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:

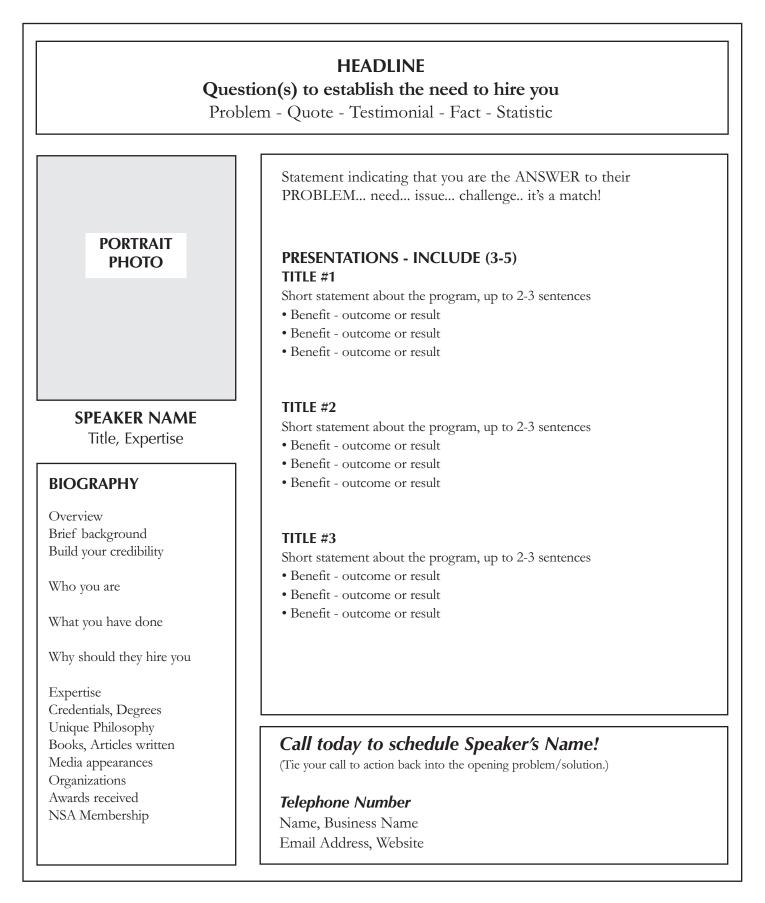
WHO (what clients, groups, companies, organizations, associations, etc.) do you want to speak to?

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
Benefits of attending pr	rogram/hiring you - 3-5 bullet points per progra	m
3) Contact Information - N	Jame, business name, logo, phone, e-mail, webs	ite
4) Testimonials - Different	references than those in the Client Listing	
5) Client Listing - In a logi	cal order, alphabetical, by industry, chunked	
6) Call to Action! Create a	a sense of URGENCY!	

One-Sheet Sample Layout Template - Front



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)

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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

ACTION PHOTO

Full Body or 2/3 shot

Standing or sitting

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)

SPEAKER NAME