**Infinite Possibilities from Just One Speech**

## ***Speaking As a Business Strategy***

**Where’s the Money?**

What are my End Goals for Speaking?

Are there lists of my Target Groups?

Are there Trade Associations that serve them?

Is my Topic Title attractive?

Does my Promo Piece serve my Target Audience?

Can I give Value and still leave them Wanting More?

Am I set up to Give Quality Virtual Talks?

What Activities/Exercises will solidify my concepts?

How busy is my space in the Marketplace?

Is my Webinar/Workshop in Sync with my Topic?

Does my Letter of Agreement list my needs?

Do I have a Solid Follow-Up Strategy?

## ***Proven Checklist for Speaking Success***

**Before Your Talk**

1.  Strategy for Results
2.  Content That Delivers Value
3.  Attractive Topic Titles
4.  Letter of Agreement
5.  Web Presence
6.  A $20 Thing
7.  Workshop/Webinar
8.  Speaker One-Sheet
9.  Flyers on Topics
10.  Flyers on Products
11.  Flyers on Business

**During Your Talk**

1.  Speaker Kit
2.  Signs for Display Table
3.  Printed Introduction
4.  Useful Handout
5.  Enrollment Form
6.  Easy Ways to Buy

**After Your Talk**

1.  Follow Up Strategy
2.  Touch Program