

Hey friend, welcome to the Laylee Emadi podcast. Today I'm gonna be talking with you all about your assets and what you should include on your speaker page. As a creative entrepreneur who is wanting to get more speaking gigs, you are wanting to pitch yourself to take more stages, or whether it be virtual or in person.

Maybe you have been a speaker for a while, maybe you're. Brand new to this. Either way, I'm gonna be taking you guys through some of my top pieces of advice for what to include on your speaker page from an asset standpoint. Now I do have a free download for you guys with a checklist of what you should include in your speaker page and a while back I collaborated with my good friend, an incredible designer, Elizabeth mcc, who has an amazing template for Showit users who want to see exactly what I have included in my speaker page. We went through together and made sure that I included examples of what you should be, thinking about including. So if that's helpful to you, we will link all of that in the show notes for you.

if you wanna grab the freebie for what to include in your speaker page, you can head to layleemadi.com/resources, and there is a quick download for you guys there, but of course, check out the show notes. We'll have everything linked up for you. So let's go ahead and dive in to the top five things that I would recommend.

Any prospective speaker or current speaker include on their speaker, media kit or website. Now, just to be clear, this is like a huge question I get asked all the time, so this is kind of just like a bonus. Talking point here, I get asked all the time, do you need a separate website for yourself as a speaker if you wanna book speaking gigs.

Now, this is such a nuanced topic in general because I teach to creative entrepreneurs who wanna include speaking as a part of their business or an additional like leg of their business. And so I say For that audience, you do not need to have a separate page. Like you are absolutely fine to have your website like I do.

It's just layleemadi.com/speaking, and that is my speaker page. I don't have a full website dedicated to my speaking for the creative industry. However, if you are going the corporate route where you want to become a. Sought after speaker for corporate work where you are getting paid to show up, give a talk, and leave.

Yes, I would recommend having a separate website and or media kit for your speaking business as a separate entity to your existing business. However, we are focusing this podcast and a lot of what I teach and my upcoming course called the Sought after Speaker System. To creative entrepreneurs in the creative industry who want to, like I said, grow your existing business through taking stages, whether it be virtually or in person as a speaker.

So in that respect, I would say a media kit, or just a. Page within your existing company's website is more than sufficient to be able to get you booked and busy and out there. So let's dive into those top five items that I would have in your speaker page. The first one is obviously going to be your bio.

Now I wanna talk a little bit about what that bio should look like versus what you might be envisioning. So a lot of people wanna kind of take their regular bio from their About me page of their website and apply it to their speaker page, and I'm gonna stop that thought process right here and encourage you to.

Take a look at your bio through the lens of somebody who wants to book you to speak on a stage versus somebody who falls upon your website and they wanna know what you do as a business owner. Those are kind of two different descriptions that you would give them, right? Typically. For example, I always like to use myself as an example 'cause it's the easiest one.

When somebody stumbles upon my website, I have a lot of different offerings and so the about me page is going to dive a little bit deeper into what I do, why I do it, who I do it for, and all of those details for the different offers and things like that. But when they're coming to my speaker page, because I'm pitching them, I want them to know what I bring to the table as a speaker in particular.

Now, I don't wanna overwhelm you here. You can keep this bio short and sweet, but maybe calling attention to things like what makes you unique on a stage, what do you bring to an audience that other speakers don't? What is it about your topics that set you apart, or what about you? Sets you apart to teach on those topics.

So those are some thinking points that you can start mulling over as you're creating your bio. But I would at first, just, even if you, if you're overthinking it, you're like, I just need to get something on my website. I would consider doing a short and sweet bio that tells a booking agent or a booking host or whoever it is that's looking at your pitch that tells them what you as a speaker bring to the stage.

The second thing I'm gonna encourage you to include on your page, and this is the thing that I think gets the most pushback, at least from my clients initially, is samples of you speaking. Now, don't panic if you have never taken a stage before or if you don't have incredible footage of you speaking, or things that are perfectly curated and that's what's setting you back in terms of including these examples.

On your website or in your media kit, I'm gonna stop you right here and encourage you. That done is better than perfect in this situation. Typically, when people are wanting to book you to speak, but they've never seen you speak before, or if you're pitching somebody, you're doing a cold pitch and you want to get on a stage, but they're not familiar with you, the first thing they're gonna do is they're gonna wanna know what your teaching style is like.

They're gonna wanna know what it's like to be in an audience, to see you teach, to hear you teach, to see how you interact. To see how you connect with audience members, and so I don't really care if the video is perfectly polished and beautifully professional. Obviously, the more you get experience, the better your videos are gonna be.

The more stages you take, the more high level these things are gonna be, the more you charge. The more high level it will be. But in the beginning when you are trying to get your name out there and get on stages, I just wanna know what it's like to learn from you. So an example of. Past work would be B roll.

