

The Professional Speaking Toolkit

**Top Tips, Templates, Resources and Expert Advice on
How to Become a PAID Professional Speaker**

If you keep doing what you've always done, you will keep getting what you always got
-Unknown

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Welcome to www.StarrHall.com: The Professional Speaking Toolkit

Before you read through this toolkit, let me just brief you on how I started as a public speaker so that you have an understanding of my background and where my experience comes from. I have been a published author since I was 19 years old. My first three books were children's hardbound books. When I booked my very first speaking engagement at an elementary school I was told that I would be giving a story time to 25 kindergartners. When I arrived at the school, I was rushed into an auditorium with over 1,000 students waiting to hear me read and speak. To make a very long story short, I went up on the stage after my introduction and I fainted!

Oh no, it gets worse, I have called a girl a guy, a guy a girl, tripped on stage, forgot my materials and even presented to the wrong audience. Fifteen years later, I have booked over 400 PAID speaking engagements including Microsoft Small Business, UPS, Entrepreneur Magazine, Sprint, American Marketing Association, Direct Selling Association, Jafra International, Century 21, hundreds of schools, districts, women's conferences, technology summits, expert panels, business workshops, trainings and much more.

I have pitched it, been there, done it and made all of the mistakes for you. Now I want to share what has worked for me and what I believe can work for you as I have tried all of my techniques with my clients as well. SO, simply **educate yourself** by reading through the material at least once and then **act!** All of the tools are here at your fingertips to create or expand into a successful PAID speaking career. – Starr Hall, Founder & Visionary of TheSmartyWay.com

WARNING! Do not just read through this toolkit and not complete the tasks. This is an investment in you and your speaking company. In order for your speaking career to grow you need to:

- ✓ Develop a solid personal brand
- ✓ Create and pitch opportunities lists
- ✓ Position you as an expert

This will lead to more people contacting you, more bookings, more paid speaking engagements AND more referrals.

Part 1: Getting Started

Overview of Part 1

- 1.1 Develop Your Personal Brand**
 - 1.1A Building Your Personal Brand Checklist**
- 1.2 Setting Your Fees**
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- 1.3 Create Your Speakers Kit**
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- 1.4 Top 10 Tips to Getting Paid Speaking Engagements**
- 1.5 Booking PAID Speaking Engagements**
 - 1.5A How to Locate Speaking Opportunities

1.1 Educate Yourself: Develop Your Personal Brand

Before we start working on building your speaking career, you need to have an understanding of exactly what it means to be a professional speaker and how it works.

The Basics

What is a Professional Public Speaker?	A motivational speaker or inspirational speaker is a professional speaker who makes speeches intended to lift up and motivate their audiences. In a business context, they are employed to communicate company strategy with clarity and help employees to see the future in a positive light and inspire workers to pull together. In general- a speaker who makes his/her living from presenting information to various organizations.	
Goal	The goal in becoming a professional speaker is to develop and deliver timely seminars and trainings to target market audiences in your desired geographic locations for a respectable fee. Furthermore, to engage and lift the audience, creating more opportunities such as additional speaking engagements, long term contracts, exposure, testimonials and higher levels of personal branding exposure.	
How Much Time Will it Take to Build My Speaking Career	This varies and depends on your dedication, confidence in yourself and continual effort in promoting your personal brand. You will get out what you put into it. If you want to book 100 paid speaking engagements per year, we suggest that you reach out to a minimum of three times that amount (we call it triple it up). More importantly, you need to continually reach out to opportunities. Contacting them one time by sending an email and then never following up or contacting them again won't get you very far.	
Costs	Mostly the costs involved in building your personal brand and speaking career would be for a personal logo, blog site, branding material (we will cover this in the toolkit), and your time to promote and market yourself.	
Speaking Marketing Options	<i>Do it yourself</i>	<i>Hire a VA, an Agent or Speaker's Agency/Bureau</i>
	Personal Time Investment: Allocate time to do yourself.	Financial Investment: Have professionals/experts do for you.

