

**You will learn these powerful lessons:**

* Speaker Sheet Overview
* Designing Your Speaker Sheet
* How to Use Your Speaker Sheet

**Speaker Sheet Overview**

**What is a Speaker Sheet?**

* A sales page for you as a speaker
* Comprises all of your pertinent information
* It is for the host / meeting planner / organizer

**Why do you need one?**

* It gives you credibility
* Increases the confidence of the booker
* It increases YOUR confidence
* It shows that you have a plan

**Simple Steps to Develop Your Speaker Sheet**

1. Create a FOLDER called Speaker Sheet
2. Create a WORD doc in the FOLDER called Speaker Sheet
3. This will house all of your items as you collect / add throughout the process
4. Write a short bio (3-4 sentences)
5. Get 3 strong testimonials from raving fans
6. Include Your Contact Information

**EXAMPLE**

**Developing Your Speaker Sheet**

**The Written Parts**

* Your Topics
* Title of your Talk(s)
* Short Description of Your Talk(s) (2-3 sentences)
* Learning Points of Your Talk(s) (3-5)
* Brief & Captivating Bio (3-4 sentences)
* Testimonials (approx. 3)
* Call to Action

**Your Bio Template**

1. **Opening Statement**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (YOUR NAME) is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

and an expert in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. **What’s amazing about you and about what you help people with?**

For example:

* How many years have you been doing it
* How much research is behind your service / product
* You’ve helped how many people
* Your product / service does xyz that’s amazing, etc.

1. **Closing Statement**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(YOUR NAME) is now engaged as a (e.g., YOUR POSITION, speaker, coach, etc.) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

specializing in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Testimonials**

**Quality Testimonials**

* Consider the source (title/position of the person)
* Concise & powerful
* Preferably regarding you as a speaker

**How to Get Testimonials**

* Ask your raving fans
* Ask for permission to use in your marketing
* Make it easy – write up a couple of questions for them to answer about you as a speaker

**Call to Action**

* Give clear direction on how they should book you to speak
* Example: For an engaging speaker to delight your audience, book (YOUR NAME) today! (xxx) xxx-xxxx

**Contact Information**

* Phone
* Email
* Website
* Social Media

**The Design Aspect of Your Speaker Sheet**

**Starting the Design Process**

* Search on Google
* Save the ones you like in your folder

**The Design Aspects**

**Professional Photography**

* Headshot (recommended)
* Action shot of you speaking

**Branding**

* Logo
* Colors
* Design style / elements

**Other images**

* Logos of places you’ve spoken
* Logos of publicity channels (e.g., tv, podcast, radio, etc.)
* Image(s) of your book, guidebook, products

**Design Resources**

* Graphic Designer
* Photographer

**How to Use Your Speaker Sheet**

**Using Your Speaker Sheet to Get Gigs**

* Mention it in your phone conversations with prospects
* Offer to send it in an email
* Send it in an email to a prospect

**Leverage Your Speaker Sheet**

* Digitize
* Add to Signature
* Add to Website
* Add to Social Media Sites
* Marketing tool

The Key to Completing Your Speaker Sheet is

GETTING STARTED