



THE PROFESSIONAL SPEAKER TASK LIST

KAREN R. POWER

Professional Speaker Task List

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Setting the Stage

I've been representing and coaching speakers since 2004. That translates to most likely several thousand through the years. As I've worked with these amazing people there have been a couple of constant factors. (1) They continually ask one question..."How do I get more speaking engagements?" I've actually written training programs, a book, and several ebooks that address that question. (2) When given the activities that work to make the person a more bookable speaker, there seems to be a screeching of the brakes and a list of excuses. Excuses, or reasons, for the sudden stop include lack of knowledge, lack of training, lack of time, lack of funds, lack of interest, and lack of understanding that to be a **professional** speaker it's a full-time job that requires commitment, investment, diligence, accountability, responsibility, planning, and **consistent** implementation.

The **Professional Speaker Task List** addresses the latter...planning and consistent implementation. It was born out of a poll of 200 speakers in a private Facebook group called, **Speaker Chat**. Given the list of tasks you will find in this ebook, the majority of speakers choose about half of the list as items they needed to do to get booked for speaking events. Actually, the only correct answer for the poll was *all the above*. The items that most did not choose were some of the most important to do.

This list has also developed after 12 years of working with thousands of event planners and booking speakers for events. I've listened to what event planners say they want in a bookable speaker. They've told me that they search the Internet to see the body of work for the speaker(s) they are considering. I also have thirty years of experience in marketing credit union, small businesses, churches, and speakers. Eight years of managing one hundred book tours for authors from first-time self-published to New York Times Best Sellers. And finally, seven years as a course developer and trainer for a Fortune 350 sales organization that was also one of the Top 100 training organizations in the world. So, without being boastful but in the effort of full disclosure, I know how to market, promote, and sale. Those are three of the top skills need to be a successful professional speaker...with success equating to getting booked for speaking events.

What you will learn in this ebook is that to get booked speaking events, you don't start with at as the first priority task. Sounds backwards, right? It's not. If you do not have more to offer than standing on a stage or writing a book, as I've predicted since 2004, you will starve to death...or at least not getting booked often for events. And you're only reaching a small fraction of your audience.

The tasks on this list will help you develop your long-term and short-term strategic plans, develop products and programs from the content of your messages, develop an infrastructure for delivery, and then the result will be the reward of that labor...getting booked for speaking events.

If you feel you need additional resources to help you complete the tasks on this list, please visit my website at KarenPower.com. There you will find professional services, training programs, and free resources to further help you.

Be Doers

Hearers of the Word vs. Doers of the Word



- **Hearers**
 - Deceive themselves
 - Forget who they are
 - Do not persevere
 - And so they do not do, that is, live out the life of faith



- **Doers**
 - Are not deceiving themselves
 - Remember who they are
 - Persevere
 - And so they do, that is, live out the life of faith

While the above graphic is referring to us as Christians, it also applies to us as speakers.

Being a Christian speaker is a walk of faith. Yet, many in this industry are **hearers** and not **doers**. They attend speaker conferences, purchase training programs...maybe a better description is they are **collectors of information**. Gathering hours and hours or great volumes of information without implementation does not result in booked for speaking engagements.

BE A DOER! CONSISTENTLY IMPLEMENT!

Don't forget your passion and purpose. Put legs on it! Put the time into it. Make the investment. Do the work. (*Oh there's that ugly word*). Implement. Get results. REPEAT!

The process of getting booked for speaking engagements is about **doing**. Not doing just anything but being focused, strategic, and willing to work with consistency. Just having a message isn't enough. While prayer and direction from God are important, that's where a vision plan and mission statement come into play. Once those are established, it's time to being working through your strategic plan.

I asked 200 speakers if they had in writing a vision plan, mission statement, tagline, or strategic plan. Only 14% had a strategic plan. Yet, they were doing activities thinking they would get speaking engagements without knowing what to do, when to do it, or what it would take in resources of time, effort, money, or additional help to accomplish those tasks. They were basically flying by the seat of their pants (FBYSOTP) as their mode of operation. The FBYSOTP method is not what professional speakers do...at least not often.

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Karen R Power created a poll.

Yesterday at 12:36pm

Do you have any of the following items? Please only check the ones you have in writing.

<input type="checkbox"/>	A mission statement (concise picture of what you do)	100%
<input type="checkbox"/>	A vision plan (big picture of what God has called you to do)	86%
<input type="checkbox"/>	A tagline (very specific of what those engaging with you get from what you do)	71%
<input type="checkbox"/>	A strategic plan (timeline 1, 3, 5 years and beyond for when you'll do what God has called you to do)	14%

For those with a vision plan, mission statement, and tagline in place ... keep reading. You can use the **Professional Speaker Task List** as, or to formulate, your strategic plan. If you do not have these things in writing, stop and do so, and then keep reading. If you don't know how to create them, stay tuned for future training or do some research on your own.

