



Module One Worksheet

Create Your Irresistible “Stellar Speaker One-Sheet”

What is Your Intention for Your Speaker One-Sheet?

Who?

Who is the client you most wish to reach through your speaking? Create a brief description.

Identify specific types of speaking engagements/bookers you wish to reach? Your One-Sheet should be focused on connecting with this type of booker.

What Is Your Benefit to the Audience?

What problem do you solve?

How will the audience grow, change, be inspired, move forward?

What action do you want them to take once they've heard you? What should be the result of your presentation?
How will their lives improve?

Where are you ultimately taking them? How is this going to grow your business? Is there a book or program you wish to lead them to?

Content

What is your "Unique Selling Proposition"—How are you different?

What 5 words or less can summarize "why you?" Test headlines here! What's the implied promise?

Is there a Subhead that amplifies and augments this benefit?

Biography

Questions to ask to assemble information for your 3rd person biography...

What is this speaker's mission?

What does this person teach?

What is his/her specific expertise/body of knowledge?

Who does this person transform? (define the client you serve)

What are the results the client experiences?

Why is this person different than others in the field/industry...what's unique?

What has this person overcome to achieve this or recreate this methodology/system/etc?

How has this experience informed this person's mission or teachings?

What are highlights of this person's victories/demonstrations of success?

What is this person's relevant background?

What other achievements are pertinent?

What books, radio shows, podcast, films or other media has this person brought forth--that are current and relevant? Is there a You Tube Channel this is worth mentioning?

Where has this speaker presented before that is impressive or relative to this audience?

What impressive clients have been previously or are currently served by this person?

What celebrities has this person worked for, alongside or served or spoken on stage with?
(Celebrities in the general sense or celebrities within the industry.)

What significant media has this person been featured on?

What numbers about this person are impressive?

Number of people served

Number of followers

Number of times this person has achieved something substantive

Other numbers....

Take all of this information and formulate a sample biography in under 7 short paragraphs:

Hint: you may wish to start with either a summary statement of what makes this person a leader or remarkable and what this means to the audience, or perhaps with their story of overcoming hardship. Start with what is most impressive and focus on the benefit to the audience...

Testimonials

What speaker booker testimonials do you have?

If not, who can you reach out to?

What other testimonials will work for the moment?

Presentation Descriptions

Trial Presentation titles:

- Direct
- Teaser
- How-To
- List
- Question
- Command
- News

Presentation #1

Your Snappy Title

Your Short Description

Your Bullet Point Benefits/Highlights

Presentation #2

Your Snappy Title

Your Short Description

Your Bullet Point Benefits/Highlights

Presentation #3

Your Snappy Title

Your Short Description

Your Bullet Point Benefits/Highlights

Credibility Builders

What logo to use/adapt?

What media logos to feature?

Which logos of companies where I've spoken?

What client logos are relevant?

What book covers?

What other graphics will add to this?—speaker associations, prizes, memberships, etc.

Contact Information

Who? How? (phone, email, etc)

Call to Action?

Appropriate? How to state?

Book (Name) Now!

Contact Now for Your Next Event!

Start the Transformation Now! Call...

To Wow Your Audience, Book (Name) Today...

Design Factors

What colors resonate for you?

What colors portray the emotional response you would like to create? For expanded emotional color chart, click here: <http://right-think.com/wp-content/uploads/2016/09/Color-wFeeling.pdf>

For color combinations:

- <https://color.adobe.com/create/color-wheel>
- <https://brightside.me/article/the-ultimate-color-combinations-cheat-sheet-92405/>

Design Options

DYI Template

One-Page (Front Side Only)

- <http://tinyurl.com/speakertunity-onesheets>
- \$37, must have access to Powerpoint 10

Done For You

Custom Two-Sided Speaker Sheet

- www.Senjula.com
 - \$400
 - Contact: Kimb, Kimbmanon@shaw.ca, 204 889 4015
-

Done For You

Custom Two-Sided Speaker Sheet

- www.sherylroush.com
 - Starting at \$350
 - Contact: Sheryl Roush, sheryl@sherylroush.com, 858-569-6555
-

Done For You

One or Two Sided Speaker Sheet

- **SpeakerTunity/We do it for you!**
 - With Crafted copy:
 - One-Page Design \$800
 - Two-Page Design \$1250
 - Design Only:
 - One-Page Design \$500
 - Two-Page Design \$850
 - Contact Jackie Lapin, jackie@jackielapin.com 818 707-1473

Free Lance

- FIVRR.com
- UpWork.com
- eLance.com

Transformational Speaker Leads

- www.SpeakerTunity.com

**SAMPLE
SPEAKER
ONE-SHEETS**

Conscious & Transformational Speakers

Your Source for Life-Changing Speakers

Laura Day

The Practical Intuitive

New York Times Bestselling author Laura Day has spent nearly three decades helping individuals, organizations, and companies use their innate intuitive abilities to create profound change. *Newsweek Magazine* calls her "The \$10,000-a-Month Psychic" because "When business people need a crystal ball, they turn to consultant Laura Day, the 'intuitionist.'" *The Independent* dubbed her "The Psychic of Wall Street." "A" List Hollywood Stars and Wall Street executives all praise her abilities to hone in on future predictions with astounding accuracy including the recent recession.

