



How to Get a Ted Talk

The following e-mail was sent several months ago to secure a TED Talk. I wrote a personal letter to each organizer so it was not cookie cutter, but I also limited my notes to 5 a day because of the time spent to research the organizer on LinkedIn, the TEDx page, google search, etc.

Follow this same strategy below and you will eventually find someone who will want to bring you in and onto their stage. Keep it intentional and be very clear on why you are aligned with their event and feel you are the best speaker to engage their audience. 😊

Dear <first name>,

<this paragraph speaks to what we have in common and why I felt compelled to reach out.>

I recently came across your profile, we both share a passion for empowerment and education. I'm a leadership trainer and also a single mom of two young adults. Before my children get on the bus, they are repeating at least 1 affirmation for me: I am confident, I am strong. I am smart. - starts them young!

<this paragraph speak to why I am writing. What my intention is.>

I saw you were organizing a TEDx next year and thought I'd reach out. I lead an inspiring talk which speaks to how subtle tweaks in our speech can avoid diluting our value and shift our inner dialogue, raising our confidence levels. It's a topic which continues to be invited in by corporations and I thought would possibly suit a TEDx event.

<this paragraph I am asking, and stating what I can deliver>

Should you be in need of speakers and feel this would be suited for TEDx ____, please keep me in mind. I'm based in Central NJ and incidentally, also consider myself an extroverted introvert. My talk speaks to this quiet power of our kind! There were too many similarities here where I couldn't help but reach out. 😊

<No salesman shtick. Ask if they would like to move ahead with unattachment to the outcome. Send and let go.>

If it feels right, I'd love to connect.

Thank you for the consideration,

Marisa

<insert phone number>

<insert website>

<insert LinkedIn Profile