

hot tamale

RELATIONSHIP MANAGEMENT

Become a strategic partner and consider the following items listed below (I suggest listing 5 of these and then have the decision maker select 3 out of the 5 you have suggested). Then place these in your contract and experience less surprises!

- Book signings; personalize each book if possible
- Social media promotion if appropriate
- Attend meet and greet receptions
- Arrive the night before the event and meet attendees; then mention one of their names during your presentation
- Suggests meeting with the executive team
- If there is a big sponsor, meet and thank them, give one of your books
- Offer to do an interview if media is present
- Follow up after the meeting to continue the learning process
- Write an article for their website/newsletter
- Offer a 30-minute webinar as a refresher after the conference
- Recommend a pre-post 30 second videos
- Be flexible especially when on site
- Meet the vendors and event techs; they are referral resources to other groups

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TOOLKIT HANDOUT

Your Quick-Fix Checklist for Crafting a Speaker Brand that Sizzles

1. STELLAR SPEECH

Is your content problem-solving and actionable?

Are you using stories, metaphors, or relatable examples?

Does your voice carry in pitch, volume, and pace?

Are you using the stage intentionally (past-right, present-center, future-left)?

2. WEBSITE WITH ENERGY

Is your brand clear and exciting within 3 seconds?

Do you have a dedicated tab for meeting professionals?

Is it easy to contact you from every page?

Have you updated your bio, introduction, and photos?

3. HIGH-IMPACT VIDEO

Do you hook viewers in the first 30 seconds?

Does your video show stage command and emotional impact?

Is the quality professional-grade (lighting, sound, editing)?

Have you broken your video into micro content for social posts?

4. BOOK WITH YOUR MESSAGE

Does your book reinforce your keynote message?

Is it under 250 pages with practical takeaways?

Are you committed to publishing a new book every 3 years?

Is your book available at the back of the room or for bulk sales?

5. SOCIAL MEDIA CAMPAIGN

Are you posting valuable content twice per week?

Do you use scheduling tools to stay consistent?

Are your visuals and tone aligned with your brand?

Have you hired assistance and/or delegated tasks when overwhelmed?

