

# *Website Speaker Page Checklist*

**The more specific and compelling your speaker page, the more likely you are to be invited to speak.**

- ❑ **Photos of you in action** – choose photos that show your facial expressions and energy so they will feel confident that you will bring liveliness to your presentation. You want them to be professional (not your beach vacation photos or your tank top image with someone's arm around you but their body cropped away) but not stiff.
- ❑ **A video clip of you speaking.** (If you don't have this, let this be an invitation to get one as soon as possible. It really helps the organizers decide that you are a great fit if they can see you in action.) Consider creating a speaking scenario with some colleagues or friends and setting up a camera to record. As long as the audio and picture are quite good (and you are delivering your best speaking in the video!), this is much better than not having a video. An even better option is to hire a local videographer – your college may even have students studying film or a class filming department you can tap – and have them film your next free talk. That's how I got much of my speaking reel!
- ❑ **A list of topics on which you can speak.** Turn your overall expertise area into a variety of speech titles that would fit with the audiences for whom you most want to speak. You may want to lead with your Signature Speech in this list and message it as “my most popular” topic (of course, only if this is true – even if it's just in your small group or client interactions). If you don't have that validation yet, you can also say, “my leading topic.” This instills more confidence in that topic area, which makes them more likely to choose it. Note: they will (and should) choose a topic that their audience will truly love. This is the kind of alignment you want as well because that is how you can best delight your audience as a speaker!
- ❑ **A short bio that highlights your speaking and expert experience.** This is not the place to share everything you've ever done, but do mention any and all speaking and facilitation in your background. If you've worked with respected brands or people in your ideal client's industry and you have permission to mention them, that can be great “social proof.” Volunteer experience included!

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- ❑ **A list of publications or other high-profile appearances, even if you weren't a "speaker" at those events.** These connections and opportunities show the meeting organizer that you have been contributing in relevant industries in a leadership way. This adds credibility to your expertise.
- ❑ **Testimonials from previous speaking, if you have any.** If you have spoken in any environment – a previous job, as a volunteer, in college even – then ask for written testimonials from those events. Your old boss, a colleague or a fellow participant can all give valuable feedback if you don't have testimonials from professional speaking events yet.
- ❑ **A warm written invitation paragraph for them to contact you to discuss speaking which shows genuine excitement at the opportunity.** Do not use business speak here – be conversational. They want to know you will be engaging as speaker and right now, especially if you don't have a video clip, all they've got is your writing to go on.
- ❑ **Contact info, including email and phone number.**