

# THE 'SAVE THE GIG' SEQUENCES



The SpeakerCareer.com Business Blueprint

## Overview:

Complete this action guide as you follow along with the complimentary tutorial video located at <https://speakerscareer.com/members/blueprint/m5/save-the-gig/>

How to 'Save'  
Gigs You May  
Otherwise Have  
Lost

## Three Reasons a Potential Client Says 'No'

It always comes down to one of these three reasons...

### 1. No Budget

*The meeting planner will say something to the effect of, "we just can't afford you," "it's not in our budget," or in your best Bob Barker voice, "the price is wrong!"*

**Step 1:** What's the maximum you can stretch your budget to?

**Step 2:** Have a reason to accept their budget.

- i. Take away components from your service package,
- ii. Offer a 'joint booking' option, saying that you will combine their event with another local event (that's your responsibility to book).
- iii. Ask them to offer you additional services such as filming your speech, covering your hotel room, giving you a testimonial and referrals to other gigs.

**Step 3:** If step 2 fails, refer the client to other speakers.

# The 'Save the Gig' Sequences, continued.

## 2. They chose another speaker

*It happens. You were in the running, but they picked one of your colleagues.*

**Step 1:** Position yourself as someone who always improves. Say, "I'm always looking to improve my speech and my marketing, so is there anything that speaker did or offered you in particular that made you choose them over me?"

**Step 2:** Shut up and listen to their feedback! It's very valuable stuff!

**Step 3:** Ask when would be a good time to approach them for future gigs. "Hey, this really bums me out, I was super excited about this. But what I'd like to do is stay in touch because as my craft improves and and as I improve my branding and online presence, I can better show you how I can (repeat what they said you were lacking in step 2!) Is there a good time to get in touch for future events?"

## 3. They have fallen out of contact

*The client 'ghosted' you, vanishing into thin air, never to be heard from again!*

**Step 1:** Offer social proof. Refer the meeting planner to other meeting planners who have heard you speak. Send them a bunch of testimonials after your signature.

**Step 2:** Offer a joint booking. "Hey, I just got word that another event is interested in booking me in your area and I can offer you a discount because I can save in travel expenses."

**Step 3:** Present scarcity. "I just got a phone call from another organization about the same dates. I didn't quite know what to tell them because I have you on hold. Was just curious about where you're at and if I should put this other potential client in a holding sequence or if you've made a decision."

**Step 4:** Follow through on scarcity. "I need to give these guys an answer and haven't hear from you, so I'm going to hold the event until tomorrow and then I'll have to release the date to this other client."



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