

content curator
with Sue Bryce

MAP: speaker brand

A START TO FINISH CHECKLIST FOR
DESIGNING, SELLING AND MONETIZING
YOUR SPEAKER BRAND

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DESIGN

- ☐ **Name/Noun/Verb: Mentor, Educator, Instructor, Coach...Name you**
- ☐ **Content Type: e.g., Business, Money, Self Development, Craft...**
- ☐ **WHAT do you speak about? Be specific e.g., Business - Marketing, Sales, Networking**
- ☐ **Pick an Industry: Clarity.**
- ☐ **Pick an Audience: Who is it for? Clarity.**
- ☐ **Speaker + Brand Stills**
 - ☐ Headshots
 - ☐ Personal Brand Images
 - ☐ BTS/Filming/Broadcasting
 - ☐ Event/Workshop/Onstage
- ☐ **Speaker Bio + 3x3**
- ☐ **Speaker Reel**
 - ☐ 1-3 minute
 - ☐ 3-10 minute
- ☐ **Top 5 TALKS - Name, Type, Description**

1: _____

2: _____

3: _____

4: _____

5: _____

SELL

- ☐ **Connect your 3x3 - Social triangle - URL**
- ☐ **Create a booking email or management email**
- ☐ **APPLY: Conferences, Networking, Podcasts Agents, Events**

MONETIZE

- ☐ **Speaker fee**
- ☐ **Product table**
- ☐ **Product ambassador %**
- ☐ **Sponsors**
- ☐ **Meet and Greet**
- ☐ **Download GIFT (stay connected)**
- ☐ **Call To Action**
- ☐ **Merch Table**