

# SECURING REPEAT BUSINESS



The SpeakerCareer.com Business Blueprint

## Overview:

Complete this action guide as you follow along with the complimentary tutorial video located at <https://speakercareer.com/members/blueprint/m7/repeat-business/>

**Position yourself  
to get booked  
again in the  
future**

## How to guide the conversation towards a second booking

### 1. Crush it on stage.

By far, this is the best thing you can do to get booked again.

### 2. Post about the event on social media.

Tag the organization and meeting planner.

### 3. Get a news story or media appearance for the event.

See the media lesson <https://speakercareer.com/members/blueprint/m6/maximizer/>

### 4. Offer unexpected post-event value.

Give audience members a webinar, ebook, link to speech recording, action guides, checklists, etc.

### 5. Suggest other speakers and ask to stay in their speaker cycle

This is the key step. The 'reason' for asking is that you are being of service by offering other great speakers for future events.

### 6. Add their future booking date to your calendar.

This serves to remind you of the right time to get in touch.

### 7. Add them to your 3x Annual Bucket

This keeps you on their radars until you get in touch again.