with speakers.

Speakers should be gladly willing to promote & email for your summit as well, because of the above mentioned items. So don't feel back to ask or require it as well.

The main area with speakers that has created all of this mis-perception is because we associate the top level influencers with the speakers we should have on our summits.

I'm going to do something amazing for you right now. I'm going to break that misconception today.

You not only do not need a lot of high level influencers, you don't WANT them.

Yes it's good to have a few name brands that people will recognize. However it's WAY more important to have a topic that is super on point with your audiences pain point. That will trump the names of the speakers anyday.

If you haven't checked out episode 12 yet, go listen to that as I go over the this aspect of your summit theme & topic.

Now back to the high level influencers, most of them are not going to email for you. Some might, but most won't. They may give you a social media shout out, but you are not going to get a full dedicated email unless you have built a solid relationship with them.

But that's ok. This is why we only want a few of them anyways. A few will give your summit credibility but it's not needed to have a fully loaded summit with them.

Instead it's better to have a summit packed with B-Level Influencers. Those up and comers who have an audience, but are still hustling hard to build their brands, businesses, & get exposure. Those are the ones who would be willing to pay their own flights & hotel to speak at your conference.

So when you say hey, you can speak on my summit, I'll give you affiliate commissions & you don't have to travel, but you do have to email, then they will gladly jump at the opportunity.

Now we need to be realistic, you can't require they send out 20 emails, but you can have them send out 2 or 3.

Having 30 speakers with audiences of 5,000 – 10,000 send out 2 to 3 emails is enough to build you a brand new list of 5,000 engaged subscribers. That right there is a \$25,000 summit and a 6 figure list!

So now that we have broken the mold of what type of speakers do you want on your summit how can we recruit them.

It's actually much simpler than we probably give credit for.

The first step is actually not the recruitment it's the research.

If you are wanting 20 speakers on your summit you should look up 100. If you want 50 you should look up 300. If you want 100 speakers on your summit then you better get busy researching a LOT of speakers.

Because in the end of the day it's really a numbers game. Many will be busy, or you can't get a hold of, or maybe it's not a good fit, et.

However, the ones you do get a hold of that have the time available & it's a good fit, well now you have a top notch summit.

Again, having a super on point theme/topic & being specific to the speakers you reach out to will increase your speaker conversions dramatically.

So now the actual speaker recruitment strategies.

We have three.

1. Expert Leverage : The Anchor
2. The Stair Stepper Protocol
3. Ask & Receive

The first is the pretty powerful The Expert Leverage protocol is getting that 1 or 2 High level influencers to commit to speaking so you can use their names to leverage others to speak on your summit.

You see expert leverage means you are leveraging the authority, credibility, &

audience of that expert. Just as you will do this for your self, the other speakers get the same benefit.

So when you have one or two big names on your summit then the other speakers increases the likelihood they will speak on your summit.

The stair stepper protocol is probably the most effective way to get speakers. This is simply as you start getting some speakers who agree to speak you ask them, "Do you know anyone else who may be interested in speaking on the summit".

About 50% of the time they will say yes & then they will give you a warm lead or intro to that new speaker. About 20% of them will actually be at a higher influencer level than the speaker who put you in contact with them, hence stepping up the stairs on the influencer chart.

It essentially an easy way to get qualified & influential speakers on your summit. Very effective.

The last protocol is the "Ask & Receive". Simply putting it out to your list & audiences that you are looking for speakers, and asking them who they recommend, will generate a lot of great ideas & possibilities. Many times the person recommending them will have a contact with them and can give you a warm intro.

Now there are other more ways you can get speakers on your summit and strategies to use, but these are some of the simplest & most effective ways to do it.

We don't need to overcomplicate it really.

You can also check out episode 08 with John Lee Dumas & Episode 014 with Na gheena Abdullah as they talk specifically about speaker recruitment gems on how summit hosts get them to speak on their summits.

Now if you have any speaker recruitment strategies that you would like to share send them over to us at Podcast@VirtualSummits.com and don't forget to check out the show notes at Podcast.VirtualSummits.com/021

Remember virtual summits are the engine to conversation, collaboration & empowerment and every business needs a virtual summit.

If you haven't hosted a summit yet you need to take action and get started.

To learn more about our resources to help you host your summit check out episode 021 & get ready for Summit Fest Live!! The home for summit hosts, speakers & experts!

I'll see you on the next episode.