

# THE PROFESSIONAL SPEAKER'S TOOLKIT

## 1. Script Writing & Developing a 30-Minute Demo Keynote

**Why it's required:** A demo keynote is your “proof of concept” as a professional speaker. It demonstrates your ability to deliver a structured, powerful message and engage an audience.

**How to do it:** Create a clear script with a strong opening, 2–3 core ideas, engagement moments, and a memorable close. Rehearse and record it as a 30-minute keynote. Also prepare 20, 45, and 60-minute versions.

## 2. Structure of a Talk – A Framework

**Why it's required:** A structured framework builds confidence for both organisers and audience.

**How to do it:** Use a model like Hook → Problem → Insight → Action → Close, with smooth transitions and verbal signposts.

## 3. Elevator Pitch

**Why it's required:** Decision-makers often meet you briefly and need clarity instantly.

**How to do it:** Craft a 30–60 second pitch: who you are, what you do, your unique value, and a call to action.

## 4. Speaker Media Kit

**Why it's required:** A professional kit makes it easy for organisers to understand and promote you.

**How to do it:** Include headshots, bios, topics, clients, testimonials, branding, and contact details.

## 5. Show Reel

**Why it's required:** A reel provides visual proof of your speaking presence.

**How to do it:** Compile 3–5 minutes of your best stage clips, hosted online with clean audio/video.

## 6. Website

**Why it's required:** Your website is your digital home.

**How to do it:** Include About, Topics, Testimonials, Videos, Media Kit, Blog, and Contact, with consistent branding.

## 7. Author a Published Solo Book

**Why it's required:** A book boosts authority and acts as your “glorious business card.”

**How to do it:** Publish professionally and feature it prominently on your platforms.

## 8. Blog

**Why it's required:** Blogs strengthen your thought leadership and SEO.

**How to do it:** Publish monthly or bi-monthly on leadership, teamwork, stagecraft, and case studies.

## 9. Podcast

**Why it's required:** A podcast builds consistent connection with your audience.

**How to do it:** Choose a theme, plan episodes, record, edit, and publish regularly.

## 10. IPP – Individual Property Framework

**Why it's required:** Your IPP differentiates you with unique intellectual property.

**How to do it:** Define your framework, create diagrams, and integrate into all your offerings.

## 11. Profile – One-Pager

**Why it's required:** Gives organisers a quick overview of your value.

**How to do it:** Include photo, topics, credentials, benefits, testimonials, and contact details.

### Note

Study world-class speakers and join communities such as Toastmasters and the Global Speakers Federation (PSAI, APSS, VSAI).