

## SPEAKING BUSINESS CHECKLIST

How do you know what meeting planners need? Is your speaking set up like a business to earn \$1,500, \$2,500, and \$3,500+ per speech? Take my quiz below to see if you're ready!

YES	NO	(1 point each)
<input type="radio"/>	<input type="radio"/>	I understand there are multiple types of professional speaking & revenue streams.
<input type="radio"/>	<input type="radio"/>	As compared to 10 other speakers on my same topic, I'm clear what differentiates me.
<input type="radio"/>	<input type="radio"/>	I have a "One Sheet," meaning my program is typed and includes a program description, learning outcomes, bio, testimonials, & professional headshot.
<input type="radio"/>	<input type="radio"/>	Right now I could present that program to an audience of 100 people for 60 minutes.
<input type="radio"/>	<input type="radio"/>	My program is typed up in a narrated script as well as a one-page outline. (i.e. "Speaker Storyboard", Module 2 in "PAID to SPEAK")
<input type="radio"/>	<input type="radio"/>	I have a signature story that is inspiring, universal for multiple audiences & polished.
<input type="radio"/>	<input type="radio"/>	I know what meeting planners & event organizers need for hiring me to speak.
<input type="radio"/>	<input type="radio"/>	I am crystal clear what industry my program is most relevant.
<input type="radio"/>	<input type="radio"/>	Within that industry, I have identified at least two associations to focus.
<input type="radio"/>	<input type="radio"/>	Of those associations, they meet my two criteria of having structure and events.
<input type="radio"/>	<input type="radio"/>	I have Google Alerts set up & profiles on platforms such as Thumbtack and GigSalad.
<input type="radio"/>	<input type="radio"/>	I have a website for my speaking and/or I am proud about my speaking website.
<input type="radio"/>	<input type="radio"/>	I have a demo video that is edited, polished, and ready to be sent to meeting planners.
<input type="radio"/>	<input type="radio"/>	I'm confident about my speaking fee, I know what to charge, and I know how to tier it.
<input type="radio"/>	<input type="radio"/>	I have phone scripts and templates for my speaking proposals, contracts and invoices.
<input type="radio"/>	<input type="radio"/>	I understand how to monetize free speeches and get referrals during the speech!
		<b>TOTAL</b>

To receive a complimentary coaching call, SAVE this document and SEND to [Kevin@KevinCSnyder.com](mailto:Kevin@KevinCSnyder.com) with your score total.