



Association of Fitness Studios **Guide Series**

The Top 20 Ways to Network, Speak More and Drive Leads in Your Community



ASSOCIATION OF
FITNESS STUDIOS

1. Local Service Clubs

Every city, big or small has organizations or clubs – think Kiwanis, Lions Club, Chamber of Commerce, and Rotary – that meet regularly. These members need content to fill their weekly or monthly meetings. Help them out by connecting with the programming chair and offering to speak on your specialty. Ask your friends, neighbors and colleagues who participate to connect you with these service groups.

2. Colleges and Universities

Look around you. Chances are, you live near a university, college, state school, technical school, or some other educational institution. Team up with a professor or department head to hold a forum or present a subject relevant to you and the educator's interest group. Invite people from the community to attend as well.

3. Business Networking Groups

These lead exchange or facilitated networking groups are designed to be a tightly knit group of individuals from diverse businesses who meet regularly for the purpose of bringing business opportunities to the other members. Popular groups are Le Tip, Business Networking International (BNI), and Local Business Network (LBN). Join your preferred group and let the members know that you're interested in speaking opportunities.



4. Special Interest Clubs

Healthy eating options? Fitness while traveling? Workouts to do when sitting all day? No matter what your interest or circumstance, there's a group for it. And if you can share information on a topic that's relevant to its members, they'll welcome you as a speaker.



5. Local Business Publications

Most metropolitan areas have a magazine or newspaper devoted to area business news. Check out the periodical's Events page (in print or online), then contact the organizations listing presentations and pitch them for speaking.

6. Your Clients

No need to get all fancy and overlook one of your most highly qualified sources! Ask your clients what groups they belong to and whether they accept outside speakers.

7. Other Professionals Who Speak

Look around at your colleagues, competitors, and other professionals who target the same audience you do. Check their websites and LinkedIn profiles to see where they've spoken. Then, you can contact those same organizations and pitch yourself, too. The smartest move of all is to collaborate with a like-minded few speakers to share opportunities and refer each other. Together, you'll score so many more!

8. Meetup.com

9. Eventbrite.com

10. Facebook Events

Each of these sites provides tools for like-minded people to organize gatherings around shared interests. Visit the online site and search for meetings or events by topic and geographic location. (With LinkedIn and Facebook, events might be in-person or virtual.) Attend one or two to see if it's a good fit for your speaking topics.

11. InsideInfoMarketing.com

This site offers an “up-to-date listing of events, teleseminars & training being hosted by the most influential thought leaders in Information Marketing today.” If you sell online programs and information products, this is your site!

12. Online Conference Directories

AllConferences.com, Lanyrd, Plancast, Conferensum and Conferize are online directories, just for conferences. Sign up for these services, customize your profile and wait for events to be delivered straight to your inbox. You can refine your search by date, location, industry, keyword or venue. You can use EventsinAmerica.com to “find events, trade shows, meetings, conferences and conventions in America’s Top Trade Show & Conference Directory.” Lanyrd.com, for example, suggests events for you based on those attended by people you follow on social media and keywords in your profiles. Conference Alerts is geared toward a global academic conference-going audience. Think and Grow Events bills itself as the “personal development event search engine.” Lots of opps there for motivational and inspirational speakers.

13. Magazines

Your favorite publications will often list industry events, listed either in the glossy pages, or on the magazine’s website. Here are a few from business, social media and tech outlets:

<http://www.oreilly.com/conferences/>
<http://events.mashable.com>
<http://www.inc.com/events/>
<http://www.fortuneconferences.com/>

14. Vendors

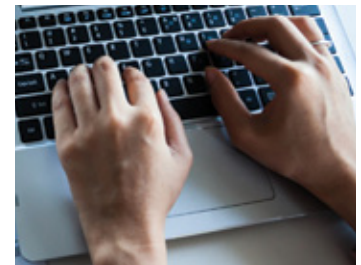
Think of some of the vendors you use in your business or that your target audience might use. Those providers sometimes sponsor events for their users! Email marketing and sales platform, Infusionsoft has held its small business user conference, ICON, for nine years running. Hubspot, a marketing automation software, lists internet marketing events where the company’s professionals will/have spoken. (And there are at least 75 on this page alone!): <http://www.hubspot.com/company/internet-marketing-events>

15. Online Tools

Online tools let you perform searches across social media, blogs, videos, images and more. You can also limit your search by specific timeframes, which makes it easier to manage.

Try these:

BuzzSumo.com
Topsy.com
SocialMention.com
Twitter’s search feature



16. Google

Just Google it! Search for events in your industry. “Call for Speakers” AND “[Your topic]” “Call for Presenters” AND “[Your topic]” “Call for Speakers” AND “[Industry]”

17. Set Up Alerts

Set up alerts for speaking opportunities and keep a steady stream flowing your way. Here are three tools to create alerts:

Google Alerts
Talkwalker
Mention



18. Speaker Directories

Speaker directories are matchmaking services that list speakers for a fee. Meeting planners sometimes go to these directories looking for a speaker on a certain topic.

Here are two to check out:

Speaker Services – speakerservices.com

Speaker Zone – speakerzone.com

19. Toastmasters International

A non-profit club, devoted to helping its members improve their public speaking skills in a supportive environment, Toastmasters also has its own speaking bureau.

20. Big Companies

Does your speaking topic have a commercial application? Become a corporate speaker! You may be able to get a corporate headquarters or local branch of a company to let you speak during lunch, after hours, or at a business meeting. Plus, being associated with a recognizable brand name adds to your business cred. Here's a link to directories of leaders in business, non-profit, legal, government and more: <http://www.leadershipdirectories.com/>

Bonus Resource:

While you're speaking, ask your audience for other suggestions. At the right time (usually at the end, after you've wowed the group with value), you can say something like, "As you can tell, I am really passionate about what I do. If you know of a group who could benefit please let me know about them and let the group know about me."

