

THE ULTIMATE **PUBLIC SPEAKING** CHECKLIST

*Feel calm, be confident and maximise
EVERY speaking opportunity*



Hi! I'm Shola Kaye. I help ambitious women build their careers and grow their businesses with public speaking. I'm so excited that you're out there sharing your message!

This guide will help you get the best from your presentations. The speech itself is super important, but there are also things you can do before and after you speak that will help make your presentation even more of a success.

I've been speaking, and performing internationally, to audiences as large as 15,000. I'm rehired regularly by event organisers and... I've had the occasional snafu that I've learned from the hard way!

I'm also an award-winning speaker and teacher - who used to be nervous of appearing in front of an audience.

My purpose now is to help you become an all-rounder at speaking. I want to help you promote your business or build your career with interactive, informative and exciting talks to groups.

This checklist will give you a jump start on making the most of your presentations. So let's get going!

BEFORE YOUR SPEAKING OPPORTUNITY

- Decide why you're speaking at that event
- Decide what you want the audience to think, feel and do after your presentation
- Decide on the theme and the throughline of your presentation
- Prepare any lead magnets, offers and freebies and decide how you'll deliver them eg. handouts, signup forms, email sequences, strategy sessions etc
- Create and take your presentation in multiple formats: eg on your laptop, on a USB stick, send by email to the organiser, keep in the cloud, create as PPT, PDF, on note cards etc
- Clear your camera to make space for recordings
- Bring business cards if needed
- Ask the organiser about software, hardware and the stage set-up
- Bring a clicker, cables and connectors, eg HDMI, VGA - EVEN IF THEY SAY YOU DON'T NEED THEM!
- Prepare your bio and a blurb on your speech and send to the organiser
- Create a visualisation or mantra to imagine success and overcome nerves
- Warm up your voice for speaking

DURING YOUR SPEAKING OPPORTUNITY

- Mingle with the audience
- Ask someone to record your presentation using your phone or other device
- Breathe!
- Stand where you're clearly visible
- Ask questions and include audience engagement exercises
- 'Seed' your product or service by subtly mentioning what you do and how you do it
- If appropriate, share how the audience can get your free resource, or where they can buy your product or service
- Take some time for Q&A before you close
- Share how the audience can keep in touch with you
- Share your social media links and webpage
- Thank the organiser

AFTER YOUR SPEAKING OPPORTUNITY

- Mingle with the audience
- Ask the organiser for referrals
- Ask for testimonials
- Schedule a time to receive feedback from the organiser
- Connect with audience members via social media and ask for referrals and testimonials
- Send your audience 'the thing' or follow up with them
- Watch your video footage
- Ask an objective person to watch too
- Make a note of what went well and what needs improving
- Congratulate yourself on a job well done!

Want more tips and tricks?

Don't miss out on more free resources. Check out my weekly blog packed with useful content!

Yes, I want to learn more about public speaking!

I HOPE THIS WAS USEFUL TO YOU?



I shared some of my favourite insider tips because I want you to get amazing results from your speaking. It's a fantastic way to develop both yourself and your career.

If you liked this checklist, why not join my Facebook Community <https://sholakaye.com/community> where I run regular live trainings and share offers with the group.

Join the community

Or connect with me at www.sholakaye.com to watch my weekly vlogs, find out about online courses and coaching, and take your speaking to the next level.

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