

The Ultimate Talkadot + SpeakerFlow Guide

talkadot
talkadot.com

SPEAKERFLOW
speakerflow.com

INTRODUCTION

Welcome fellow Talkadot-er 🙌

Chances are (because you're reading this), you already know that Talkadot and SpeakerFlow work beautifully together.

Leads that come in from Talkadot seamlessly pour into SpeakerFlow and automatically get put in all the right places.

Buuutttt...

How does the integration work?

Where do your leads go?

What do you do once you have everyone in the system?

How do you get your leads and referrals to take action?

Knowing exactly what to say can be tricky sometimes (sup, Phil Jones 😎).

But we've got you covered!

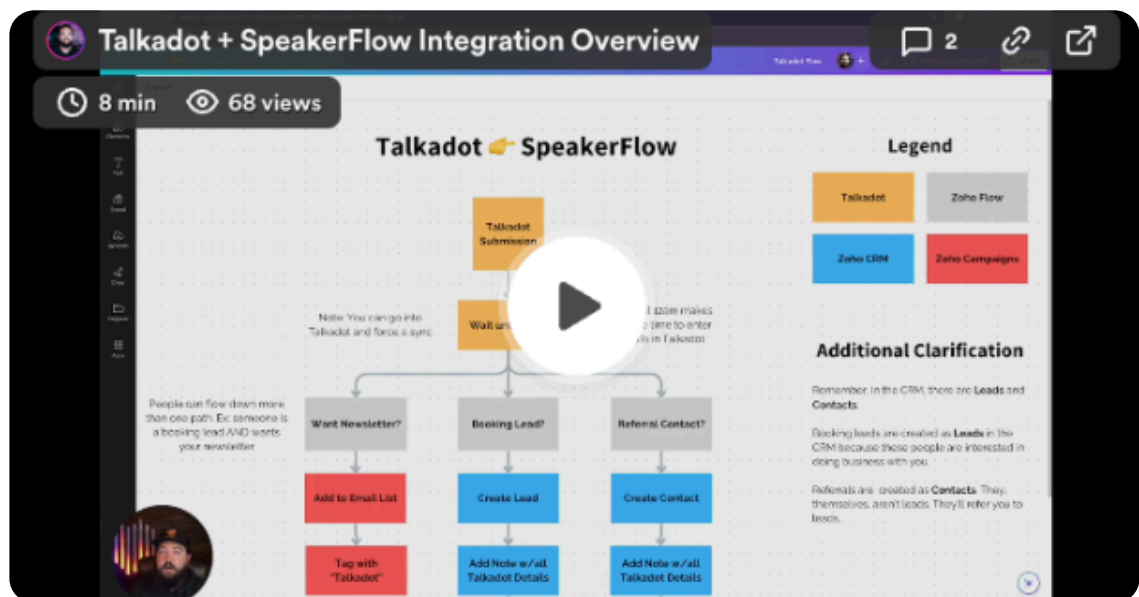
We sat down with Arel at Talkadot and got the scoop on the exact email templates he uses to get his booking leads to book him and his referral contacts to refer him.

As always, if you're using SpeakerFlow and want us to get these templates into your CRM for you, don't hesitate to reach out to us at support@speakerflow.com!

Taylor And Austin

HOW THE INTEGRATION WORKS

Let's be honest – Reading about how an integration works isn't fun, so we won't do that to you. Instead, here's a video on how the integration works. This is pulled right from [the Talkadot + SpeakerFlow Integration chapter](#) from our CRM course in SpeakerFlow University - feel free to check out the other videos in there, as well.



IMPORTANT CONTEXT

There are 3 different types of people that come in from Talkadot. 📌

Subscribers:

These are people who want to be on your newsletter. They go into Zoho Campaigns since that's where your email marketing happens.

Booking Leads:

These are people who expressed interest in working with you. They go into **Zoho CRM** as a **Lead** because they could potentially hire you.

Referral Leads:

These are people who expressed interest in referring you. These people go into **Zoho CRM** as a **Lead** because they can refer you (and maybe hire you later on, too).

THE EMAIL TEMPLATES

Here are the email templates to send to Booking Leads and Referral Contacts. There are 5 templates for each scenario.

You'll notice they're closely worded to each other. This is by design and meant to promote consistency in how you communicate value. Take some time to customize these to your own liking!

Quick Note: You'll notice there aren't templates here for those who just subscribe. [Check out our Welcome Series Guide and Exercise](#) for that.

BOOKING LEAD EMAIL TEMPLATES

Definition: This is someone who said they're interested in working with you when submitting Talkadot.

The Goal: Get a meeting booked with them to learn more about their needs, a.k.a.. a sales call!

[Jump To These Templates](#)

REFERRAL LEAD EMAIL TEMPLATES

Definition: This is someone who said they're interested in referring you to someone they think you can help when submitting Talkadot.

The Goal: Get an introduction or contact info whomever they had in mind.

[Jump To These Templates](#)

BOOKING LEAD EMAIL TEMPLATES

We recommend 3-5 business days between each email - Do what feels right to you!