1.1A Take Action: Building Your Personal Brand Checklist

Building Your Personal Brand Checklist

1. **Become an Expert in Your Field-** Do you feel like an expert in your field? Whether you answer yes or no to this question, it doesn't really matter at this point, however what you need to do is become a 2 book expert. In order to become an expert at what you do you need to learn and know more than most people in your industry. How are you going to do this? You need to read at least 2 books per month on your topic or industry. Did you know in a 12 month period you will have read 24 books which is the average amount of books that you would read to get your degree?
 - **BONUS TIP-** To better position yourself as an expert in your field, create and launch your very own e-books, or sell ebooks from experts that you know and trust (like ours ☺). You can make thousands of dollars monthly by launching and selling quality ebooks.
2. **E-branding (Anything That You Do Over The Internet)-** First of all STOP using email addresses that are branding other companies and PLEASE take out under scores, periods and what we call pretty names. For example: [1234@ 52aolprettygirl.com](mailto:1234@52aolprettygirl.com) – What kind of email address is this? Instead use your name because that is what you want people to remember- YOU! For example use Starr@starrhall.com (the name of the author for this toolkit and this company).
 - **Web site-** what are you doing for a web site? If you don't have one or you do not have it in your budget to create one, then just sign up on a free social networking site such as LinkedIn and use this as your main web presence. Check out Starr's profile at www.Linkedin.com/in/starrhall. This is a great starting point to create an internet presence.
 - **Build Your Email List-** Exposure is a numbers game, the more people that you have opt in on your list, the more people that you can reach. You never know who someone knows. AND now-a-days with all of the affiliate marketing programs in place you can actually build your list and make lots of cashola.

- 3. Creating Your Niche Topic-** You need to determine what your area of interest is and break it down. No matter what industry you are in there is an audience and target market that needs your knowledge, product or services. There are some outrageous topics out there such as- How to Feed Alligators or here is one for you- How to milk a cow with the latest technology, the list goes on. Whatever you speak on you need to gear it to your audience. For example- speaking in the area of building brands, that's pretty general. Let's take it a step further, what about- ***How to Brand in a Wired World!*** This topic and title ties into current world technology. Let's get even more specific- ***How to Brand in a Wired World Using Social Media.*** That pretty much conveys what the subject is about in detail, wouldn't you agree? In addition to finding your topic niche, you need to remember to gear your topic towards the group or organization that you will be presenting to. For example, if we were to take the topic above to a college, the seminar could be titled- ***College Branding 101- Learn How to Grow Your Personal Brand. Successful Branding for Job Hunting, Career Success, and Entrepreneurs.***
- 4. What is Your- Why You do it Statement?-** This step is more for yourself than anyone else. You need to determine why you are doing what you do. It is very important to know the answer (or answers) to this question. Why? Because if you don't know why you are presenting on a certain topic or area, then how in the world is your audience going to know? Do you speak on this topic because you grew up in the industry? Are you passionate about how offering this information can change lives or the economy or maybe it's even a medical breakthrough that can change the world. It can be as simple as- it just really interests you and you want to share your knowledge with the world because you are a 2 book expert, you will have more knowledge than most in the topic area anyway- correct?
- 5. What are the Solutions That You Offer Attendees?** If you are going to present in front of people you need to make sure that it is worth their time by offering a solution or several solutions. You really shouldn't get in front of an audience just to hear yourself speak or to push a product or service. You need to come prepared with valid solutions to help them. This is what separates great speakers from the good or not so good. Write a list of 5 solutions that you can offer an audience. This can be resources, breakthroughs, new tips or tricks, short cuts, a better way etc...

6. **Do You Have Any Soul or Do You Speak From the Heart?**- Have you ever been to a seminar and felt like the speaker was scratching their nails on a chalkboard? We don't want you to be that speaker! Now- we are not saying that you need to be the best speaker on the planet to make it, believe me there are speakers that are better than you and even more that are much worse. It doesn't matter, you just need to speak from the heart- if you aren't passionate about the topic then don't do it. I would much rather hear/watch a speaker that is not prepared and nervous present from the heart than to watch a speaker that may be prepared but is dull and disconnected from their topic.
7. **Keep Your Brand Simple**- Don't try to complicate your image. In order for consumers to connect with your personal brand, you need to make sure that they don't have to think too much about what it is that you do, present on and who you are. Lets look at a major personal brand- Oprah for instance. She started with The Oprah Winfrey Show, then went to Oprah Winfrey, Oprah and now just "O". Pretty soon she will be like Prince and just be a symbol. Another company that complicated their name, therefore the consumer simplified it- AT&T, do you know what it stands for? Automated Telegram and Telegraph. Keep it Simple!
8. **Are You Sales Pitching or Offering Help?** There is a BIG difference here. Again, if you want to get in front of an audience to sell your product or service forget it, please save everyone time and the agony of sitting through your infomercial. If you are sincerely there to help and offer free expert advice and information then start booking yourself all over the world because audiences connect with this. We are not saying that you shouldn't sell your products or services, however you need to make sure that you incorporate the offer at the end of your presentation and have a back of room sales table for them to go to if they decide to purchase anything from you. By giving them the choice, it takes the pressure off and you don't look like a traveling sales person on stage that brought along a circus of sales products in a suitcase.