Laura's work has helped demystify intuition and bring it into the mainstream. She demonstrates its practical verifiable uses in the fields of business, science, medicine and personal growth. She has trained thousands of people to use their brains, perceptions and "sixth sense" in effective ways to realize their goals.

She speaks regularly both here and abroad, and has appeared on numerous shows including *CNN*, *Fox News*, *Good Morning America*, *The View*, and *The Oprah Winfrey Show*. Laura authored several bestsellers including *Practical Intuition*, *The Circle* and *How to Rule the World from Your Couch*.

Presentations:

Practical Intuition

Everyone is a psychic, a medium and a healer and these are skills that are so accurate and useful that Fortune 500 companies are using them!

When your intuition is working for you, your life works, your business works, your relationships work and life becomes more predictable, joyful and productive. Intuition is an ability inherent in all of us. We are often unable to use the information intuition gives us because it gets confused with thoughts, experiences and emotions.

Join intuitive, healer and bestselling author Laura Day for this illuminating workshop to awaken your intuition and apply it to improve your own life in practical and useful ways.

The Circle: How the Power of a Single Wish Can Change Your Life

One well-crafted wish can change your life. Simple shifts in attitude and perception allow you to access the infinitely powerful gifts of humanity and spirit to bring peace, order, solace and transformation to yourself and others.

Healing, or directing energy to transform matter, is an innate gift that we all have. Studies have been done that demonstrate that when healing takes place in a group, it has a more powerful effect on the participants and even has the ability to effect external events. In other words, when we join in healing we heal not just ourselves; we heal the world.

This workshop will look at some of the research on healing, using *The Circle*; and how the power of a single wish can change one's life. Attendees will learn how to use intuition, intellect, subconscious re-patterning and emotional fluency to create the life they want.

In this workshop people experience the miracle of hands-on healing, as well as learning how to perform a healing on others. By the end of the group, participants will have everything they need to set up Circle groups of their own where people can share healing, intuition and one's unique gifts.



Testimonials:

"Brilliant and practical. If you follow the suggestions in her book, it will be impossible for you to avoid unparalleled success and fulfillment."

Deepak Chopra, Author

"The Circle takes fate and puts it in the hands of anyone who has the courage to dream."

Nicole Kidman, Actress

"Laura Day writes with vision and very practical wisdom – but far more significantly to me, I have seen her live this message of love in action, day in and day out. She is the real thing."

Wayne W. Dyer, Author

"Einstein was reported to have said that we only use 2 percent to 10 percent of our ability. With intuition it is possible to go far beyond that ... Laura lays it all out here. Intuition is a system. It is much more than a feeling, much more than an idea. And it works."

Martin Edleston
Founder and publisher of Boardroom Reports
and Bottom Line

Representation by Conscious and Transformational Speakers
For booking and additional information, call (818) 584-6720 or email info@consciousandtransformationalspeakers.com



Productive Learning
Live an Extraordinary Life

LEISA REID
Speaker, Trainer, Author



PRESENTATION TOPICS

CREATING A WINNING MINDSET

Discover how your perceptions prevent you from seeing opportunities, and take actions that would lead directly to the results you ideally want. Uncover your own unique thinking that is holding you back. Come prepared to challenge how you think about things. After all, "to get what we never got, we have to think like we never thought!"

TURNING YOUR WISHES INTO REALITY

You can have what you want or the excuses for why you do not have them, but you can't have both. In this training, you will find the *3 Keys to Turning Your Wishes Into Reality* and start to create your Extraordinary Life!

MAXIMIZE YOUR POTENTIAL

Discover the power of your unconscious thinking and learn how to tap into your *Maximum Potential!* You will create a system to better identify your potential and uncover what is stopping you from achieving it.

Leisa Reid presents on behalf of Productive Learning, a boutique personal growth company founded in 1992. She speaks for 100's of groups throughout Southern California training on the power of the mindset. In 2013, she founded the OC Speakers Network, a talented group of presenters who collaborate and share speaking referrals.

To find out how Productive Learning workshops helped Leisa through dark times and changed her life path, check out her story in "Dare to Be Authentic," now available on Amazon!

