

Ways to Find / Enroll Clients **Speaking at Live or Virtual Events**

As a Mentor of the Pinnacle Global Network community, you'll have access to our Signature presentation tailored for \$1M+ Business Owners. This presentation can be given live or virtually to a group of our specific audience.

Securing speaking engagements for \$1M+ Business Owner events is about strategic targeting, networking, and persistence. By strategically selecting events, leveraging your network, showcasing your expertise, and persistently pursuing opportunities, you'll position yourself to deliver your impactful presentation to the right audience.

The key is to get on the right stages to deliver the message. Here's your blueprint to securing those coveted live or virtual speaking gigs.

Strategic Selection

- Identify events frequented by \$1M+ Business Owners. Look for industry-specific conferences, exclusive masterminds, or high-profile virtual summits.
- Research associations, networks, and forums catering to elite business circles where your expertise aligns.
- Some industries to pay attention to: Engineering, Recruiting, Bridal, Beauty, Architects, Pet, Food, Health and Medical, CPAs, Attorneys, CFOs, Contractors, Construction, Women in Construction, Builders, Real Estate offices, HR companies...

Networking & Relationship Building

- Leverage existing connections and networks within your industry. Reach out to colleagues, mentors, or previous event organizers for introductions or recommendations.
- Attend industry-specific gatherings, trade shows, or networking events to connect with event organizers directly.
- Contact them using the Outreach Script: (see below).

Pitch the Presentation

- We will help you create a compelling pitch to solidify your speaking engagement by highlighting the unique value the presentation offers to their \$1M+ Business Owners list.
- Personalize your offer for each event, showcasing how your content aligns with their audience's needs and event theme. **(Please speak with Allison directly for permission to change titles, content etc.)**
- Showcase previous successful speaking engagements, testimonials, or impactful statistics to bolster your credibility.

Persistence & Follow-Up

- Don't be discouraged by initial rejections. Follow up politely, emphasizing your commitment and enthusiasm to add value to their event.

Notes:

Outreach Script

This script can be modified for email / phone reach outs and describing your own background as a featured expert. This is an example of what we use for Allison that you can use a template.

SUBJECT: [Speaker / Sponsor Inquiry] We'd Love to Support Your Mission!

Hi there,

My name is _____. I represent Allison Maslan, CEO & Founder of Pinnacle Global Network.

I'm reaching out formally to explore Joint Venture, Speaking or Sponsorship opportunities with your organization.

Pinnacle Global Network specializes in helping CEOs & Founders in a wide range of industries scale their ventures.

PINNACLE

GLOBAL NETWORK

We've been in business for 15 years, and have helped over 150k businesses to date with our proven, proprietary SCALEit Method.

Our CEO, Allison Maslan, is also the author of Wall Street Journal best-selling book, *"Scale or Fail: Build Your Dream Team, Explode Your Growth & Let Your Business Soar!"*

Allison scaled 10 of her own companies over the last 40 years, and has dedicated her life to helping entrepreneurs do the same. She's been featured in INC. Magazine, and Forbes named her one of the top 10 Women Entrepreneurs to watch for 2023!

In my research, I felt inspired by what you are up to!

We've helped many CEOs & Founders scale their ventures in the _____ industry.

We'd be thrilled to help support your mission!

What is the formal process to explore next steps?

Also – please let me know if you require any more information about the types of live and virtual keynote presentations Allison leads. I'm happy to provide that.

Sincerely,
NAME