1.2 Educate Yourself: Setting Your Fees

Setting your fees is one thing, having the confidence to charge those fees is another thing altogether. In this section, we will give you tips, ask you questions and help you set and design your schedule of speaking fees.

Setting Your Fees

If you are a celebrity then charge \$50,000 per speaking engagement, heck go ahead and charge \$250,000 like Bill Cosby does. For those of you that are not yet celebs quite yet, I suggest that you have a local/regional, national and international rate. No matter WHERE you speak- you should always get your expenses paid for so that they are not out of pocket.

My local speaking fee is \$5000-7500, regional within 250 miles is \$10,000 anything outside of that in the US is \$15,000 and international is per project bid. Now with that said, I know speakers that don't have near the speaking portfolio that I do and they charge 20-30k per speaking engagement, I am not saying that there is anything wrong with that approach, however when asked how many speaking engagements some of them get it is anywhere from 1-4 annually. Sure even four is a great speaking income, however you can do better than that and reach more people with a lighter speaking fee approach and GET MORE CONTACTS- remember they are golden!!!

I would much rather reach more people, build my lists and get more referrals by keeping my fees affordable and offering my how-to products to increase sales. With my sales, fee and contact list from each event- I am WAY more profitable! You will come across planners that will tell you that they have either no budget for your fee or that your fee is out of their budget. No problem, just ask them what their budget is. If they won't tell you simply ask for expenses and an honorarium towards your speaking fee whatever they can fit within their budget. This has worked for me every time!

What is an Honorarium, it is a **payment in recognition of acts or professional services for which custom forbids a price to be set.** Example: *The mayor was given an honorarium for delivering a speech to our club.*

Another way to get your speaking fee paid for is to get area sponsor for your event (more about that in this toolkit under the Sponsor section). In regard to pre sales for your book or ebook just ask the venue if they can pull from a different budget such as an education budget or materials budget. These are two separate budgets, sometimes you will find that organizations have even more than two budgets to pull from.



1.2A Schedule of Fees Example

***Schedule of Fees**

Out of Area or National

Keynote.....	\$15,000
All day workshop (max 6 hrs).....	\$10,000
Half Day workshop (max 3 hrs).....	\$7,500

Local/Regional

Keynote.....	\$7,500
All day workshop (max 6 hours).....	\$8,000
Half Day workshop (max 3 hours).....	\$5,000

Panelist.....	Varies by event- call for quote
Round Table Host/Moderator.....	Varies by event- call for quote
Special Events.....	Varies by event- call for quote
International Speaking Engagement.....	Varies by event- call for quote

Starr Hall's Book: Get Connected- The Social Networking Toolkit for Business

**\$15.00ea. pre-purchased, \$20ea. on site (Regular Price \$21.95ea.)
(Quantity Discounts Available)**

To book Starr Hall at your next event or conference,
please contact VA@starrhall.com
Ph. 805.540.5050

Speaking kit available upon request

www.StarrHall.com

*All travel expenses must be paid by client within 7 days after speaking engagement and or event. A 50% deposit of fees is required upon receipt of signed contract in order to confirm event date, balance due and payable within 7 days prior to the workshop and or event. Hotel must be pre-booked in advance for the night before event/workshop. If speaking engagement ends after 2pm, hotel room must be booked for additional night. All time scheduled over max must be approved in advance by Starr Hall or representing agency. Rates subject to change without notice, please contact to confirm current rates. Rev 1/10

1.2B Take Action: Speakers Fee Chart

Take a few moments and go through the chart below as a starting point to determine where you should set your speaking fees. This chart is for information and suggestions only.

