

75 TRUTH BOMBS FOR SPEAKERS

Compiled by Christa Haberstock

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**You're not selling a
speech. You're solving a
problem.**



**You serve the audience
but you sell to the
organizer.**



**A bestselling book
doesn't necessarily make
you a best-selling author.**



Delayed replies = lost bookings.



Be low-risk. Be high-value. That's the trust hack.



**TEDx had its time. That
time's behind us.**



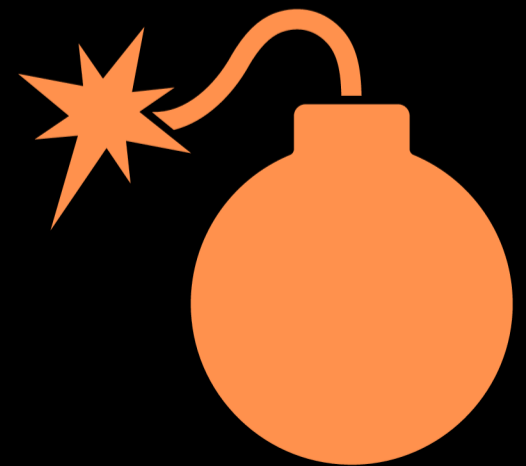
**Shortcutting a bureau on
spin business is the
fastest way to cut off
future bookings.**



**Pre-event briefing calls
aren't for book or product
sales. Don't make it
weird.**



**Being the best-kept
secret isn't noble. It's a
booking killer.**



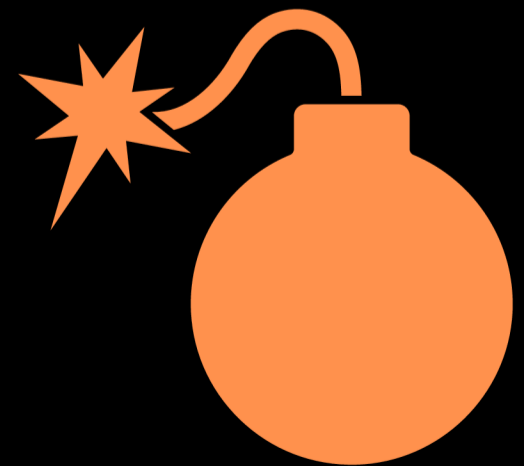
**Making the planner look
good will do more for
your career than any
standing ovation.**



**Speakers who are slow to
reply are fast off the
shortlist.**



**You might be the best in
the biz, but a bad team
makes you unbookable.**



**An overproduced reel
without substance is
catfishing the client.**



**Bureaus pitch speakers
they like as people.**



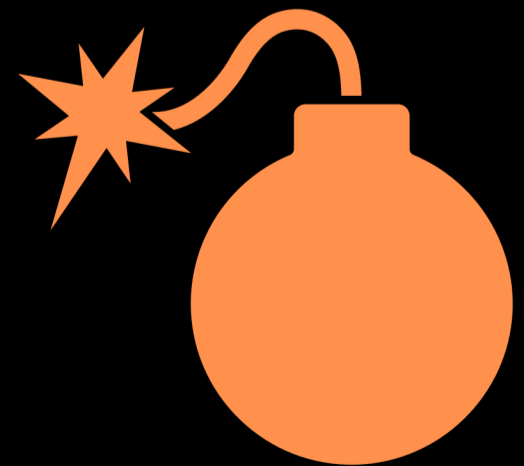
**You have to believe in
your value before anyone
else will.**



