

**Subject:** [FIRSTNAME], I’m excited about [SPECIFIC NAME OF THEIR EVENT]

First off, I want to say thank you so much for watching this video. If you clicked on this video, I’m assuming you’re either a meeting planner or the one responsible for booking speakers at an event.

Thank you so much for the impact you’re making on hundreds and thousands of people’s lives through your event and your stage. I get it! It’s exciting and a little scary to be in your position.

I know how difficult it can be to choose speakers.

- **Line 1:** It can be somewhat of a guessing game to find speakers you can trust. - **OR -**
- **Line 2:** Sometimes it can seem like a box of chocolates - you never know what you’re going to get. - **OR -**
- **Line 3:** Who knows if the person you pick to speak can deliver the right message to your audience.

This is a huge responsibility for you to carry. I’ve seen what it’s like when the wrong speaker takes the stage. **[insert story to support that claim]**

I’ve also seen what happens when the right speaker ‘wows’ your audience and shows the world you deserve a raise.

You’re probably wondering - who are you? I should probably introduce myself. My name is [YOUR NAME] and I’m the [TITLE] of [ORGANIZATION, MOVEMENT].

I truly care **[INSERT WHY YOU CARE ABOUT GETTING ON STAGE TO CHANGE THE WORLD]**. \*tip use a “Hero’s Journey” story of yours to emphasize why you care and how you can help solve a problem their audience is facing.

I help **[PRESENT THE PROBLEM, AGAIN]** because of **[A,B, C– quickly provide a simple solution to their problem]** and would love to help your audience overcome this problem.

## “Why Me?”

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**[WIN-WIN (OPTIONAL): WHAT CAN YOU OFFER THEM AS A “WIN” FOR THEM? I.E. SPONSORSHIP.]**

I would love to get on the phone with you this week, so please click the link below to schedule a call with me at your first opportunity.

I’m excited to help you succeed.

**[SIGN OFF]**