

Checklist:



Gather The Necessary Elements:

- ☐ **High Quality Headshot**
- ☐ **Your Bio in a Story Format** - Highlight what qualifies you to deliver your topics to your ideal audience?
- ☐ **Have you been featured in the news/conferences or?** If so, provide News Logos - “as seen on”
- ☐ **Your Company Logo**
- ☐ **3-D Graphic of Book/Title & Subtitle of Book**
- ☐ **Description of Book**
- ☐ **Contact Information/Phone Numbers, Etc. /**
- ☐ **Website address Social Media Contact Info:** Ex: Facebook: YourName; Twitter:@YourName ; LinkedIn: YourName
- ☐ **3-5 Speaking Topics/ Pitches (Use our Pitch Formula Worksheet for Ideas)**
- ☐ **Testimonial Quips: 1 or 2**
- ☐ **Specify Your Target Audience - Who is Your Avatar?** (Describe the benefits they will derive from your presentations.)
- ☐ **Client List? / Who do You Serve?**
- ☐ **Color Scheme- Be Consistent with your logo & branding preferences**

Prepare Your Speaker One Sheet

From the Desk of Diane K. Bell

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