Don't Focus on the Fruit

Too many speakers are focused in the wrong place. They are focused on getting speaking engagements. Yet, they are not doing many, or most, of the critical activities that deliver the message to their specific audience, that address their audience's problem(s), that offer the much needed solution, that grow a loyal follower base, and then lead to booked speaking engagements. Often, they are just focused on they (the speaker) feel want speak about, not what their audiences needs. Unfortunately, there are some who just want to stand on a stage...in front of a small percentage of what could be a much larger audience.

Getting speaking engagements is the FRUIT of many other activities. The focus should not be on the FRUIT. Only after planning and consistently doing other this will those activities bear the reward.



Event planners what speakers who are relevant, who address the problems their group has, who has books, products, programs for using before or after the event and those items are readily available through various channels, who demonstrate they are not a one-hit wonder but have longevity, who can draw a crowd for their event, and all of this is trackable by checking the Internet (the speaker's website, online bookstores, speaker bureaus or booking agencies). At least ninety percent of event planners who book speakers through Christian Speakers Services, tell me when seeking speakers for their event that they have searched the Internet to find their speaker. They have visited

websites, watched videos on YouTube, checked Facebook, and looked on Amazon for their books, and then they make the contact for booking the speaker. If a speaker has not done the many, many tasks to populate all of these areas, you can probably guess by now...they don't get booked.

6 Steps to Complete the Professional Speaker Task List

1. Determine the frequency of when tasks need to be done: daily, weekly, monthly, quarterly, or annually.
2. Determine how much time or number of days are needed to complete each task.
3. Develop an annual plan. Buy a desk or wall calendar or an online calendar. Enter each task into the timeline and your schedule.
4. Can the task be automated? (Use Hoot Suite, Buffer, or similar to schedule social media posts. Use the schedule function on WordPress for blog post and you can also have it autopost to social media at the same time. Use MailChip to schedule email blasts and autoresponders too.)
5. Determine if you have the skills, knowledge and best use of your time to do these tasks. Hire a professional, get a volunteer or intern to do the things that you can't or don't want to so that you can focus on those tasks that only you can do (i.e. speak on stage or in front of a camera and write content for books, programs, blogs, etc.)
6. Repeat consistently.

Some of these projects take longer than others. Some can be done quickly. But over the course of a year, it's possible to them all consistently. Priorities need to be given. Some other activities need to be not done or reduced ... watching TV, playing on Facebook, Internet games.

You might want to consider two things: (1) Take a couple of hours a month and schedule out to autopost for social media and blog posts. (2) Scheduling blocks of time for writing.

One of the best writing tips, and I've heard it often, from successful writers is that they do their writing in the morning until noon. They don't turn on any social media, or check email, until they've met their writing goal for the day.

No one person is good at everything on the list, or has the tech or marketing skills ... hire a professional when needed and do those things only you, the speaker/author, can do.

For example, only the speaker can be in front of the camera for video, or write their books, programs. But they can hire a professional photographer, or someone with tech skills to help put a system together to deliver the program, or help with their promotional efforts.

Many of the things on the list will help generate income that can then pay for other tasks on the list to be done.

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The List

The following speaker task list is in no particular order. It is not inclusive of every task a speaker needs to do. Additional spaces are at the end if you need to add to this list.

As you read through the items on the list indicate the frequency of each task, how much time you will need to complete it, and if you need additional help.

Check Off When Completed	Task	Frequency (daily, weekly, monthly, quarterly, annually)	Amount of time needed (Minutes, Hours, Days, Weeks, Month)	Do it Yourself (Y), Hire a Professional (HP) or Get an Intern or Volunteer (I/V)
	Develop a vision plan, mission statement, tagline, and strategic plan			
	Consistently and continually grow follower base (online, email, blog, social media, readers, appearances)			
	Schedule social media posts			
	Write blog posts			
	Schedule blog posts			
	Develop a marketing/promotion plan			
	Implement marketing/promotion plan			
	Attend speaker/writer conferences or online training to hone craft			
	Create videos from book/blog content for use on social media or larger program package			
	Create audio from book/blog content for use on social media or larger program package			
	Consistently use Facebook Live, Instagram video, YouTube Live, etc. and capture for future use on multiple platforms.			
	Work with other professionals to gain added exposure (i.e. speaker bureau, booking agency, speaker directory)			