	FEE	STAFF	FLY	PROGRAM	PRODUCT	MARKETING	OFFICE
Basic	\$0	No	None	10	None	None	No
C Level	0-2500	No	Rare	10	None	None	No
B Level	2501-7500	No/Yes	Some	24	Book	Spotty	Home Office
A Level	7501-19,999	Yes/No	Coach	12-100	Several	Yes	Probably
Excellence Level	\$20K - \$\$\$	Yes	First	12-75	Many	Bureaus	Yes

Basic: Toastmaster, Speaks at Church, schools, and clubs, no fee “Public Speaker”

C Level: Has a job or does not need to work, no products, no marketing materials or program, big speaker grouping, topic is motivation, does not leave town, goal is helping others.

B Level: Other income stream, a book. No focus, will speak on any topic, trainer, inconsistent passive marketing, no staff, no business practices, home office, usually breakout sessions, small associations, not very good DVD, no bureau, NSA member, chapter board member, some travel, always seeking the key to success, does own web page and graphics design.

A Level: Products, web page, may or may not have staff person, full time speaker, some bureau work, okay DVD, marketing materials, some business procedures, speaks 12 – 100 times per year, several topics, keynotes and breakout training, several years in business.

Excellence Level: Keynote, one speech, flies first class, \$15K or higher fee, lots of products, may or may not have DVD, good business procedures, staff, mainly bureau work, true best seller, ongoing marketing program, focused, known for something, probably not NSA member.

1.3 Take Action: Create Your Speakers Kit

As a professional speaker, it is vital that you have an electronic speaking kit (ESK) that includes everything a meeting planner or client would want and need to know prior to booking you. This all needs to be summarized in just a few pages. Your ESK must include:

- ✓ Topic List
- ✓ Testimonials & Portfolio
- ✓ Target Audience
- ✓ Your SHORT Bio
- ✓ Contact Information (This page can include your social sites and product information)
- ✓ Interview Topics for the Media (optional)

You can add in testimonials and client portfolio as you build your career. Of course don't forget your web site and contact information.

For my fully designed Speaker's Kit- go to: <http://www.starrhall.com/book-starr-hall/>

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1.3A Take Action: Speakers Kit Example
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Leading Authority in Social Media - International Publicist – Speaker – Author – Columnist – Radio Personality



Starr Hall is available for:

Keynotes Conferences Seminars University & College Orientations
Leadership Gatherings Corporate Meetings Sales Training & Motivation

Topics:

- 1. Social Media Secrets- (Marketing/Sales)** Learn how to social network for powerful publicity and higher profits.
Points Covered: Top social media strategies and sites, time saving tips, dos and don'ts of social networking.
- 2. Power Internet Marketing- (Marketing/Sales)** Pragmatic strategies, innovative resources, and targeted skill designed to translate directly into brand control, increased sales and business growth online-- specifically addressing the challenges of today's Internet Marketing landscape.
Points Covered: New and social media, top secrets on brand blogging and viral Internet marketing
- 3. Doing the Different- (Motivational)** *"If you do what you have always done, you will get what you have always gotten, motivate and inspire others by doing the different."*
Points Covered: How to be authentic, connect with and reach out to people on a personal or professional level.
- 4. Network to Win- (Personal/Professional)** *"It is time to take your networking from ordinary to extraordinary."*
Points Covered: New ways to connect and brand via the internet and in person networking.
- 5. Leading The Way- (Leadership/Motivational)** *Starr presents the leadership and motivational qualities she learned from leading a sales team from last place to the top five out of 300 branches. She will also share top strategies on how she led an advertising and PR agency from a local to international level.*

Why Book Starr Hall?



Thousands of Attendees Can't Be Wrong...

"This seminar is going to change people's lives" - Ben P, Seminar Attendee, CCWN Event

"Of all the seminars I attended at the trade show, let me just say that they need to get rid of the CEO's as speakers and replace them with the likes of you. Enjoyed your presentation thoroughly!"

- Jane Atherton, CEO- ADditude Creative Marketing

"Starr is an amazing speaker; she is truly a PR expert and it shows!"

- Jody Taylor, CEO- Scrap Life Inc.

"I have been a publicist for years and I learned some amazing new techniques from Starr. She is a very dynamic speaker with a great approach."

- Noli Weisen, Director of Marketing- Remember When

Starr is a PR /Branding expert and a charismatic speaker of the first rate. After attending one of her seminars, I was so moved and impressed with the massive value given, her warm and giving personality, and her canny ability to deliver the information in a simple, easy-to-grasp and delicious manner that keeps you wanting more. She is a fireball and I wholeheartedly recommend her to any entrepreneur that wants to win big in a short time."

