



Checklist 17: Book To Speaking Gigs

Project Name: _____ Date: _____

Yes No

A book is a great way to land more speaking engagements. Organisers of events are always looking for speakers for their events and someone who has authored book is always high on their priority list.

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|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 1 | Have you made a list of industry events, and who organises them? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Have you made a list of local events related to your industry or book topic, and who organises these events? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Have you made a list of your local business groups, networking groups and who the chairpersons are? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Have you sent these people signed copies of your book along with a letter introducing yourself and making yourself available to them? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Have you followed up with these people via email/ Social Media? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Have you created 1-3 keynote presentations from your book? | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Have you crafted an offer that ties into your book topic for your presentation that either sells your backend offer or facilitates the sale of your backend offer? | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Have you gathered recording footage or samples of you speaking? | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | Have you set your speaking arrangements? | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Have you set up your own free or low cost events where you can practice your keynote presentations and practice speaking? | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | Have you turned your keynote presentations into webinar presentations and used them in your backend funnel to sell your book buyers onto your other offers, programs and services? | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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- 12 Are you constantly on the lookout for events (local and international) that you could speak at and do you send the event's organisers copies of your book and a letter introducing yourself?

Notes