WHAT PEOPLE ARE SAYING

"Great presentation, wonderful energy, fun, inspiring and a great learning experience for the attendees!"

*"Martha Ryan, Chair at
Executive Coaches of Orange
County*

Leisa Reid is a spark that can ignite insight and inspiration in any room! She will challenge and expand the way you think, and offer a meaningful and memorable experience.

*"Wendi Liechty, Business
Essentials for Women*

"Informative and engaging presentation! Leisa gave me a new way to think about a familiar process which is potentially life changing."

*"Diane Nelson, Certified World
Class Speaking Coach*

Dare to Be Authentic
Vol. 3

LEARNING TO
TRUST YOURSELF



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Create the career you love & the life you deserve!

H Heather Petherick

CAREER FREEDOM COACH

Heather Delivers!

Inspiration without the woo-woo

A powerful message without the bullet points

Audience interaction without the "ick" factor

Knowledge without ego

II

She is a wife, a mother of two, an entrepreneur, a lover of stylish accessories and she's fiercely committed to women living their best lives.

Engaging
Inspiring
Stylish
Real



Presentation Topics

Create A Career You Love and The Life You Deserve!

Heather reveals the 4 simple S.T.E.P.'s that will transform a woman's life and career for more impact, joy and success than she ever thought possible. This session will help your audience identify their callings, trust their unique desires, quiet self-doubt, and cultivate a winning mindset.

Escaping The Perfectionist Trap

Are you...

- Constantly comparing yourself to others and falling short?
- Abandoning your big ideas rather than making your impact?
- Sinking into overwhelm instead of taking action?

This presentation will help audiences to identify and escape from the Perfectionist Trap once and for all!

Be Unapologetically You

Women are hardwired to nurture others but often do so at the expense of themselves. Playing small, settling for less and apologizing for our desires rather than speaking up, are habits that hold every woman back from having the impact she's capable of. Heather guides her audience to unleash their natural genius, be true to who they are and take control of their future and success.

Rave Reviews

I just wanted to say thank you for your inspirational presentation yesterday at the Showcase of Women in Business. I found your suggestions to be useful to my life and I'm going to make an effort to implement many of your strategies. I can't wait for what is to come for my business, and I appreciate women like you who inspire women like me!

-Paige Ostoson, Founder of Smudge Art Studio Inc.

Heather has an incredible ability to engage an entire group and the talent to make her message so personal that it resonates with everyone. I've been an entrepreneur for over 20 years and her message impacted me as much as it impacted and inspired others who were brand new to the business world.

-Tania Stilson, CEO of A-Win Insurance

In my opinion, Heather out-presented, out-performed, and out-"knowledgeed" our Keynote Speaker. It takes a bit of talent to not only be informative, but entertaining at the same time.

Outstanding!

-Tony Deys, Radio Personality, 893.3/Country 95.5 FM (Minds in Motion Conference 2014)

Inspired by @H_Petherick presentation last night. If you're looking for an event speaker, Heather's fantastic! @Jongreer, Home Builder & Performing Songwriter (KPMG Women's Networking Evening 2014)



About Heather

If your audience is looking for transformational stories from the stage, Heather is your woman. Creator of the Incredible Career Makeover program, her witty truth-telling and contagious humor will have your audience engaged from the moment she opens her mouth.

Heather's speaking style strikes a beautiful balance between humor and inspiration, crisp professionalism and being real. Her message speaks to the heart of every woman today who's juggling kids + career + mortgage + marriage. Audiences love her candor and are inspired by the real-life and often laugh-out-loud stories she shares from her own journey and the lives of her clients.

Heather is definitely the coach you need when it comes to "closing the gap" between where you are in life and where you want to be so you can create a big impact, enjoy more freedom and make more money.

As Canada's favorite Career Freedom Coach, Heather helps women navigate the murky waters of their career with confidence and class so they can create the career they love and the life they deserve.

Book & Connect Today!

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- www.heatherpetherick.com
- /HeatherPetherickCoaching
- @H_Petherick
- /Heather Petherick
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Shelley Hitz

SPEAKER + AUTHOR

Connect with Shelley on Social Media:

- Facebook.com/trainingauthors
- twitter.com/trainingauthors

Contact Shelley at Shelley@shelleyhitz.com or www.TrainingAuthors.com

What NOT to Post When Marketing Your Book: Social Media for Authors

I don't think any of you have heard of the popular phrase, "Don't Post to What?" Well, in my opinion, we are not going to cover Twitter, but instead we will be focusing on what NOT to post when marketing your book on social media. This means I will tell you what to do and how to do it so you can avoid common mistakes.

However, do any of the following statements describe you?