- Erfan Hettini Author, consultant, movie producer, entrepreneur America's Ambassador of Entrepreneurship

I broke out into tears on the way home because your speaking style is so compelling - I felt like "what have I been waiting for" You really get people to "dig deep"... and how convenient that there was amongst us a mortuary. - Camay, CEO- Chameleon Home Inc.

"Oh my god, Starr is amazing!" -SBWN Seminar Attendee (evaluation form on file)

"This seminar changed my life today, I am so grateful for your enthusiasm, humor and insight. Thank you. - Susan Cole, Bakersfield Women in Business Conference

*** Over 100 more speaking references on Starr's Linkedin profile and web site- www.starrhall.com**

"Your Audience will Laugh, Learn and Be Inspired"

Starr Has Achieved Tremendous Success in:

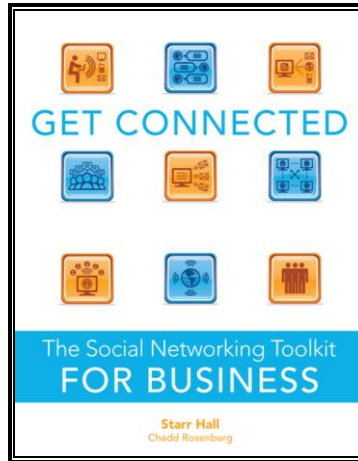
Starr has trained and worked with thousands of entrepreneurs and businesses including corporations, non-profit organizations, authors, CEOs and associations around the globe. She has relationships with over 1200 editors, writers and segment producers worldwide and has A-list placement including but not limited to: Oprah Magazine, The Today Show, MSN, ABC, NBC, The Wall Street Journal, Inc. Magazine, Entrepreneur Mag, Los Angeles Times, HGTV & Good Morning America. She has also secured major book contracts for clients with Time Warner, Leisure Arts, F&W Publications, Entrepreneur Press and Wiley & Sons Publishing.

In addition, she has secured major co-branding and licensing contracts for her clients worldwide through the power of social networking. With hundreds of client recommendations and media endorsements, Starr is known for helping her clients get massive media coverage, word of mouth buzz and higher profits through social media. She is a columnist for Entrepreneur magazine dot com as well as American Express Small Business Open Forum. Her latest book with Entrepreneur Press- **Get Connected, The Social Networking Toolkit for Business** was just released worldwide and is already climbing the best selling charts.

Just a few satisfied audiences:

American Marketing Association, Century 21, Craft & Hobby Association, Direct Selling Association, Microsoft, Bakersfield Women in Business Conference, Vistage International, National Quota Club, National Women in Business Association, Entrepreneurs Organization, Entrepreneur Magazine, UPS, Infusionsoft, Business Growth 2.0, Sprint, The Learning Annex, Meeting Planners International, The University of Florida, Action Work Series, over 300 Schools in the Fresno, Bakersfield, Clovis, and Los Angeles Unified School Districts, Memory Trends Trade Show (Las Vegas), Child Abuse Prevention Council, Central Coast Chambers of Commerce, SB Women's Network, National Association of Women in Business, International Women of Influence Conference, Central Coast Women's Conference, ... and more.

STARR'S BOOK FROM ENTREPRENEUR PRESS NOW AVAILABLE:



GET CONNECTED, The Social Networking Toolkit FOR BUSINESS

Ask Starr how your group can receive:
25 Training CDs for FREE (A \$2495 value, great gift for your audience members)
AND her new Book at discounted rate for audience members.

STARR HALL'S SPEAKING FEES:

Starr's keynotes and seminars range from
\$10,000 national to \$25,000 international
Trainings and workshops are priced per person and range from
\$77-\$149pp, 50 person minimum.

(Expenses are not included in speaking fees and will be billed separately)

For an event bid, please contact VA@starrhall.com

Connect with Starr Hall:



