

Professional Speaking Business Essentials



Process for Getting Paid Engagements

- An outcome to provide
- Offer to make
- Marketing Plan

Platform Skills

- Marketable topic
- Well Crafted program with Outcome
- Personal Story with a Point
- High Quality Visuals, if used

Proof of Expertise

- Testimonials from clients
- Testimonials for audience members
- Professional Development Plan
- Video of speaking
- Photos
- Books
- Articles
- Blogs

Professional Contact Platform

- Business phone
- Professional email
- Professional website
- A profile on eSpeakers
- At least one social media profile/page (e.g. Facebook, LinkedIn, Instagram)

Ethics

- Professional Business Standards
- Professional Client Policies

Guides/ Truth Tellers

- Feedback on speaking
- Insight on business
- Expand Expertise
- Community of Support

Professional Business Structure

- Business bank account
- Legal designation (e.g. LLC)
- Accounting system
- Contact management system
- Contract