

BUREAUS & SPEAKERS: CREATING A MORE PERFECT UNION

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Working at a Comfortable Pace In a Sped-Up Society"



*Jeff Davidson with wife,
Sue and 3 year-old
daughter, Valerie*

With just a little planning and forthought every speaker lucky enough to be booked by a bureau can greatly increase the odds of getting more business for himself/herself and the bureau. Your phone will ring often when the bureau realizes you are a team player who produces lots of leads.

1. Establish a Link for Audience Members

- After being booked to speak by a speakers bureau, slightly alter the close of your speaker's bio for the meeting planner's conference brochure or program announcement. Example: "Jeff Davidson appears courtesy of XYZ Bureau," then list their phone and fax number. The meeting planner may truncate this sentence, but you've got nothing to lose and a lot to gain if it's included.

2. Use the Introduction to Advantage

- As Dottie & Lilly Walters suggest in their book, "Speak & Grow Rich" (Prentice Hall), rewrite your speaker's introduction so that the audience is freshly told by the introducer the name of the bureau who booked you. Most introducers present whatever information you give them, so feel free to include the bureau's city and state.

3. Leave a Bureau Trail With Your Handouts

- Another Walters idea is to include the name, address, phone & fax number of your bureau on all of your handouts, in place of your own contact information. Such handouts can function like benevolent time-bombs; months if not years later, don't be surprised if your bureau gets a call because of the bread that you cast upon the waters. This has worked for me on several occasions. Patricia Fripp is famous for this idea. She prepares a rubber stamp for each bureau she works with, and carefully stamps all handouts for the bureau bookings.

4. Give Out Your Bureau's Business Cards

- Ask your bureau for a stack of their business cards to hand out at their bookings. The bureau will instantly see that you are a team player. (Never hand out your own cards on a bureau booking.)

5. Prepare, Prepare, Prepare

- Bring a \$2.90 U.S. Priority Mail pack with you so that after your presentation you can quickly send all audience business cards, evaluations, and other information you collected, with notes about future spin-off business and ideas for bookings to the bureau that booked you. (Some bureaus offer a commission if the client wants a speaker other than yourself—so you can't lose.)

Better yet, use a copier to make 8 1/2" by 11" sheets of business cards you collect and fax back the sheets immediately to the bureau. You might think, "Why bother?" and wait until you're back in your office—but don't. "Carpe diem--seize the day." Give the bureau the opportunity to quickly follow-up with these key contacts. You will soon be the "favorite" of the bureau people.

6. Instant Reporting Back to the Bureau

- As soon after your presentation as practical, give the bureau who booked you a call and brief them as to what transpired. Your briefing represents valuable information if the bureau wants to quickly send a follow-up congratulatory letter to the meeting planner. The bureau may get another call for you from another client soon, and will be delighted to have this current report. During the phone call, review vital information regarding the hot prospects who approached you after, or before your speech).

7. Build a Great Teamwork Platform

- Many bureaus keep records of how many leads you give them, right on your computer record. When a bureau chooses a speaker for a future client, and there are not only rave reviews on your record, but several good leads as well, who do you suppose the bureau might suggest first?