



## Speaker and Authors Platform Checklist

This check list acts as a guide to ensuring you have the essentials to building a strong platform for your business. As you go through the check list give each area a grade from A-F. Based on the grade, C and lower grades should have an action step, need help, delegate to someone else or fix it.

<u>Item</u>	<u>Grade</u>	<u>Notes</u>
1. Brand consistency	_____	_____
2. Website	_____	_____
3. Endorsement List	_____	_____
4. Pictures of Celebrities	_____	_____
5. Past Events List	_____	_____
6. List of Potential Clients	_____	_____
7. Identified Competitive Advantage	_____	_____
8. Identified Core Message	_____	_____
9. Identified Core Market	_____	_____
10. Marketing Plan	_____	_____
11. Advertising Plan	_____	_____
12. Product Release Calendar	_____	_____
13. Business Contracts	_____	_____
14. Part of a Mastermind Group	_____	_____
15. Business Coach or Trainer	_____	_____
16. Identified Your Category of One	_____	_____
17. List of Media/ Press	_____	_____
18. Product List	_____	_____



## Speaker and Authors Platform Checklist

<u>Item</u>	<u>Grade</u>	<u>Notes</u>
19. Brand Color	_____	_____
20. Email Campaign (Mailchimp, etc)	_____	_____
21. Youtube Channel	_____	_____
22. Twitter Account	_____	_____
23. Facebook Business Page	_____	_____
24. Instagram	_____	_____
25. Pinterest Account	_____	_____
26. Social Media Calendar	_____	_____
27. Professional Business Cards	_____	_____
28. Professional Brochures	_____	_____
29. Business Goals Sheet	_____	_____
30. Strong Speaker/Author Bio	_____	_____
31. Matching Marketing Set	_____	_____
32. Key Contacts List	_____	_____
33. Key Business Contacts List	_____	_____
34. Key Marketing Phrase List	_____	_____
35. Business Banking Account	_____	_____
36. Right Message for Target Market	_____	_____
37. What Are You Selling	_____	_____
38. Special Product Offers List	_____	_____



## Speaker and Authors Platform Checklist

Your Message should fit your target Market. Marketing should be consistent to your brand, the colors, key phrases and core message should be the same throughout your Social Media platforms and on your website. Your cards, brochures and any correspondence should be templated from your website.

### **Key Notes:**

1. Create what **YOUR MARKET** wants to buy, not what you want to sell!
2. People think in images, use images to tell your story.
3. Make sure you are using the right **SELL TRIGGER WORDS** and not words that kill the sell.
4. Create books that can be used as Conference Topics
5. Take what you have already done and reposition it in multiple forms

Example: Turn an interview into an E-Book and Blog

6. Create star power
7. Know what issue you solve and provide the solution that leads to desired results.