



Event Planner Phone Script©

You: Hello, can I speak with (name)?

Them: This is (name), who's speaking?

You: Hi (name). My name is _____ and I'd like to know if you need a keynote speaker for your upcoming live event?

Them: We do have an event coming up in a few months and we've been thinking about keynote speakers, but haven't booked one yet. What do you speak about?

You: I speak about _____ and the reason why I think your audience will love it is because you and I both know that audiences want something unique, new, and memorable, right?

Them: Yes they do. So what makes your keynote memorable?

You: Great question! Well, based on my experience speaking, people need to be entertained and engaged. So, instead of doing another powerpoint presentation or lecture, I give "Keynote Concerts" by combining live music with inspiring stories. Can I ask what your key initiatives are for your event?

NOTE: Initiatives is another way of saying "themes" or "outcomes" that they want their audience to have.

Them: Well, our main initiatives are _____. Is that something you cover?

You: The great thing about my keynote is that not only does it compliment those, but I can even customize my keynote to perfectly fit within the frame of your initiatives.

Them: Really? That's nice. I don't think I've ever heard that before!

You: Would you mind if I send you a link to my video sizzle reel and my speaker sheet so you can see if I might be a fit for what you're looking for?

Them: Sure, I'd be happy to take a look.

You: Well thank you for your time and consideration. Do you have any questions for me?

Them: No, but thank you for calling. I'll have a look at your video and will watch it with the booking committee and we'll get back to you.

You: Ok, well I really enjoyed getting to connect with you today. Before I go, I'd love to send you a gift for your time today. What is the best address to send it?

NOTE: If you have an album or EP, send them a signed copy with a personal note (or a music download card if you don't have a physical album). If you have a book, send them a signed book. If you have neither, no problem—send them a gift card that's inexpensive and relatively universal (i.e. Starbucks, Amazon, iTunes, etc.).

Them: You want to send me a gift?

You: Yes

Them: Ok, you can send it to my work address at (location). May I ask what the gift is about?

You: It's just something that I think will brighten your day.

Them: Wow, well thank you. You can send it to (address).

You: Thank you again for your time today. And I'll make sure to send you my video link as soon as I hang up.

Them: Sounds great. I'll be sure to check it out.

You: Thank you. Have a great day!

Tip:

Send the event planner your video reel and speaker sheet links right away. Then, send them a signed thank you card and include a physical

gift (signed album or music download card, book, or gift card). In the card, remind them that you do Keynote Concerts and that you're looking forward to the possibility of touching and inspiring many lives at their upcoming event and hope to meet them in person.

A few days after sending the gift, call them directly.

Follow up:

You: Hello, can I speak with (name)?

Them: This is (name).

You: Hi (name), it's so great to connect with you again. My name is _____ and I'm calling to see if you received the gift I sent you?

Them: Yes, I did! That was so thoughtful of you. Thank you for sending it!

You: My pleasure. I hope you enjoy it! And I wanted to know if you had a chance to look at my speaker sheet and watch the video demo link I sent you on (day of the week you sent it).

Them: We did watch the video and liked what we saw—as well as your speaker sheet. Of course, our team will be talking with a few other keynote speakers to see who might be the best fit for our event.

You: Of course. In the meantime, I'd love to send you anything else you might need to help you make a decision (this is a great opportunity to send them testimonials or anything else to build your value). And, let me know if you would like to talk about how I can customize your keynote and what my Keynote Concert set-list looks like.

Them: Yes, I remember you said that you combine live music with speaking and that you could customize it for our initiatives. That did stand out. I do have one question for you. What is your keynote fee?

You: My fee is \$_____.

NOTE: When giving your fee, always remember that you can start big and negotiate down if you have to, but you can't ever start small and negotiate up. Also, the higher your fee is, the greater *perceived value* they will have about your speaking. An average keynote fee is around

\$5,000, but more experienced speakers ask for at least \$10,000 and much more. My recommendation is that you set your standards high.

Them: Ok, is your fee all inclusive?

You: No, travel and hotel is separate (you can include this in your fee later in the negotiations if needed, but for now, I recommend that you keep it separate).

Them: Alright, we'll have to see how your fee works with our event budget.

You: Great, are there any other questions I can answer that might help you in deciding your ideal keynote speaker for your event?

Them: No, you've given us some things to think about. And, I'll talk with the committee about your fee. In the meantime, we'll keep you updated.

You: Perfect. Well thank you again for your time and consideration. If it does work for you to have me as your keynote speaker, I know that like the other companies and schools that have booked me, you'll be so happy that you did because your audience will remember it for years after the event. So, I'll be sure to send you over some testimonials from past clients and thank you again for your time.

Them: Sounds great! Thanks (name).

Tip:

Right after the conversation, send them any testimonials you have. If you don't have testimonials, that's ok. You'll be getting some soon!

NOTE: Email them a week later. Say you're checking in to see if they viewed your testimonials or if they had any other questions. Your goal is to book a meeting with them. This could be in person, on the phone, or over video conferencing. If you book an in-person meeting, don't just talk about what you do for your Keynote Concert, show them! Give the committee a mini-keynote concert right there in the boardroom. Remember, event planners are people too. Show them the emotional impact that their audience will have first hand (you can do this virtually too)! Then, shake hands and congratulations on getting your keynote concert booked!