

HOW TO BECOME A PUBLIC SPEAKER

THE BEGINNER'S GUIDE



DEFINE YOUR MESSAGING

Outline the main goal you want to accomplish, when speaking to people. What are you focusing on (leadership, service, etc.) and what do your clients and their audiences need to know about it?

CRAFT YOUR PROMISE STATEMENT

In a sentence or less, summarize what your clients will gain by hiring you. Are they getting more sales? Retaining employees longer? Growing faster?



BUILD YOUR PERSONAL BRAND

Pick your brand colors, fonts, style, and messaging. They should all work together with your promise statement to create your business persona.

MAINTAIN A SOCIAL MEDIA PRESENCE

Create a Facebook page and open Twitter, LinkedIn, and Instagram accounts if you haven't yet. Update these regularly in the style of your personal brand.



SPEAK LOCALLY FOR FREE

Find small organizations around you (unless you're able to afford the travel costs of going farther) and speak for free. These help you gain experience and can be used to help you get paid gigs later on.

WORK YOUR WAY UP FROM THERE!

As you gain experience, iterate on your branding and messaging and, over time, increase your speaking fee. Onward and upward, right? 📈



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Marcel A. Müller



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