Keynote Concert Checklist

To get booked for paid keynote concerts, you need to have a foundation in place as the decision makers who book you will ask you for these items.

Below are the action steps you should take in order to put yourself in the best position to get booked. To access the links provided, please copy/paste the links in your browser window to view.

1) **Purchase a domain name** for your keynote concerts page or website. I use http://GoDaddy.com for TiamoKeynoteConcerts.com.

2) **Create a speaker bio** for your keynote concerts page or website. This is *different* than your music bio since companies, schools, and associations will be booking you as a speaker, not a musician.

View my speaker bio as a reference at http://TiamoKeynoteConcerts.com/about. Compare to my music bio at http://TiamoMusic.com/about.

Note: While I encourage you to use my bio as a guide, please use your own unique voice when creating your bio.

3) **Have a keynote concerts page or website** created. View my keynote concert site as a reference at http://TiamoKeynoteConcerts.com. This is separate from my home music site at http://TiamoMusic.com.

Use http://SquareSpace.com or http://Wix.com to design and host your site if you don't have a private web designer. To outsource your web design, hire a web designer through http://UpWork.com or http://Fiverr.com.

4) **Create a speaker sheet**. If you are a Gold or Platinum member, refer to my "Keynote Concert One-Sheet Template" as a guide.

You can find a speaker sheet designer on Upwork or Fiverr.

Note: While I encourage you to use my speaker sheet as a guide, please use your own unique branding, design, topics, and voice when creating your speaker sheet.

5) **Create your speech topic(s)**. It's best to start with one, then add topics as you speak more. If you are a Gold or Platinum member, refer to my "Keynote Concert One-Sheet Template" as a guide.

6) **Create your signature story** by following my 7-step "Stand Out Story Formula" in these videos:

> A) I share my stand out story live from stage at https://vimeo.com/243343916. View the full length version at https://vimeo.com/139803927
>
> B) I walk you through my 7-step stand out story formula at https://vimeo.com/139803928
>
> C) I connect my story back to the formula as an example at https://vimeo.com/139803929

7) **Write or choose songs** to match up with your stories. For a 1-hour keynote concert, I typically deliver 3 stories and 3 songs. Songs can be original or cover and lyrical or instrumental.

8) **Speak often to get real-world practice**, develop your speaking skills, and get objective feedback. Free speeches are great for this including Toastmasters, speaker meet-up groups, and workshops. Do this *at least 3 times the 1st month* and 2 times per month after. However, the more you do this, the better you'll get. Where suitable, be sure to include feedback forms where people are not required to give their name so you get more honest feedback.

9) **Get speaker testimonials**. This goes beyond what your fans think of your music. Decision makers want to hear from others about your abilities as a speaker and a performer. Include these on your speaker sheet and your keynote concerts page or website. If you don't have any speaker testimonials, refer to step #10.

10) **Film your video demo reel**. It's *highly* likely that decision makers who book you will ask you to send them a link to your demo reel. They need to see you speaking and performing on stage to make a decision about booking and hiring you.

If you don't have footage of you giving a keynote concert on stage that shows *both* your speaking and music skills, you can book a stage at a high school or college lecture hall, auditorium, performance hall, hotel workshop room, public library, or community center. Then, invite your fans, family, and friends to attend your own keynote concert premier and make a special event out of it! Hire a professional video crew to film the keynote concert and be sure to get video testimonials at the end of the event.

11) **Have your demo reel edited**. Hire a video editor on Upwork or Fiverr who edits speaker demo reels. The video should highlight clips of you speaking and performing live.

12) **Create your keynote concert outline**. If you are a Gold or Platinum member, refer to my "Keynote Concert Template" as a guide.

13) **Record songs and stories** that will be in your keynote concert if you don't have them recorded already. This way, companies/schools/associations can purchase your EP or album as a gift of appreciation for their employees/students/members. This step is not required to get booked, but is a really nice upgrade on top of your keynote concert fee.

14) **Do online searches** for high schools, colleges, associations, corporations, network marketing companies, and seminars in your city or the city nearest you. All of these organizations put on conferences and live events that need keynote speakers and entertainment. You can broaden your search by looking regionally or nationally.

For the corporate market, search for "fortune 500 companies" or "fortune 1,000 companies" or "top 100 companies to work for" or simply "companies in (insert your city or the city nearest you)". Then, go to their

company website and find a header, page, or dropdown menu item that says “Contact”, “About”, “Info”, or “Events” and find their contact information that usually includes an email and/or phone number. Then follow steps 15-20 below.

If you are a Platinum member, refer to the “Corporate Leads Directory” that includes 575 highest grossing corporations that hire keynote speakers for their events and their direct contact pages.

For the association market (this is often times the easiest market to get booked for conferences and meetings), type in the state, niche audience, and the word “associations”. For example, “California Entrepreneur Associations”. There are tens of thousands of associations in the U.S. alone and there are 4 types of associations including:

A) Professional associations. Examples include the National Association of Realtors and the National Association of Educators.

B) Trade associations. Examples include the U.S. Chamber of Commerce, the American Dental Association, or the American Psychological Association.

C) Philanthropic associations. Example is the American Heart Association.

D) Non-government associations. Examples include the YMCA or AARP (American Association of Retired Persons).

For the academic market, search for local high schools and colleges and contact them directly. Colleges usually have a “Student Activities Board” or something similar that you can contact. For high schools, reach out to school administrators (principles, assistant principles) or simply ask them who books speakers for their assemblies.

Another option in the college market is to become a member of http://NACA.org and/or http://APCA.com to attend and possibly showcase at their regional and national conferences and receive their annual college contact directory.

15) **Create a contact list** of companies/schools/associations. I recommend that you have at least 500 to contact. This is easy to do when you follow the

search advice that I've given you in step 14.

16) **Find who the event planners are** and create a contact information spreadsheet. When you send the company/school/association an email or call them, ask them who books the speakers for their events. When they give you their contact info, reach out to them directly.

Note: Event planners are the same as meeting planners.

17) **Create a direct contact list** of event planners and/or school administrators with their names, emails, and phone numbers. I recommend that you have a list of at least 250 event planners and/or school administrators.

18) **Contact event planners.** If you are a platinum member, use my Keynote Concert Email Templates and Phone Scripts inside "Part Time Musician, Full Time Income" (module 4 and in the resources area) and follow up, follow up, follow up!

19) **Use my "Follow Up Formula"** to know what type of follow up to use (email or phone), how much time in between follow-ups, how many times to follow up, and an overall timeline. If you are a Gold or Platinum member, refer to my "Follow Up Formula" PDF.

20) When companies/schools/associations are ready to hire you, **send them your ready-to-go speaker contract**. They will likely ask you to send them your speaker contract if they don't have their own. If you are a Platinum member, use my Speaker Contract inside "Part Time Musician, Full Time Income" (module 4 and in the resources area).