

15 16 WAYS TO HIRE
A GREAT
SPEAKER
WHEN
YOUR BUDGET IS
TIGHT



DR. ALAN ZIMMERMAN
CSP (Certified Speaking Professional) • CPAE (Speaker Hall of Fame)

28677 San Lucas Lane, Suite 201, Bonita Springs, FL 34135
1-800-621-7881 | www.DrZimmerman.com

WWW.DRZIMMERMAN.COM

After working with more than 2000 clients in business, government, education, healthcare and professional associations, we've learned that speaker budgets vary enormously. Some clients are blessed with generous budgets to educate and motivate their audiences, while other clients are expected to accomplish a great deal with very small budgets. That's life.

The good news is we've been able to help most clients **afford** to hire Dr. Zimmerman, no matter what their budget might be. And we can do the same thing for you.

Sure, it may take a little creativity and a few minutes of your time, but we've found 16 ways to hire Dr. Zimmerman when your budget is tight. We'll work with you to mix and match the 16 ways to find the exact combination that works for you.

Eliminate the muffins or coffee

1

You may be able to eliminate one break-time treat to help cover the cost of a great speaker. And audiences will remember the speaker long after they've forgotten the muffins. Trust me on this one.

Find a sponsor

2

Many clients work with vendors who are more than willing to sponsor your meeting. In exchange for their support dollars, the sponsor gets to send some people to the program or receives some marketing exposure.

Split the program with another organization

3

You may know another group in your area who would like to engage Dr. Zimmerman for a portion of the same day, or possibly the day before or after your program. Each client only pays a portion the speaker's fees and expenses.

Share the cost with another division

14

You may be able to combine budgets with another department and invite people from both departments to a single program. Or increase the number of meeting attendees so the cost per person is reduced.

Eliminate the take-away gift

15

At many conferences, the attendees are given one or more gifts. Your resources might be more wisely invested in the program itself ... if you have speaker and program that will change the attendees' lives and careers for the better.

Increase your budget

16

This sounds simplistic, but many times it's merely a matter of asking for some extra resources. Ask for the authority to increase the budget if it's an important meeting where you want to make sure your attendees get lots of take-aways.

Tap into your professional development resource budget

17

If there's not enough money in the speaker budget, tap into your professional development budget. Often times the speaker will give you a reduction in fee when you purchase a bulk number of books or other resources.

Use more of the speaker's time instead of hiring other speakers

18

Larger conferences often have several speakers. Instead, hire one speaker. Dr. Zimmerman can offer a keynote and a breakout session or two in a single day. And you'll get a lower day rate than hiring extra speakers.

19 Make sure your meeting has some decision makers in attendance

This strategy has often turned into a free program for my clients. Just make sure your audience includes some people who hire speakers. Every time one of them hires Dr. Z in the future, you receive 25% of Dr. Z's fees in return.

10 Find out when the speaker will be in your area

If your meeting date is flexible, you may be able to schedule your meeting the day before or after Dr. Z is speaking in your area. You'll be able to split the travel costs between you and another organization.

11 Let them know if you're a non-profit organization or association

Non-profit organizations and associations often receive special pricing. If you qualify, some speakers have special rates for these types of situations. It never hurts to ask. After all, we're here to help each other.

12 Be upfront

If your budget does not accommodate the speaker's fee, let the speaker know what you can afford. They can often find a creative way to use a combination of the ideas presented here to make it affordable for you.

13 Get an inclusive quote

When budgets are tight, you can't afford any surprises. After all, you may know the speaker's fee, but you're only guessing at what his or her travel expenses might be. To avoid that, ask for an inclusive quote.

Use a different pay cycle

14

Some clients want to pay in advance to use what's in their present budget, and others like to pay after a certain date. That's no problem. We'll work with you to fit into your budget timelines.

Consider a virtual program

15

Technology can be used to deliver the program as a webinar or a live feed, complete with handouts and interaction, if you like. You save on travel expenses and receive a fee reduction.

Ask for a recommendation for a less experienced speaker

16

If a less expensive, less experienced speaker will suffice, ask for a recommendation. The speaking industry is a tight group of people, and Dr. Z would be glad to recommend another speaker who might be a good fit for your group.