

# Local Speaking Gig Checklist

## Places I can speak:

- ☐ Clubs
  - ☐ Rotary Club
  - ☐ Lion's Club
  - ☐ Girl Scouts
  - ☐ Boy Scouts
  - ☐ \_\_\_\_\_
  - ☐ \_\_\_\_\_
  - ☐ \_\_\_\_\_
  - ☐ \_\_\_\_\_
- ☐ Schools
  - ☐ Pre-schools
  - ☐ Elementary schools
  - ☐ Middle schools
  - ☐ High schools
  - ☐ Colleges/Universities
    - ☐ Guest talk
    - ☐ Commencement speech
  - ☐ Technical schools
  - ☐ PTAs
  - ☐ Clubs
- ☐ Bookstores
  - ☐ Reading/signing

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## **(Cont.) Places I can speak:**

- ☐ Libraries
  - ☐ Friends of the Library meetings
  - ☐ Guest workshop
  - ☐ Reading/signing
- ☐ Corporations
  - ☐ Lunch & Learns
  - ☐ Guest instructor
- ☐ Webinars
  - ☐ Guest instructor
  - ☐ Host
- ☐ Interviews (see several interview checklists)
- ☐ Live events
  - ☐ Workshops
  - ☐ Seminars
  - ☐ Conferences
  - ☐ Keynotes
  - ☐ Breakout sessions
- ☐ Cruise ships
- ☐ Book fairs
- ☐ Churches
- ☐ Local networking groups
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

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## Day before speaking gig:

- ☐ Gather materials
  - ☐ My book to show
  - ☐ My printed marketing materials
  - ☐ Freebies
  - ☐ Handouts
  - ☐ Books to sell
  - ☐ Table cover
  - ☐ Prize basket for raffle
  - ☐ Balloons
  - ☐ Table decorations
  - ☐ Bowl of chocolate
  - ☐ Other products
  - ☐ Email opt-in list/form
  - ☐ Order forms
  - ☐ \_\_\_\_\_
  - ☐ \_\_\_\_\_
  - ☐ \_\_\_\_\_
  - ☐ \_\_\_\_\_

## Day of speaking gig:

- ☐ Load car with above checked materials
- ☐ BREATHE

# Local Speaking Gig Checklist

## At speaking gig:

- ☐ Set up table
- ☐ BREATHE
- ☐ Stretch
- ☐ Greet people
- ☐ Read book excerpt/talk/teach
- ☐ Network/mingle
- ☐ Sell books
- ☐ Sell other products and/or services
- ☐ Collect names and emails
- ☐ Raffle off prize
- ☐ Load car with all remaining books (if any) and other materials
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

## After speaking gig:

- ☐ Send thank-you note
- ☐ Let host know you're available for more gigs
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_