speakermarketingsuccess

Manage a Gig

Manage a Gig

BEFORE

Respond to Enquiry

Receive an enquiry → Personalise & send Enquiry video to prospect (Enquiry Video) → Conduct Discovery Call (Discovery Call Script) → Conduct Closer Call (Closer Call Script)

Prepare & send Proposal to prospect (Proposal) → Send Proposal Follow-Up SMS to prospect (Proposal Follow-Up SMS) → Proposal accepted?
- No → Negotiate?
  - Yes → Negotiate with prospect & agree proposal terms
  - No → [If required] Confirm declined offer → **No Further Action**
- Yes → (continues to Prepare for the Gig)

Prepare for the Gig

Send Book & Welcome Pack to the client → Send booking confirmation & deposit invoice to the client → Record Promotional Video → Send promo video to client → Conduct a Briefing Call → Send final invoice to the client

1 Week Prior

Wait → Call client - 1 week Check-in (1 Wk Check-in Call Script) → Wait

DURING

On the Day

Send Arrival Text to the client → Present → Wait

Within a Day or Two

Post to Social Media → Send a gift or book to the client → Record & send a Thank You video to the client → Wait

AFTER

Conduct a Debrief with the client →

Within a Week

Send an article of interest to the client → Wait →

90 Days After

Call client - 90 Day Check-in (90 Day Check-in Call Script) →

Another Successful Speaking Gig