

This checklist will help you get the most important features of your speaker sheet done and out of the way. Review the list and refer to blog post "[How to Make a Kickass Speaker Sheet That Will Book More Engagements](#)" for more details.

## ☐ **Kickass titles and descriptions to your talks/workshops.**

- ☐ Step 1: Use unique and/or results-oriented titles.
- ☐ Step 2: Use well-chosen keywords.
- ☐ Step 3: Consider your audience when writing your descriptions.

## ☐ **Social proof that kicks ass.**

- ☐ Step 1: Use testimonials.
  - Try these:
    - Ask someone speaking highly of you after your speaking engagement "Do you mind if I include that in my portfolio?"
    - Ask your employers, professors, or fellow co-workers.
    - Ask your audience to share their thoughts about the event on social media.
- ☐ Step 2: Spice up your testimonials section.
  - Try introducing your testimonials in a more creative way, such as:
    - "People working with [your name] say..."
    - "What people are saying about me..."
    - "Some words from my clients..."
    - "I get people talking..."
    - "Companies like you who have had success with [your name]"
    - "Don't just take our word for it... take theirs!"
- ☐ Step 3: Display the logos of organizations that have hired or worked with you or the mastheads of the organizations you've been featured in.
  - This section is usually titled with something like:
    - "In the news..."
    - "As seen on..."
    - "As featured in..."
  - Build your repertoire by:
    - Joining [HelpAReporter.com](#).
    - Guest blogging (Check out [findblogs.com](#))
    - Being a guest on a podcast.

## ☐ **Ass-kicking results and benefits.**

- ☐ Step 1: Show them the value they get when they hire you.
  - How can your prospective clients relate to the results and benefits you can bring to the table?
  - Are these results and benefits solving an existing problem in their organization?

- Do you have past results that will address their concerns of return on investment (ROI)?
- Remember: ROI's are more powerful in numerical form, but don't forget to add non-tangible ROI's (e.g. employee engagement, motivation, creativity, etc.)
- ┌ Step 2: Paint the picture of success.
  - Are your program descriptions portraying the type of success and change that your dream client is looking to achieve?
  - What's in it for the organization's stakeholders?
    - What's in it for the participants?
    - What's in it for the leaders/decision-makers?
    - What's in it for the organization as a whole?
- ┌ Step 3: Authenticate your authority.
  - How do you show your authority and expertise?
  - List your books, publication, conferences you've presented, blogs, etc.
- ┌ **A badass bio.**
  - ┌ Step 1: Have the must-have's.
    - Your area of expertise.
    - Your company (if applicable)
    - Your audience (e.g. Mrs. Jane Smith has inspired *high schoolers all over the U.S.* to...)
    - Contact information (e.g. website, social media, e-mail, or telephone number).
  - ┌ Step 2: Check out "[How to Write an Author Bio That Doesn't Suck](#)" on Hubspot.
- ┌ **A nice ass design.**
  - ┌ Good design:
    - ...can increase people's perceived value of your work.
    - ...should communicate your personal brand (e.g. professional, quirky, fun, etc.).
    - ...should subtly lead people to take a specific action (e.g. request a quote, book you for their next XYZ event.)
    - ...should make a lasting impression through uniqueness, memorability, and engagement.