**You're building a
business, not a vibe.
Nobody books a vibe.**



**A standing ovation isn't
necessarily in response
to your speech.**



**If you're late to an event,
don't ask for a
testimonial.**



**Getting 50K for a keynote
doesn't make you a 50K
speaker.**



**The best speakers in the
world didn't set out to be
speakers.**



**You don't have a delivery
problem. You have a
content problem.**



**Comparison is the #1
killer of contentment.
Focus on being better,
not better than.**



**Speaking pays
handsomely, but not
quickly.**



**Hiring an inexperienced
manager can ruin your
speaking business.**



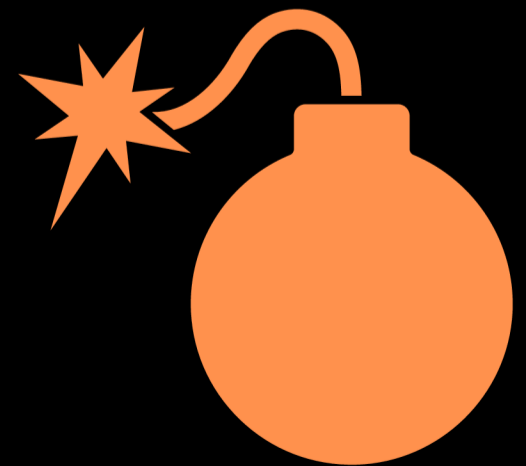
A soft hold by a bureau agent isn't an opt-in to your drip campaign.



**No one books potential.
They book proof.**



**Bureau agents don't work
for you. They work for
their clients.**



**Your talk isn't the
product. You are.**



**Not every speaker in your
circle wants the best for
you.**



**If it's not working, it's not
the industry's fault.**



**When the headshot's
2008 and the keynote's
today, everyone notices.**



**Not everyone will be
open to your message no
matter how strongly you
believe in it.**



**Technology breaks. Your
speech shouldn't depend
on it.**



**Nods of agreement are
just silent applause.**



**Your bio isn't your intro.
Read that again.**



**A backup flight isn't
extra. It's expected.**



**Your videographer
shouldn't upstage your
keynote.**



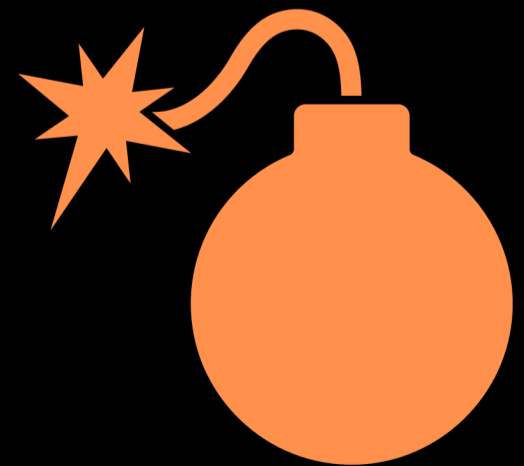
**The logistics team sees
who you are after the
contract is signed.**



**The keynote starts
before you ever take the
stage.**



**Show up to the pre-event
briefing call like the client
paid for it, because they
did.**



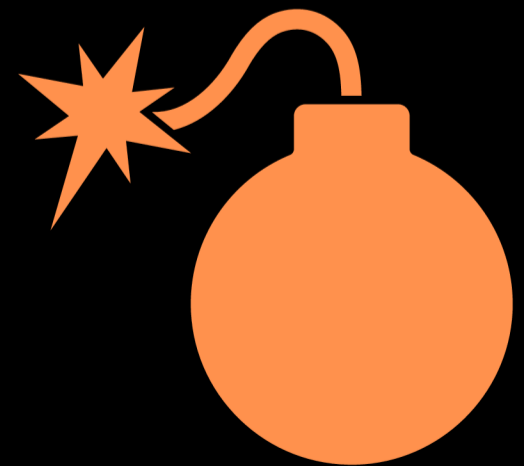
**Bureaus don't make
speaking superstars.
Years of hard work do.**



