

Speaker Sheet Checklist:

This worksheet will help you figure out what components should be on your speaker sheet. Start with the basics then build on it as you get more talks, references, videos and testimonials. You can find a sample of mine to get you started which can be found at www.KatrinaSawa.com/media. If you want help creating your speaker sheet you can talk with me direct and we'll work through what your talks are, titles, etc. or if you know that and you want it graphically designed, I recommend going to Alicia w/ www.SpeakerSheets.com.

Speaker Sheet Components:

1. Cover letter explaining:
 - a. Your style of speaking
 - b. If you typically like to sell or not from stage
 - c. If you're willing to market your talks
 - d. If you require a display table or any other amenities
 - e. If you charge or not
 - f. How long your talks are
2. Full contact information for you and/or your assistant
3. Your logo, photo or any other branding image or product/book image
4. Talk descriptions each with:
 - a. Hooky title
 - b. Couple paragraph description
 - c. 3-5 bullets of what attendees will learn or walk away with
5. Your bio – one about 50-100 words and possibly a longer one up to 250 words
6. References or list of places where you've spoken if you have them
7. Testimonials if you have them w/ pics
8. Links or URLs to videos of you speaking if you have them

Key Points to Include:

1. _____
 a. _____
 b. _____
 c. _____
 d. _____
 e. _____
 f. _____
2. _____
3. _____
4. _____
 a. _____
 b. _____
 c. _____
5. _____
6. _____
7. _____
8. _____