That's totally fine. I prefer hearing you speak, hearing you teach. So if that is an iPhone video from a session, a workshop, a keynote. If you've never done a keynote, maybe it's a virtual session, but it's the video of you teaching. Maybe it's a five minute video, maybe it's clipped, maybe it's snippets that lead to a link to a longer conversation, and then.

The last thing I'll say is maybe it's a podcast episode. Ideally, I wanna see a video of you teaching versus just the audio. But if audio is all you have right now, link it up, use that audio, it's totally fine.

And then as you get video, then you can add it in. So don't overthink this, but put some samples. People like to be able to peruse some sample work and be able to, like I said, get a feel for you.

The third thing I'm gonna encourage you to do out of these top fives is put references to previous works Now this kind of leads to item four, which is testimonials. I'm getting a little ahead of myself, but I might as well just knock

out three and four at the same time actually. So let's do that. References of where you've been, so whether it's like logos, a list, places that have trusted you in the past to take their stage.

Podcast, guest appearances in other communities, whatever that is, just showcasing that other people, other hosts, have trusted you with their stages, their audiences, their students, their people before. That's awesome. And then one step up is testimonials, which is number four in my top five. Now, I love a testimonial from a host and I love a testimonial from an audience member.

So if you have not been able to procure those things in the past, I would encourage you think back to. Anytime you've been a guest for somebody and reach out to them, even if it's been a hot minute, just send them an email and say, Hey, I would love to be able to feature my work with your community or my work with your event on my new speaker page.

I'd love if you would be willing to share, one to three sentence testimonial about how your audience felt working with me, how you felt working with me. Give them some prompts. Thank them for their time and hopefully you'll be able to. To put those up there. If you have never had the opportunity to like have this kind of email interaction one-on-one, were there any dms that you got, any comments on a live video that you taught or a live workshop?

Is there anything that you can clip, you can think outside the box here. Is there anything that you can clip from that to be able to feature on your site just so that again. People who are coming across your site, your media kit or your website for the first time, and they're looking at you as a speaker, they're able to see how other hosts and other audience members have perceived you in the past and have been able to learn from you and what they've taken away, what any transformations they were able to walk away with, or just their general perception of you, what it was like to work with you, your professionalism, things like that.

And last, but certainly not least, in fact, this might be one of the most important things that I'll tell you to spend the most time on, is your signature talks or topics. Now you can list anywhere from one to three topics, I would say. I mean, you can list as many as you want. I'm not here to tell you what to do, but I recommend one to three signature toxin topics and I really want you to spend the most time.

On this section. Everything else I've been like, you know, take what you have. Think outside the box for this. I want you to really hone in on what are these

topics, what are these talks? What is the transformation? What makes it special? What makes it unique? What makes it really exciting, and what makes you the one to book for this topic?

If it is a topic that a lot of people talk about, which let's be honest, this might be something that stands in your way or something that gives you a little bit of self doubt is like. Again, I'll use myself as an example. I talk a lot about burnout. I talk a lot about productivity. I talk a lot about imposter syndrome.

Well, guess what? So do a lot of people. So what makes me uniquely qualified to speak to somebody's audience, in particular about these topics? That's what I'm gonna think about when I'm creating the sample. Of my topic or talk list on my website or on my media kit. So, that's where I would encourage you to spend the most possible time thinking through.

Again, I've got really great resources on this, throughout the podcast and of course, through the freebie that you can find at layleemadi.com/resources or in the show notes. As I am building out my course that is going to be launching in August of 2025, whenever you're listening to this, it might already be in the universe at this point, I don't know.

But as I'm building this out, I'm seeing more and more people, uh, as I get to work with my students on this and, and really see where people are at. I'm seeing so many people stop themselves. From putting all of this out there for so many reasons, but the number one reason I'm seeing is overthinking. And I wanna encourage you guys, I'm not telling you not to take it seriously.

I love that you're taking it seriously. I want you to take this as a big responsibility that if you're wanting to get in front of audiences and take up stage, and take up space, and take up space in people's minds and get in there and like really help them, you should be delivering right. Not telling you not to take it seriously.

However, I am telling you that sometimes when we are taking this responsibility heavily, we tend to overthink and stop ourselves before we're ever able to like make the ask, make the pitch. So my encouragement to you today is to take those top five things. Please take this as a homework assignment, like I am going to be your unsolicited.

Free coach right now, and I'm gonna tell you what I would tell any of my students. These five things are completely doable. You can do them within the next week, and I want to assign this as a homework item for you to compile

these five things. Get them ready to get into a media kit or onto a website, and let me know when you've done it.

Like I want you to report back to me like I'm your coach. Tell me when you get this done. So that I can encourage you and I can give you that high five virtually through Instagram, through email, whatever, and just know that I'm cheering you on. You've got this. Go download the freebie, learn another few things that you can include asset-wise on your website.

but these top five, these are the non-negotiables. These are the things that you've gotta have together before you put yourself out there. And I believe that you can get these things together in the next few days.

So you've got this. Keep going and I'll see you guys on the next episode.