

# Speaker 1Sheet Checklist

- Professional Headshot**
- Action Shots**
  - On stage, training, audience reaction, etc.
- Addl. Pictures**
  - Book, CD's, Video Programs
- Logo** (optional)
- Bio** (text)
- Program(s) / Keynote(s) Descriptions** (text)
- Testimonials / Credibility Boosters**
  - Quotes from clients or audience members
  - Images of Video Testimonials (optional)
  - List of Past Clients / logos (optional)
  - Media Appearances / logos (optional)
- Headline(s) / Tagline(s)**
- Contact Info.** (phone / email)
- Website address**
- Social Media links / buttons**

**Before you start...**



Know what makes you unique.

Know the value you bring to your audience.

Know your ideal audience member.

Know the challenges your audience faces.

***The MOST IMPORTANT part:***

Leverage the experience of an expert.

email:

Dave@gps-SpeakerMarketing.com or Call 860-309-0070 for a free 30 minute speaker marketing consultation.



## The 3 Versions of your One Sheet . . .

### **Printed hardcopy**

These are becoming less common but it is still good to have some printed since you can use them as handouts at events or in media packages. If you plan on doing a mail campaign or follow-up your calls with a mail piece, it makes sense to get them printed. Min. resolution: 300dpi and be sure to use the highest quality paper. Many speakers also have their prints glossy coated to enhance the appearance.

### **Web-friendly PDF**

This should be a bit lower resolution compared to a printed one sheet so that it will load faster online. It should also have live links so that viewers can go directly to your website or videos to learn more about what you have to offer.

### **Speaker Bureau edition**

This edition is for speaker bureaus to send out and has your contact info removed. Typically a space is left so that the speaker bureau can insert their contact info electronically (on a PDF or JPG version) or affix a label. As a new speaker, you might not need this right away, but it is good to keep in mind.