To check availability, please contact: 1-888-942-5599, email: VA@starrhall.com

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1.4 Educate Yourself: Top 10 Tips to Getting Paid Speaking Engagements
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Do a Mailing	Not just any mailing- geeshh! Make it different, send in a bright colored envelope. Format a letter and send via ground mail to anyone and everyone that you know, send to your center of influence, relatives, friends, neighbors, dentists, doctors- let them know that you are a professional speaker for hire and would love any connections or opportunities that they would be willing to throw your way. Reassure them that you will take great care of the referral and even give them a referral fee. Follow up via phone 2-5 days after you have sent the letter and ask them if they came up with any possible referrals however BEFORE you make it all about you, let them talk about them and their life and how you might be able to help them, this should be a 2 way conversation not a one way.
Use Speakers Directories	Search for opportunities through listing services and speaking directories such as- Speaker Services - speakerservices.com , Speaker Zone - www.speakerzone.com .
Connect with Meeting Planners & Associations	A) Douglas Publications - www.douglaspublications.com . They make 2 publications: The Directory of Association Meeting Planners and Directory of Corporate Meeting Planners. B) NTPA Directory (National & Professional Associations) It lists national conventions, meetings, and trade show dates for over 7,700 trade and professional associations with an annual report published each February. C) Columbia Books, Inc. - www.columbiabooks.com
Use Google	Google your way to leads- Google makes it so easy to find leads. You can search for events in your industry or to find who your competitors have spoken for. Type in associations in Google and watch the magic appear!
Honorarium Speaking	Call all of your local chapters including your local Chambers of Commerce (including your local chapter of the black chamber, women's chamber, Asian chamber, Latino chamber or any other applicable), Small Business Association, School Board Office, Boy/Girl/Cub Scouts. Call them, email them, write letters, trust me, you will get some bites. Some local chamber offices throw 7-10 events per week.
Reach out to your local MECO	Meeting Planners Community- via Google Group and connect or go to http://www.meetingscommunity.org/ (remember to connect with their groups on Facebook, Twitter and LinkedIn too)

Tips continued...

Reach out to Vistage	Check out Vistage International- this organization has the top CEOs in the world, their businesses must have a certain annual revenue to even join and the annual memberships start at \$15,000 for CEOs, there is a lengthy approval process to go through but once you are in, you are IN! www.vistage.com (remember to connect with their groups on Facebook, Twitter and LinkedIn too)
Don't Forget AMA	American Marketing Association- Go to their corporate site and find a local chapter or chapters near you, then find who the chapter president is and connect with them wherever you can online or off then Book it! www.marketingpower.com aka www.ama.org
Universities	This is one of the most untapped markets to speak for. I have spoke for dozens of Universities and they have moola. The best person to get you there is James Malinchak (Tell him SmartyVA sent you for a special discount), if you have not yet attended one of his bootcamps- DO IT! For now, google it or go to http://www.universitydirectories.com/
Read	Read- Success Secrets of the Motivational Superstars by Michael Jeffreys, try to read at least one speakers book per month (Remember 2 book expert!)
Check Out Twitter Feeds & Hashtags	Check Twitter Feeds keywords and hastags- monitor feeds that are specific to your industry, also type in meeting planners, corporate events etc... connect, follow and email these people! Get to know them before you pitch them! You can set up categories on Hootsuite.com or Tweetdeck.com. For a SmartyVA Quick-Clip training on HootSuite, Tweetdeck or Hashtags, visit SmartyVA.com products section.

1.5 Educate Yourself: Booking Paid Speaking Engagements

In order to build your paid speaking engagements, you need to implement what we call- The Ripple Effect. You start close to home and work (ripple) your way out. If you are just getting started, you might have to do a half a dozen workshops or seminars before you can move into a schedule of fees. Get them done and get them done FAST! Give yourself 30 days to get though 6 speaking engagements, minimum 25 people at each. There is a way to get paid for your time with local organizations as well, it is called asking for an honorarium. I cover this in detail in the fees section.

The first thing that you need to do is:

- ✓ Build a Speaking List Database for Yourself- start with at least 50, no more than 100 as to not overwhelm yourself. You want to create this list to pitch specific opportunities, if you don't have a speaking opportunity list then you are just waiting for opportunities to come to you. Do not depend on referral speaking engagements, of course be grateful for them but consider them bonuses. To organize your database, an excel sheet works just fine, you can keep track of notes, contact details etc... and it is easy to update. Another program that works well and is based online is called Basecamp.

For this entire toolkit of 51 pages, you can purchase it at-

<http://www.starrhall.com/products-2/toolkits/>

Includes- How to locate speaking opportunities, Create Opportunities List, Develop Evaluation Form, Evaluation Form Sample, Who to Pitch?, Sample Pitch for Meeting Planners & Event Coordinators, Additional Speaking Opportunities, Back-up Letter Sample, Referral Letter Sample- Specific Event, Referral Letter Sample- General Referral, Getting Sponsors, Sponsor Letter Sample, Create Your Speaking Contract AND MORE!