

Professional Speaker Checklist

PAID to SPEAK

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... teaching speakers how to build a successful, PAID speaking business!

How do you know what meeting planners need? Is your speaking set up like a business to earn \$1,500, \$2,500, and \$3,500+ per speech? Take my quiz below to see if you're ready!

YES **NO** (1 point each)

- | | | |
|-----|-----|--|
| ___ | ___ | I understand there are multiple types of professional speaking & revenue streams. |
| ___ | ___ | As compared to 10 other speakers on my same topic, I'm clear what differentiates <u>me</u> . |
| ___ | ___ | I have a "One Sheet," meaning my program is typed and includes a program description, learning outcomes, bio, testimonials, & professional headshot. |
| ___ | ___ | Right now I could present that program to an audience of 100 people for 60 minutes. |
| ___ | ___ | My program is typed up in a narrated script as well as a one-page outline.
(i.e. "Speaker Storyboard", Module 2 in "PAID to SPEAK") |
| ___ | ___ | I have a signature story that is inspiring, universal for multiple audiences, & polished. |
| ___ | ___ | I know what meeting planners & event organizers need for hiring me to speak. |
| ___ | ___ | I am crystal clear what industry my program is most relevant. |
| ___ | ___ | Within that industry, I have identified at least two associations to focus. |
| ___ | ___ | Of those associations, they meet my two criteria of having <u>structure</u> and <u>events</u> . |
| ___ | ___ | I have <i>Google Alerts</i> set up & profiles on platforms such as Thumbtack and GigSalad. |
| ___ | ___ | I have a website for my speaking and/or I am proud about my speaking website. |
| ___ | ___ | I have a demo video that is edited, polished, and ready to be sent to meeting planners. |
| ___ | ___ | I'm confident about my speaking fee, I know what to charge, and I know how to tier it. |
| ___ | ___ | I have phone scripts and templates for my speaking proposals, contracts and invoices. |
| ___ | ___ | I understand how to monetize free speeches and get referrals during the speech! |

Now total each column and write your score below. Contact me for a free 30-minute coaching call to review your answers. Kevin@KevinCSnyder.com

___ **TOTAL** (if you scored < 10 and have an interest in speaking professionally, let's talk asap!)