



Lawyer Marketing: Finding the Right Speaking Engagements

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Look for Opportunities to Speak to Audiences Filled with Prospective Clients



Good lawyer marketing isn't just about networking and knowing how to work a room. It's also about participating in speaking engagements - **CHOICE speaking engagements**. Ideally, you want to immerse yourself in a room full of prospective clients; people who will give you their business!

Here are some steps to help you line up quality speaking engagements - and start building business.

1. Let your clients by a guide.

Talk to your clients and ask them which conferences are the best ones in their industry. Doing this will give you the benefit of making contact with your client aside from the immediate work you're handling for them. It also gives you a way to stay in touch with clients who are out of state.

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Bottom line: **You don't want to speak to a room full of competitors, rather an audience teeming with ideal clients.**

2. Find out when and where the next conference is.

Ask your client when and where the next annual or regional conference is set. If it's more than six months away - act fast and sign up!

You'll also want to find out if your client knows the chairperson of the speakers' or conference committee. Perhaps he or she can put you directly in-touch with that person.

3. Get input from clients on speaking topics.

Ask your client's opinion of a particular topic. Be straight forward and ask if his or her fellow members would find that topic interesting. Be specific, perhaps even **write out a short synopsis.**

If the client disagrees with the topic you have in mind, he or she might offer a better one that would be of interest and **VALUABLE** to the audience.

4. Follow up!

As with most things with legal marketing, **follow up is key!**

Once you've sent your speaking proposal to the conference committee, follow up by getting a timetable on which the chairperson will decide on speakers for the program. Write that action into your calendar so you don't forget!

One final note about speaking engagements: **Be prepared to provide speaking references!**

Also, be aware that some conferences require a proposal and application 6-12 months in advance. Plan ahead!

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