- You want to engage with your readers on social media, but don't know where to start.
- You struggle to know how to post on social media.
- When you do post something new, you have very limited response from your fans and followers.

If you can relate to any of these statements, you will want to join us for the author training series Shelley will share:

- 10 of the most common mistakes she sees authors making when marketing their books on social media.
- 17 suggestions on what to post on social media.
- Real life examples from authors just like you.
- And more!

BO: Shelley Hitz is an award-winning and internationally best-selling author. She is the owner of TrainingAuthors.com and is passionate about helping authors succeed in publishing and marketing their books.

She teaches from personal experience. Shelley has been writing and publishing books since 2008 and has published over 30 books including print, ebook and audio book formats.

Shelley has been training authors since 2010 at live events, teleseminars, webinars, and more. However, she has seen a decline in sales since speaking to groups of authors, so she created a series of live events for authors to help them succeed.



Book Marketing Survival Skills Series, Volume 1

Shelley Hitz is an internationally gifted educator and extremely knowledgeable trainer of authors. She has been a speaker at the Author Book Marketing Conference Online several times and her classes have been the most successful.

She is a professional book marketer and author and you can help her succeed!

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For Booking Info, contact me at 773-236-1234

RAVING FANS
"Steve has been my go-to guy for a while now and I can't say enough about his ability to help me with my business. He's just an absolute gem and I can't say enough about his ability to help me with my business. He's just an absolute gem and I can't say enough about his ability to help me with my business."

"The best suggestion that Steve gave me was to not give up. I was so discouraged, but Steve told me to keep going. And he was right. It's not going to be easy, but it's worth it. This is not a one-time deal."

Steve Sipress

SIGNATURE PRESENTATION

The WOW! Strategy™

How To Solve ALL Of Your Marketing Problems

In this eye-opening presentation, you will discover:

- Why Small Business Owners Can't Afford to Ignore Marketing Problems
- How To Get More Leads From Facebook, Twitter, LinkedIn, and YouTube
- How To Create Your Own Unique Selling Proposition (USP) That Makes You Stand Out From The Crowd
- The 10 Biggest Mistakes Small Business Owners Make When Marketing Their Business
- And Much, Much More!

ABOUT STEVE

Steve Sipress is a successful serial entrepreneur, who has created and built over a dozen successful companies of his own, while helping thousands of other ambitious and aggressive business owners, entrepreneurs, executives, and sales professionals all around the world do the same over the past 15+ years.

He has assembled a team of the world's top business building experts as the partners of *WOW! Marketing Monthly Magazine*, the *TheWOWStrategy.com* blog and the *WOW! Daily Podcast*.

He has written numerous newsletters and articles on sales and marketing for a wide range of publications, has appeared on radio, television and in international media, and is the best-selling author of several books.

Steve lives in the Chicago area along with his beautiful wife, Mikala, and their two amazing, fun-loving, spoiled boys!



Connect With Steve on Social Media:



Terrie Christine

International Intuitive Life Coach • Speaker • Author

"Wow! This information is incredible. The breakout topics were diverse and meaningful. Thank YOU!"

~ Sabrina Medford, Tampa, FL

"Mindblowing!"

More than 8 years, Terrie Christine has worked with organizations and individuals, helping them connect on a deeper level from within so they can release the past, accelerate their results, and create richer, more fulfilling lives.

Terrie is the author of the ebook *How to Eliminate Frustration, Hurt and Pain to Feel Happiness Again*. Creator of *The Secret Power of You Master Course*, *ThetaStream Meditation* and *MagStream*. She has been published in *Virginia Woman's Magazine*. Featured on various radio shows such as *The Conscious Female Entrepreneur*, *Quantum Conversations*, *Straight Talk For The Soul*, *5 Minute Bark*, as well as being the host of her own radio show, *The Power of Trust and Knowing*.

As a persuasive speaker, Terrie has spoken at The Virginia Woman's Business Conference and Illuminate Festivals.

Whether it's a short 10-minute talk, a 'Lunch & Learn' training, a motivating keynote speech, or an afternoon workshop – your group, organization, or company will be ignited by this powerful speaker.

The following programs can be customized to your **groups** needs.

Find your Self-Confidence and Magnify Your Magnificence

- Create your perfect present
- Find the magic of BIG thinking
- The science of intuition and success

Master YOUR Amazing Gifts as a Healthcare Provider

- Your talents are golden
- Shifting your perception
- How to find peace in the pain

Transform your Leadership Into Absolute Excellence

- Three ways to use your intuition as a Leader
- How to bring out the best in your team
- Change your perception, magnify your results

To book Terrie Christine to speak for your group, company, or organization, please contact:

terrie@terriechristine.com or call 240-600-1171