TRUE SPEAKING SUCCESS CHECKLIST

The Basics Needed to Launch Your Professional Speaking Career
http://www.truespeakingsuccess.com

WEBSITE

- [ ] speaker demo video that's a few minutes long (either unedited or professionally edited)
- [ ] clearly state your speaking topic and demographic (if known)
- [ ] professional headshot
- [ ] speaking in action pictures (at least 3 different looks)
- [ ] professional bio (around one page) Highlight your BEST stuff!
- [ ] 3 presentations including titles and full descriptions for each
- [ ] contact form on website
- [ ] social proof through written and or video testimonials (5-10)
- [ ] calendar of upcoming events or list of clients (if you have a lot of engagements) or a "sampling of clients using logos" (if you don't have too many)
- [ ] (optional) a story of how you got into speaking about this subject

STUFF TO SEND TO CLIENTS

- [ ] a designed PDF that includes pictures of you speaking, testimonials, bio, presentation titles and descriptions, pricing options, contact info
- [ ] link to your speaking video

GOOGLE SEARCH RESULTS (When people Google you, they need to see results that you exist and are credible. Aim to have all or at least two from the list below.)

- [ ] write articles as a guest blogger on someone else's blog or your blog.
- [ ] fully completed social media profiles with professional headshot as your profile picture (keep same image across all mediums) and full descriptions for twitter, linkedin, facebook
- [ ] news article written about you and your work (can be something local, doesn't have to be national)
- [ ] videos on YouTube that show you speaking or speaking on your topic

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