the SPEAKER starter bundle

visibility

Suzanne CASTLE

publicity checklist

Use this checklist before, during, and after every speaking opportunity to turn visibility into credibility and repeat bookings.

PRE STAGE + ON STAGE

STAGE READINESS

Before You Say Yes

☐ I can clearly state my signature message in one sentence
☐ My topic matches the audience and event goal
☐ My speaker one sheet is current
☐ I have a short bio and a medium bio ready
☐ My headshots and brand photos reflect how I want to be booked
☐ My speaker page or booking contact is easy to find

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publicity checklist

ONCE YOU'RE BOOKED

☐ I confirmed audience type and size
☐ I confirmed the event goal or desired outcome
☐ I confirmed permission to record or photograph
☐ I provided my preferred intro or bio
☐ I identified ONE clear audience next step
☐ I prepared a QR code or short link

PROMOTE AHEAD OF TIME

☐ I announced the appearance on social media
☐ I shared the event with my email list
☐ I added this to my visibility calendar

DURING THE EVENT

☐ I captured stage photos
☐ I captured audience or behind the scenes moments
☐ I got signage or screen shots with my name
☐ I made intentional connections with organizers
☐ I noted audience reactions or feedback

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publicity checklist

POST STAGE + LEVERAGE

IMMEDIATE FOLLOW UP

Within 48 Hours

☐ I sent a thank you to the organizer
☐ I requested a testimonial or LinkedIn recommendation
☐ I shared one post or recap from the event
☐ I tagged the event and partners

PUBLIC PROOF

☐ I saved my best photos and clips
☐ I added the event to my speaker assets
☐ I updated my speaker page or media kit
☐ I stored testimonials for future use

LONG TERM LEVERAGE

☐ I referenced this stage in future pitches
☐ I used it as social proof in conversations
☐ I tracked leads or opportunities created
☐ I evaluated whether I would speak there again

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referral ask scripts

Use these word for word scripts to confidently ask for referrals, testimonials, and repeat bookings without feeling awkward or salesy.

SCRIPT ONE

The Same Day Thank You + Rebook Opener

Use this within 24 hours

Thank you again for having me. I loved the room and the way your audience engaged. If you have any upcoming events where this message would support your goals, I'd love to continue the conversation.

SCRIPT TWO

Direct Repeat Booking Ask

Use when the event went well

I'd love to support your audience again in the future. Are there other programs, teams, or events where this message could be a fit?

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SCRIPT THREE

Referral Ask to Organizer

This makes it easy for them to help you

If you know other organizations or events that would benefit from this conversation, I'd appreciate an introduction. I'm happy to make it easy on your end.

SCRIPT FOUR

Testimonial Ask

Best sent while the experience is fresh

If you're open to it, a short testimonial about your experience would be incredibly helpful. A few sentences is perfect.

SCRIPT FIVE

LinkedIn Recommendation Ask

Would you be willing to share a quick LinkedIn recommendation about our work together? I'd be happy to draft something to make it easy.

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referral ask scripts

SCRIPT SIX

Post Event Follow Up Without Pressure

Use when you want to keep the door open

ll appreciated the opportunity to contribute. If it's helpful, I'd love to stay in touch around future events or collaborations.

SCRIPT SEVEN

Audience Referral Ask

After the Event

ll'm glad this resonated. If you're connected to other groups or events where this conversation would be valuable, I'd love an introduction.

HOW TO USE THESE SCRIPTS

- **Choose one or two. Do not use all of them.**
- **Send while the event is still top of mind.**
- **Keep the tone confident and professional.**
- **Let the organizer respond. Do not over explain.**

Asking is not pushy.
It is how opportunities multiply.

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speaker template

Please read before you get started.

Direct Link to Canva 01

You will need a Canva Account

Click this link and it will take you to a window where you will have to click the only button that says "USE THIS TEMPLATE."

Create & Customize 02

Once you are there, you can access the templates through the link provided to your liking and specifications. Then just download for your usage.

DOWNLOAD NOW

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let's be clear.

You don't need more stages.

You need to work the ones you already have!

Speaking isn't about hoping someone notices you. It's about showing up prepared, making it easy to say yes to you, and leaving behind proof that you belong there.

Use this toolkit every time you take the mic.

Use the scripts even if your voice shakes a little.

Use the checklist even when you think you don't need it.

Because the difference between speakers who "get lucky" and speakers who get booked again isn't talent.

It's intention.

Now go sparkle.

And if there's confetti involved, even better.

Want More Sparkle Strategy?

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Explore The Sparkle Factor® on Stage when you're ready to go bigger.