



INTAKE QUESTIONNAIRE

Let's get this party started!

Answers to the following questions will give us a starting point to find where your barriers to bookings may be hiding. Please be thorough in your responses.

NAME:

SPEAKING FEE:

OF BOOKINGS IN THE PAST 12 MOS AT THAT FEE:

TOTAL # OF BOOKINGS PER YEAR:

WEBSITE:

CATEGORY (Leadership, Inspiration, Sustainability, etc.):



BRANDING

When you are in front of a potential client or colleague, how do you answer the question, “*What do you speak about?*” In other words, give us your elevator pitch.

What is your specific area of expertise?

Why are you uniquely qualified to be a leader on this topic? Please include parts of your story that motivate your passion in these topics.

Where do you want to be in terms of fee and number of bookings per month/year?

What other speaker(s) are you most like in terms of your topics/expertise?



AUDIENCE

Who is your primary audience?

What unique challenges of that audience are you called to serve?

How do you want people to feel after your presentation?

What specific strategies are you using (or planning to use) to grow this audience?

What is the greatest single advantage or benefit the audience gains from your presentation?



PROGRAMS, CATEGORIES, TOPICS

Which category would you use to define yourself as a speaker (ex. marketing, sales, leadership)

On a scale of 1-10, how much passion and excitement do you feel when you share your message?

What upgrades or revisions are you planning to make to your current program titles and descriptions?

What is your most popular program?

How is your point of view different than other speakers in your category? How does your specific approach or expertise bring a fresh approach or perspective to your category?



WEBSITE

Does the copy and messaging on your current website reflect your expertise and value as a speaker / expert? Does it represent your brand?

When was your current website originally designed? What updates have you made since then and when? Please also feel free to include any changes you plan to make.

Are all materials easily accessible on your website? (Speaking Videos, Bio, Programs, Brand Tagline/Byline, Testimonials, Headshots, Books/Articles/Print, Media, Social Media, Media/Podcasts/ Interviews)

Do you have one or more ways for visitors to join your mailing list?

Do you use Google Analytics or other tools to track number of visitors, traffic & opt-ins?



MATERIALS

On a scale of 1-10, how would you rate your own materials in the following categories? Please also include the reason for assigning yourself that score.

	Score	Reason
Speaking Videos		
Bio		
Programs		
Brand Tagline/Byline		
Testimonials		
Headshots		
Books/Articles/Print Media		
Social Media		
Media/Podcasts/ Interviews		



STAGE SKILLS

On a scale of 1-10, please rate your stage presence. What are the reasons you would assign yourself that score?

What kind of slides or visuals do you typically use during your keynotes?

How does your talk engage the audience and allow for audience participation?

Please let us know about any previous training you have received around delivery, storytelling, or stage presence.

Please tell us about the highest rating you have received from an audience or meeting planner.



MARKETING/SALES STRATEGY

Please describe your approach to attracting and nurturing potential leads into sales / customers.

Who are you trying to reach with your direct outreach efforts?

How are most clients finding you right now?

How do you leverage your past business to create new?

Are you getting referrals? If so, how many do you average per year?

How are you building relationships with people who could refer you?

How are you utilizing social media to establish yourself as a voice of authority on this topic or connect with your audience?

What mediums are you using to distribute content?



GENERAL QUESTIONS

What are three primary goals you have for your speaking business?

What are the top three challenges you see as potentially blocking your ability to get booked more frequently as a speaker?

What changes (if any) do you have planned for your business model and overall business strategy and what are your biggest questions?

Is there anything else you want us to know about your message, audience, business, and goals that you haven't been able to share above?