**Obey the Three-Check
Rule at events:
Sound check. Slide
check. Fly check.**



**No speaker is
irreplaceable. Not even
you.**



**An agent can like you, but
still not see a fit for their
clients.**



**Even great speakers lose
gigs by causing drama.**



**Growth doesn't come
from compliments.**



**An AI-generated
message to a buyer won't
get you booked, but it
might get you blocked.**



**Speaker courses spike
when bookings dip.**



**Fast replies book more
gigs than slick funnels.**



**Know the room before
you speak to it.**



**Serve the audience. Not
your ego.**



**The busiest speakers
know when buyers are
buying.**



**Treat your speaking like a
business, or it won't
become one.**



**You've earned the story.
Now earn the stage.**



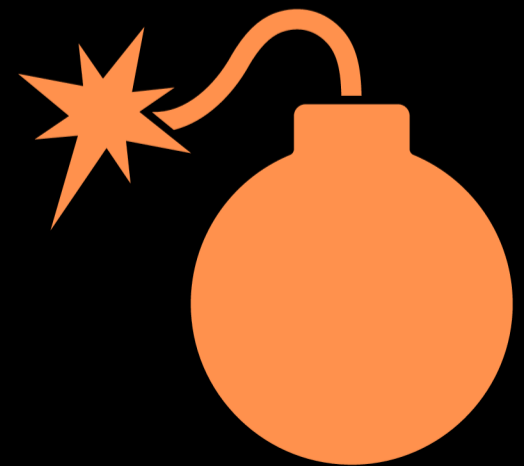
**It's a speaking business,
not a speaking hobby.**



**Planners remember who
made it easy. And who
didn't.**



**Being easy to work with
books more gigs than
onstage brilliance.**



**Off-stage behavior
matters as much as on-
stage performance.**



**Bureaus remember the
speakers who send the
spin.**



**If you speak on
everything, you're
remembered for nothing.**



**Buyers need to see you
speaking to an audience,
not just a camera.**



**Bureaus notice who
reads the contract, and
who doesn't.**



**Out of sight, off the
proposal.**



**Bookings happen only
when the proposal writer
and the check writer
agree.**



**A book is a tool, not a
ticket to higher fees.**



**When you're in it for the
spotlight, it shows.**



**On pre-event calls, both
the client and the agent
deserve your attention.**



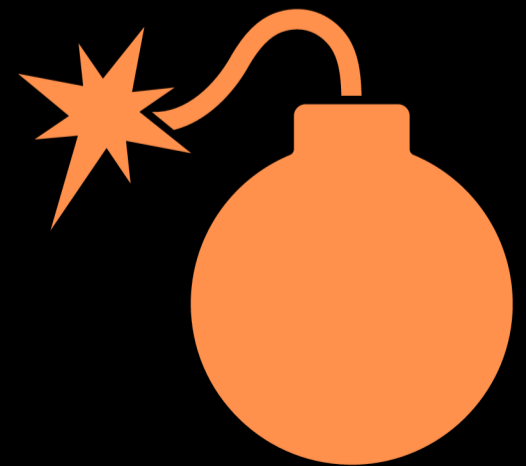
Agents are busy. When they take your call, consider it a “limited time” offer.



Clients rarely ask for authors. A book's good but it's not what gets you picked.



**A spin is anyone who saw
you speak (or heard
about you from someone
who did.)**



**When a bureau books
you, that client isn't yours
to pitch.**



If a bureau got you into an event, pitching your speaker friends to the client is out.



**Your story matters less
than the connection it
creates.**



**You're not just a speaker.
You're a solution.**



**Visibility gets you found.
Referability gets you on
the list. Bookability gets
you the yes.**

- Bookable Speakers™



About These Truth Bombs

The ideas in this collection were informed by countless conversations with an army of speaker bureau agents, speaker managers, event organizers, talent representatives, industry leaders, and professional speakers across the world.

While the observations and compilation are my own, the perspectives represented here reflect the collective wisdom of professionals who influence speaking engagements every day.

Huge thanks to everyone who shared their experiences, observations, frustrations, and lessons learned.

Ka-BOOM.

-Christa Haberstock



About

Bookable Speakers™

Bookable Speakers was built on a simple (and slightly frustrating) observation: **The best speakers don't always get booked like they should.**

Over the years, I've worked with speakers, bureau agents, and event professionals across the event industry.

I've seen what helps speakers get noticed, recommended, and booked - or not.

Those insights eventually became the **Bookable Speakers Framework™: Visibility. Referability. Bookability.**

Today, **Bookable Speakers** shows speakers what **builds buyer confidence** and what **leads to more bookings.**



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