



SpeakerTunity's Definitive Speaker Checklist

Everything You Must Have for a Successful Speaking Strategy

To begin, advance or accelerate your speaking for business development, you need to have a complete series of steps, resources and tools in place. This checklist is designed to ensure that you can secure the maximum number of opportunities so you can grow your business, increase your income and change more lives.

Check off what's complete and create time to secure the rest!

What to Have Ready:

- Have a defined product/service that you wish to market
- Have a compelling title for it and a concise description
- Make sure this is available on a landing page or website, which has an easy to remember URL
- Decide if you wish to have or create a book to help your promotion as a speaker
- Should you wish to create a book, choose one of these options:
 - Write it on your own
 - Get in to a book writing program
 - Decide to secure a ghostwriter
 - Secure a hybrid publisher to shepherd you through the entire process
- Create a signature speech that offers guidance and wisdom, that directs people to your product/service as the next logical step (If you need help with this, consider hiring a speaker coach)
- Give it a compelling, snappy title.
- Write a powerful description of a few paragraphs, including bullet-points of what the audience will learn
- Decide if you will need a slide presentation and either create this on your own, or get support

Marketing Assets:

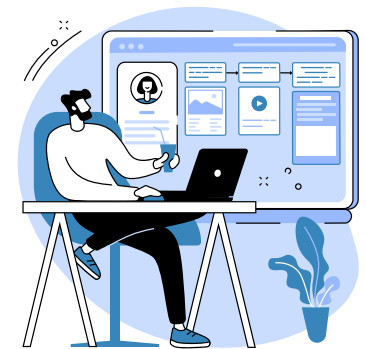
- Create/Source a professional-looking Speaker One-Sheet to showcase you as a speaker. An easy and fast way to get this done is through www.SpeakerTunity.com/Sheets
- Develop your short speaker bio for use both in the Speaker One-Sheet and for Event Hosts to introduce you
- Secure two great testimonials for use in the Speaker One-Sheet and on your website—preferably from someone who has booked you before
- Make sure you have up-to-date photos of you and if not, hire a photographer
- If possible, secure photos of you on stage as well



- Gather other graphics...book covers, client logos, places you have spoken
- Do you need a speaker handout—a flyer for the audience. If so get this designed and printed.
- Secure your speaking video...a simple 3 to 5 minutes of dynamic video of you presenting
- Create your speaker page on your website so that bookers can find you. Include your presentations, your video and your speaker one-sheet
- Develop a 5-to-7 paragraph proposal letter that you will send to bookers, with your attached speaker sheet and video link.

Finding Your Gigs & Presenting Yourself:

- Identify your target audience; get granular with this so you can focus on the write opportunities
- Identify places where they gather/the types of speaking opportunities you wish to pursue
- Choose what genre of speaking opportunities you seek—paid, speak-to-sell, make a free offer from the stage—or all three of these
- Look for your “low-hanging fruit” – people you know who can refer you, other speaker referrals, referrals from people who have already had you speaker, organizations you belong to, and friends who will present you to their communities. Post you are seeking engagements on your social media platforms, etc.
- Look for local opportunities within your community—chambers of commerce, service groups, local meetings you can find via Google, Meetup or Eventbrite.
- Get a **SpeakerTunity Cities Regional Speaker Lead Directory®** for your market to eliminate your search time.
- Search for NICHE speaking gigs across North America or in your region—just in your specialty. Such as women’s business meetings, healthcare professionals, human resource executives, parenting meetings, spiritual centers, etc. (Or use SpeakerTunity Speaker Specialties® as a shortcut to find them.
- When you are confident in your presentation, your ability to present it and maximize its impact, then begin seeking conferences. SpeakerTunity has assembled the largest resources in the world with more than 3000 events accessible each month.... www.speakertunity.com/conferences
- Start sending your proposal letters.
- Follow up by email, phone, direct messenger (Facebook and LinkedIN)



Client Enrollment/Sales:

- Have a great lead magnet you can offer from stage with a simple URL or text message
- Have flyers or handouts printed and available
- Have books to sell if this is agreed upon with the host

- Have a registration/enrollment sheet and a way to accept payment
- Have triplicate NCR (Carbonless Duplication) forms if you are splitting the receipts with the host (one copy goes to the enrollee)

Once Booked:

- Secure video of you speaking on stage for your website, video reel and social media
- Optimize your social media to announce and promote your engagements
- Gather your testimonials from the bookers and audience
- Choose your method of thanking your host (email, gift, etc)
- Follow up with all the leads for prospective clients or onboard the new ones
- Ask booker for other referrals



Lastly:

- Pat yourself on the back for your booked and successful gigs! Celebrate!
- Decide if you want to source out the outreach to someone else going forward! Designate this to your staff, or a virtual assistant. Here is one that specializes in booking speakers:
www.BookforYouVirtualAssistants.com

