



Speaking Agency Checklist

It is mandatory to have the following before our agency will consider representing you in our agency:

- ✓ **Up to date Website** – current brand/theme
- ✓ **Strong Online Presence in Google Searches, especially as a keynote speaker**
- ✓ **Social Media platforms with followers (1000+), engagement and content** – (Twitter, Facebook, LinkedIn, Instagram, YouTube) matching brand recognition with images and consistent message/graphics
- ✓ **3-5 Signature Talk Titles** - Broad enough to promote but narrow enough with your niche to stand out. Well-seasoned speaking style, with 50+ talks or more completed successfully.
- ✓ **Sizzle Reel** – Current Video that demonstrates clips or sound bites of your current signature talk(s)
- ✓ **Media Kit** – also known as an EPK (electronic press kit) or Press Kit – multiple paged pdf that represents your brand, signature talk or keynote topics, testimonials, press or past media interviews, images, brand/logo, awards... all topics that add credibility. This helps us SELL you.
- ✓ **Speakers Agreement** - for yourself to give to an event manager, stating who has rights to your content, etc. (we have samples to show you if you need them) *At times you will want this handy for your own speaking engagements that you book without us.*
- ✓ **Agreement signed by our agency** – This gives us permission to promote you. Each agreement is catered to each specific speaker.

**If you would like personal consulting and/or creation for your marketing and signature talks, we have packages provided where our team will assist you in creating the online presence that will get you HIRED as a professional speaker. We also have a video designer on staff to help edit your best highlight reel. Just ask for a quote... we can work with your budget.*