

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).