

## PROFESSIONAL SPEAKING CHECKLIST

- Preparation:
  - Choose topics consistent with your value proposition and expertise.
  - Build a speech and/or workshop that conveys practical techniques.
  - Use contemporary examples and your own experiences.
  - Develop visuals and handouts to augment and promote yourself.
  - Rehearse in safe environments (e.g., in chapter meetings, before friends).
  - Utilize a professional coach if you're uncomfortable or unsure.
- Marketing:
  - Include capability and descriptions on web site and in press kit.
  - Create demonstration audio and video by taping the speech and editing.
  - Provide demo/press kit to speakers bureaus and association directors.
  - Inform your current contact list and clients of the capability.
- Delivery:
  - Arrive early and stay late to network and develop contacts.
  - Ensure a soft sell by referring to your work conversationally.
  - Focus on the buyer's objectives, *not* audience evaluations.
- Postdelivery:
  - Follow up with buyer and with all contacts made during the event.
  - Tighten up and refine speech as needed.
  - Add client to client list, seek repeat business, testimonials, referrals.