EMAIL #1:

Subject: Quick Question, FIRST NAME

Content: Thanks so much for attending my recent presentation!

If you remember at the end of my talk I asked for your feedback and offered you a bonus. You should have gotten that via email - let me know if you didn't for any reason and I'll get it to you.

When you gave me feedback, you mentioned being interested in potentially connecting me to someone from your organization/or someone you know who books speakers, is that correct?

If it is, awesome! Please let me know more about what you were thinking.

And if you prefer to talk this through over a call, let's do it!

You can schedule a meeting here. (INSERT CALENDAR LINK)

If now is not a good time or maybe you feel you are getting this email in error, let me know.

Looking forward to hearing from you soon 😊

YOUR SIGNATURE

EMAIL #2:

Subject: I should explain why I'm up in your inbox

Content: I wanted to follow up with you after my keynote in a way that shows I'm interesting, witty, and brilliant.

Alas, I wrote this email instead 😊

Let me know when it would be good to connect about booking a potential speaking engagement with your group.

BOOKING LEAD EMAIL TEMPLATES

(continued)

Click here to jump on my calendar or please send me the best way to schedule a time with you. (INSERT CALENDAR LINK)

If now is not a good time, just let me know.

Best,
YOUR SIGNATURE

EMAIL #3:

The goal of this email is to build credibility. Share a resource, video clip, anything that demonstrates your authority and could help them in some way (value first!).

Subject: Did you see this?

Content: I held an interview on PBS about the stages in Adult Development Theory - thought you might find it interesting.

Here's a link to check it out. 📺 (INSERT LINK)

Would it make sense for us to set up a time to chat?

Let me know either way!

YOUR SIGNATURE

EMAIL #4:

Briefly explain the problem you solve with a link to your demo reel. This is the EXACT email Arel uses. Why reinvent the wheel, you know?

Subject: Your organization really only has two problems...

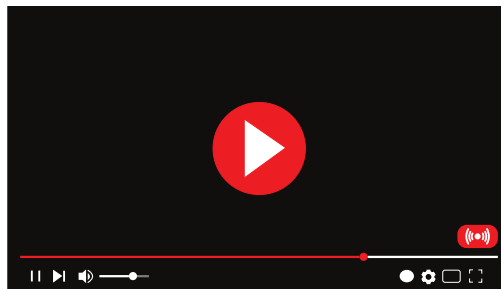
Content: I have said that most organizations really have just 2 main problems:
Profit problems.
&
People problems.

BOOKING LEAD EMAIL TEMPLATES

(continued)

With the right people in place, most problems can get solved, including profit problems. Want to learn how to lead and get the most out of your people?

Check out how [this research](#) is transforming business relationships with a new paradigm for leadership & customer engagement (INSERT LINK TO REEL)



←
*thumbnail from
your sizzle reel,
hyperlinked*

Best,
YOUR SIGNATURE

P.S. If you'd like to set up a time chat, shoot me a reply.

EMAIL #5:

Let them go for now. Keep it short and sweet. Don't make them feel bad for not responding.

Subject: Timing is everything

Content: FIRST NAME,

Thank you again for attending and providing feedback on my session.

It seems like the timing might not be right for us to connect - but, do know I'm happy to be a resource when the time is right.

I'll stop the follow ups here - hate to be that person! Don't hesitate to reach out along the way!

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REFERRAL LEAD EMAIL TEMPLATES

(continued)

Are you open to sharing a bit more about who you had in mind?

Best,
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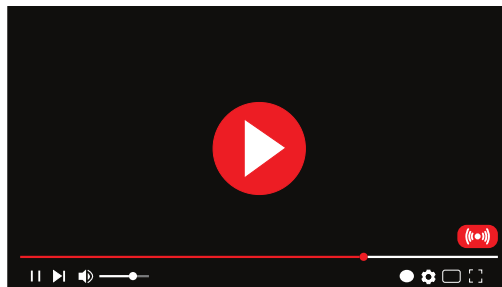
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TO AUTOMATE OR NOT-OMATE

How'd you like that headline? 😊

So, listen - on the topic of automating these emails...

You can definitely automate them. In fact, we often set up "Cadences" in the CRM so these can get sent out on autopilot and if they reply, they'll stop getting follow ups.

Before automating these emails, though, I highly recommend using your templates in real life.

When a Booking Lead or Referral Contact comes in from Talkadot, a task is created for someone to start reaching out - This is where Email 1 from above comes in handy.

You can use these emails as templates first. Bake them in for a bit. And get used to doing these follow ups on your own. You'll find that you'll change wording, and discover what gets people to reply.

Once you feel confident in the process, now you can take the step to automating. I've seen many attempt to automate too early and they often regret it.

Also, these are really high-value people. They literally said they want to hire you or refer you. The least we can do is drop them an email and follow up a few times person-to-person.

You with me?

So, I'm not saying to *not* automate these. Just make sure you know how the process works first.

When you get to the point where you want these to go out automatically, send us an email to support@speakerflow.com and we can help you out. 🙌

From my soapbox,

Taylorr