



# Marketing Activity Checklist for Speakers

Expected Speaking Engagements this Year: \_\_\_\_\_

Time to Spend	Activity	Notes	Who	When
30% Basics				
<input type="checkbox"/>	Website/Media Kit	Content or brochure website		
<input type="checkbox"/>	Testimonials	Do separate plan		
<input type="checkbox"/>	One Sheet	2-sided Full color		
<input type="checkbox"/>	Demo Video			
<input type="checkbox"/>	Newsletter	Once a month		
<input type="checkbox"/>	Blog/Community	Once a month minimum		
<input type="checkbox"/>	Articles	5-12 maximizes e[brt] - tips, top 10s		
30% Outreach				
<input type="checkbox"/>	Email/Postcard Campaigns	Speaker's Bureaus, Meeting Planners, Association Execs		
25% Media				
<input type="checkbox"/>	Media List	Do separate plan - Bloggers, Columnists, Interviewers		
<input type="checkbox"/>	Dream Media List	Your top 5		
<input type="checkbox"/>	Media Strategy	National/International naturally relevant dates to market the speaking tour		
<input type="checkbox"/>	Social Networking Plan	Do separate plan		
15% Big Wild Ideas				
<input type="checkbox"/>	National/International Events	Spend a half-hour a week brainstorming possibilities		
<input type="checkbox"/>	Sponsors			
Maybe Later				
<input type="checkbox"/>	Virtual Product Launch			
<input type="checkbox"/>	Surveys/Polls	Report to media and in blog		
<input type="checkbox"/>	Webinars/Teleclasses			
<input type="checkbox"/>	Membership			
<input type="checkbox"/>	Exhibiting			
<input type="checkbox"/>	Training/Facilitators			