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Check Off When Completed	Task	Frequency (daily, weekly, monthly, quarterly, annually)	Amount of time needed (Minutes, Hours, Days, Weeks, Month)	Do it Yourself (Y), Hire a Professional (HP) or Get an Intern or Volunteer (I/V)
	Create blended learning programs from books, videos, audio, etc. to package for physical and/or digital delivery			
	Create website			
	Keep website up-to-date with latest information, books, recordings, products, speaking presentations, bio, etc.			
	Keep professional headshots up-to-day (best practice every 2 years)			
	Keep other promotional materials up-to-date			
	Join and engage in public speaker/author networks, associations, and support groups			
	Set up TV, radio, blog, and podcast interviews, especially when something is happening in the news and you have content relevant to it, or when you have new books/products to release			

What's Next?

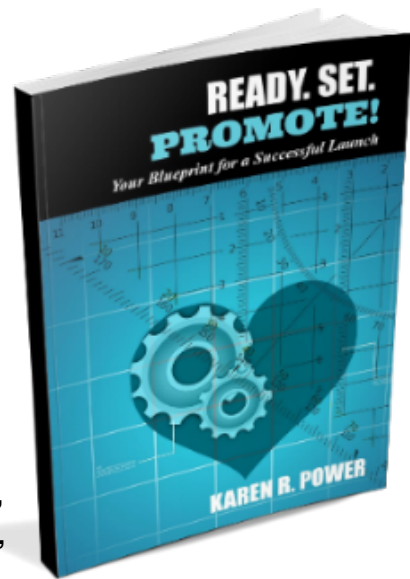


The **Speak & Get Paid** program helps you get all of your promotional materials ready to share with event planners from your head shot, bio, speaking presentation topic descriptions, and other promotional items, to where to find those elusive speaking opportunities.

You've been promoting your book, speaking presentations, program, or other product but you're not getting the results you expected. What should you do?

Ready. Set. PROMOTE! leads anyone with something to promote step-by-step through the maze of opportunities; grows their audience into a loyal tribe through relationship marketing; shares real-world case studies and examples that work; and develops strategies to generate multiple income streams from their books, products, programs, or events by harnessing the power of the Internet and social media.

With the information and activities in this program, you can promote anything ... products, programs, speaking presentations, business/ministry, or events.



Visit **STORE** at karenpower.com

About the Author

“Karen Power is a gifted coach and speaker advocate. Her services have led to a significant increase in the number of speaking engagements I secure yearly. Her speaker training has covered everything from platform building to building better talks, audience engagement, and how to make meeting planners love you. I highly recommend her services to anyone serious about expanding their ministry reach.” ~ Dr. Sandra Dalton-Smith, Physician, Speaker, and Author

Speaker Business Training. Support Services. Promotional Strategist. Speaker Booking Agent.

Karen's passion and purpose are to help Christ-centered communicators and business owners share their messages and products of hope and healing to change the world by creating innovative solutions. She has helped them connect with their audience, grow their platform base, find new speaking opportunities, raise the bar, and increase their customers, paid enrollees, products and book sales by using various delivery methods and strategies.



Karen started booking speakers for Classservices, Inc., Albuquerque, NM, in November 2004. Then started her own agency, Christian Speakers Services, in January 2007.

Karen has 40+ years experience in the Christian communication industry. She started at the age of 11 as a drummer and later served as a bass guitar player for Christian music bands and church praise teams. She has been on virtually every side of events and the stage as a musician, songwriter, speaker, author, event planner, concert promoter, coach, book tour manager, speaker bureau owner, and booking agent. Her marketing, technology, and curriculum development experience has helped her develop and launch a national support group, develop and produce hundreds on live webinars, develop websites, and design promotional and other support materials for internationally-known Christian speakers, authors, and teachers.

While Karen has been focused on helping speakers and authors take their messages to the world, she has also written several stories that appear in the

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following books: ***Your Spiritual Personality*** by Marita Littauer, ***Making the Blue Plate Special*** by Florence Littauer, Marita Littauer, and Lauren Littauer Briggs, and ***The Authentic You*** by Anita C. Lee. She has also managed virtual book promotion tours for New York Times best-selling authors such as Francine Rivers and Cecil Murphey and for other top authors in the CBA market such as Carol Kent, Thelma Wells, Kathi Macias and more.

Training Programs

- Speak & Get Paid
- Ready. Set. Promote!
- Ready. Set. Action!
- Ready. Set. Speak!
- and more

Professional Services Available

- Graphic Design: Banners or headers for websites and social media, Event Posters, Social Media Graphics, Infographics, Book Covers, Lead Magnets
- Website Development & Maintenance
- Speaker/Writer Conference Speaker
- Speaker Representation

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