



YOUR SPEAKING PROPOSAL

Learn how to craft a winning speech proposal that can get you speaking opportunities. Check that you have covered the Five T's.

1 The Topic

Choose a topic that showcases your expertise, passion, and value proposition. Be relevant to the event and the audience and address their needs, interests, and challenges. Be original, unique, and innovative and not too broad or too narrow.

2 The Talk

Craft a compelling and relevant speech proposal that captures the attention of the organizers and the audience. Research the event and its theme, format, agenda, and goals. Align your proposal with them. Avoid submitting generic or recycled proposals that do not fit the event's criteria or expectations.

3 The Talker

Highlight your expertise, credentials, and achievements in your speaker profile. Include a photo, a bio, a video, and some testimonials or references that showcase your speaking skills and experience.

4 The Title

Write a catchy and concise title that summarizes the main message of your speech and sparks curiosity in the audience. Be clear, specific, and relevant to the event and the audience. Use keywords, phrases, or questions that attract attention and interest.

5 The Takeaways

Define the objectives, benefits, and takeaways of your speech for the audience. State what they will learn, gain, or achieve from listening to you and how it will help them solve their problems or improve their situations. Provide some actionable steps or tips that they can apply after your speech.