

BUREAU RESEARCH EXERCISE

INTRODUCTION

This doc is meant to help you outline what bureaus you want to build relationships with and analyze who's in their roster so you can figure out what makes you different from the others that are in your lane. Bureaus need to understand where you fit in so they think of you when they're positioning you in front of their clients.

HOW TO COMPLETE THIS EXERCISE

In the following sections, outline all the speakers you can find that are similar in nature to what you do. What makes them unique? What makes you different from them? Read their bios, watch their videos, and find their website. Find at least 2-3 speakers for each bureau. The outcome of this is that for each bureau, you'll know where you fit and will have identified a gap in their roster by you not being a part of it.

ADDITIONAL RESOURCES

Podcast Episodes

S. 1 Ep. 12 – [An Inside Look Into A Bureau's Perspective](#) with guest expert Maria Franzoni

S. 2 Ep. 27 – [Are You Ready For A Bureau? Find Out Here.](#) with guest expert Diane Goodman

S. 2 Ep. 30 – [Untangling The Web of Speakers, Bureaus & Management Companies](#) with guest expert Arnold Sand

Blog Articles

[How Does A Speakers Bureau Work?](#)

[Speakers Bureaus: Everything You Need To Know](#)

[30+ Speakers Bureaus To Consider As You Grow](#)

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BUREAU #1

NAME:

SPEAKER #1

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

SPEAKER #2

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

SPEAKER #3

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

RESEARCH CONCLUSIONS

What gaps did you find in their roster?

Why could they benefit from you being on the roster?

BUREAU #2

NAME:

SPEAKER #1

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

SPEAKER #2

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

SPEAKER #3

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

RESEARCH CONCLUSIONS

What gaps did you find in their roster?

Why could they benefit from you being on the roster?

BUREAU #3

NAME:

SPEAKER #1

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

SPEAKER #2

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

SPEAKER #3

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

RESEARCH CONCLUSIONS

What gaps did you find in their roster?

Why could they benefit from you being on the roster?

BUREAU #4

NAME:

SPEAKER #1

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

SPEAKER #2

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

SPEAKER #3

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

RESEARCH CONCLUSIONS

What gaps did you find in their roster?

Why could they benefit from you being on the roster?

BUREAU #5

NAME:

SPEAKER #1

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

SPEAKER #2

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

SPEAKER #3

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

RESEARCH CONCLUSIONS

What gaps did you find in their roster?

Why could they benefit from you being on the roster?

BUREAU #6

NAME:

SPEAKER #1

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

SPEAKER #2

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

SPEAKER #3

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

RESEARCH CONCLUSIONS

What gaps did you find in their roster?

Why could they benefit from you being on the roster?

BUREAU #7

NAME:

SPEAKER #1

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

SPEAKER #2

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

SPEAKER #3

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

RESEARCH CONCLUSIONS

What gaps did you find in their roster?

Why could they benefit from you being on the roster?

BUREAU #8

NAME:

SPEAKER #1

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

SPEAKER #2

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

SPEAKER #3

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

RESEARCH CONCLUSIONS

What gaps did you find in their roster?

Why could they benefit from you being on the roster?

BUREAU #9

NAME:

SPEAKER #1

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

SPEAKER #2

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

SPEAKER #3

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

RESEARCH CONCLUSIONS

What gaps did you find in their roster?

Why could they benefit from you being on the roster?

BUREAU #10

NAME:

SPEAKER #1

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

SPEAKER #2

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

SPEAKER #3

First & Last Name:

Bureau Page URL:

Speaking Fee Range:

Topics They Speak About:

What makes them unique?

What makes you different from them?

RESEARCH CONCLUSIONS

What gaps did you find in their roster?

Why could they benefit from you being on the roster?

Questions or Comments?

Contact us at
hello@speakerflow.com
and let us know what you
think!

SPEAKERFLOW
speakerflow.com