



Gatekeeper Phone Script©

You:

Option A) Hello, can I speak with (name of event planner) of your upcoming event?

Option B) Hello, can I speak with the event planner of your upcoming event?

Them: May I ask what this is about?

You: I am calling to see if they have booked the keynote speaker for their event?

Them: I'm not sure, but can I get your contact information and let them know that you called?

You: Sure, but before I do that, can I send you a gift for your time?

Note: The gift can be a gift card that's inexpensive and relatively universal (i.e. Starbucks, Amazon, iTunes, etc.). If you have a book, send that. If you're a music artist too, send your album. If not, a gift card is great. Remember, it's the thought that counts!

Them: You want to send me a gift?

You: Yes

Them: Ok, you can send it to my work address at (location). May I ask what the gift is about?

You: It's just something that I think will brighten your day. Can I have your name please?

Them: My name is _____.

You: Thank you so much for all your help and time today (name). You've been really helpful and I greatly appreciate it. And look for a surprise from me in a few days!

Them: Wow, well thank you! And I'll get your contact information over to our event planner right away.

You: Thank you so much (name). Have a great day!

Follow up:

You: Send the person you talked with on the phone a signed thank you card. Include a physical gift (gift card, signed book or album). In the card, tell them a bit about

what you speak about and that you're looking forward to the possibility of touching and inspiring many lives at their upcoming event and hope to meet them in person.

A few days after sending the gift, call them again and ask to speak with the same person...

You: Hello, can I speak with (name)

Them: This is (name).

You: Hi (name), it's so great to connect with you again. My name is _____ and I'm calling to see if you received the gift I sent you?

Them: Yes, I did! That was so thoughtful of you. Thank you for sending it! Is there anything I can do to help you?

You: I know that you passed along my contact info to the event planner, but I was wondering if I could either be connected to them directly right now or if you could give me their name and contact information so I can follow up?

Them: I'd love to connect you, but I don't think they're available right now. But, here's their name, phone number and email.

You: (Name), once again, you have been so kind and helpful. Thank you so much for everything and I hope that if the conversation goes well with (event planner name), I'll be on stage at your event and can give you a hug when I meet you in person.

Them: I hope so too. And thanks again for the gift!

You: You're welcome. Hope to meet you soon!

Contact the event planer directly. Refer to either the "Event planner email template" or the "Event planner phone script" depending on whether you prefer to email or call them.