

Ideal Topics & Audiences

Identify Your Market(s):

WHO are your ideal markets - industries - audiences - clients?

What are their PAINS (key problems, issues or challenges) that you can SOLVE?

What are your CREDENTIALS (experience, expertise) to solve those problems?

What are the BENEFITS to THEM of working with YOU?

My Ideal Topics:

I can speak on these TOPICS (whether paid or pro bono):

I am knowledgeable, experienced, or an EXPERT on:

My Ideal Audiences:

WHO (what clients, groups, companies, organizations, associations, etc.) do you want to speak to?

WHO will PAY me to speak on these topics:

One-Sheets: The Significant Six

1) Photos

Portrait/Facial _____

Action Shot _____

2) Presentation Titles with Benefits - Programs (name and type)

Description	Result/outcomes generated	Keynote/Training
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_____	_____	_____
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_____	_____	_____
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_____	_____	_____
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_____	_____	_____
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Benefits of attending program/hiring you - 3-5 bullet points per program

_____	_____
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_____	_____
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_____	_____
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_____	_____
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3) Contact Information - Name, business name, logo, phone, e-mail, website...

4) Testimonials - Different references than those in the Client Listing

_____	_____
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_____	_____
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_____	_____
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5) Client Listing - In a logical order, alphabetical, by industry, chunked...

_____	_____	_____
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_____	_____	_____
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_____	_____	_____
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_____	_____	_____
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_____	_____	_____
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6) Call to Action! Create a sense of URGENCY!

One-Sheet Sample Layout Template - Front

HEADLINE

Question(s) to establish the need to hire you

Problem - Quote - Testimonial - Fact - Statistic

**PORTRAIT
PHOTO**

SPEAKER NAME

Title, Expertise

BIOGRAPHY

Overview

Brief background

Build your credibility

Who you are

What you have done

Why should they hire you

Expertise

Credentials, Degrees

Unique Philosophy

Books, Articles written

Media appearances

Organizations

Awards received

NSA Membership

Statement indicating that you are the ANSWER to their PROBLEM... need... issue... challenge.. it's a match!

PRESENTATIONS - INCLUDE (3-5)

TITLE #1

Short statement about the program, up to 2-3 sentences

- Benefit - outcome or result
- Benefit - outcome or result
- Benefit - outcome or result

TITLE #2

Short statement about the program, up to 2-3 sentences

- Benefit - outcome or result
- Benefit - outcome or result
- Benefit - outcome or result

TITLE #3

Short statement about the program, up to 2-3 sentences

- Benefit - outcome or result
- Benefit - outcome or result
- Benefit - outcome or result

Call today to schedule Speaker's Name!

(Tie your call to action back into the opening problem/solution.)

Telephone Number

Name, Business Name

Email Address, Website

One-Sheet Sample Layout Template - Back

TESTIMONIALS (5-7)

Actual client or audience member statement - the BEST available

Edit, shorten, proofread prior to printing!

Consider placing testimonial in italic type...

Use different organization names than those listed in the client listing...

- Name, Title, Organization (not in italic type)

Actual client or audience member statement - the BEST available

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PARTIAL CLIENT LIST

Organized in some manner...

(Alphabetical Order)

AT&T

BMW

IBM

SONY

(Chunked by Industry)

Associations

Conferences

Education

Finance & Banking

Government

Healthcare & Medical

International

Non-Profit Organizations

Sales & Marketing

Telecommunications

Call today to schedule Speaker's Name!

Toll Free Telephone Number

Name, Business Name

Phone, Fax (optional), Mailing Address (or City/State)

Email Address, Website(s)

**ACTION
PHOTO**

**Full Body
or 2/3 shot**

**Standing
or sitting**

SPEAKER NAME