



GREAT SPEAKERHUB PROFILES

How to make your profile more appealing to event organizers

**FIRST IMPRESSIONS
AND ESTABLISHING
CREDIBILITY**

Style, content, testimonials

**YOUR EXPERTISE:
WHAT YOU
CAN OFFER**

Prove your expertise

**FRAMING YOUR
PROFESSIONAL
EXPERIENCE**

Convince event organizers

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GREAT SPEAKERHUB PROFILES

Over the course of my 5 years at SpeakerHub, I have had the opportunity to work with event organizers to find out what it is they are looking for when it comes to hiring a speaker.

I have reviewed hundreds of speaker profiles on the platform, giving me a unique perspective on what makes a profile great, and how they stand head and shoulders above the good profiles.

Today, I would like to share with you the key difference between a good and a great profile, then outline some ways to tweak your profile so that it is more appealing to event organizers.

THE KEY DIFFERENCE: KNOWING YOUR AUDIENCE

On stage, a speaker who understands their audience and can speak directly to their needs is going to have more of an impact than the speaker who offers a box-standard speech, copied and pasted to whichever stage they find themselves on.

This is also true of your speaker profile. Your audience is the event organizers, and the profile is your stage to speak to them.

After looking at hundreds of profiles, it has become clear which speakers understand this—and which ones do not.

So what does an event organizer need? In principle it is pretty simple: they want to be sure that if they hire you, you will be the right fit for their event and have a positive impact on their audience.

The SpeakerHub profile has been designed specifically to help you do this, but cannot do the work, so to speak, for you. You have to write your copy, curate your videos and articles, and establish influence, all with the event organizer in mind.

If you have copied and pasted your bio directly from your LinkedIn profile, have not updated your videos to show you are just as capable online as on stage, and have no recommendations or testimonials on your profile, you run the risk of being passed over for another speaker who has and does — a speaker who is speaking directly to the event organizer's needs.

Let's look at that list in a little more detail.



GOOD TO GREAT: 3 AREAS TO FOCUS ON

The profile has dozens of different features that will help you showcase exactly what you do with event organizers, from what languages you speak to your workshop agendas.

This resource will focus on three main areas,



Introduction

The first impression you make on the event organizer with your profile. Includes your banner, job title, “why choose me” statement, and social proof.



Expertise

What you can offer. This is showcased with your presentations, workshops and past talks, your multimedia, and expertise tags.



Experience

Share what makes you an expert with your biography, publications, past clients, and your recommendations and testimonials.

There is a lot more to say about more specific areas of the profile. If what you are looking for is not covered in the list above, I would suggest hopping over to this article, [“A guide to your SpeakerHub profile”](#), which offers more details on the various features of the profile.

Read next: [A guide to your SpeakerHub profile](#)





1. INTRODUCTION: FIRST IMPRESSION & ESTABLISHING CREDIBILITY

The introduction section is the first thing the event organizer sees when they visit your profile.

Think of it like those first 10 seconds you get on stage.

The audience is instantly sizing you up, looking at things like your body language, clothes, tone, and facial expression, and making split-second decisions about whether or not you are credible.

All good profiles have great profile photos. But speakers with great profiles understand that it is not just the profile photo that makes the impression, but everything the event organizer first sees when they land on your profile page.

Your banner image, job title, and “Why choose me” statement all pull together to help the event organizer decide pretty quickly what kind of speaker you are and whether you are the right fit for their event.

Lets dig a bit deeper into how to make a good impression with your banner, job title, and your “Why choose me” statement.

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BANNER IMAGES THAT MAKE AN IMPACT

First and foremost, let's take a look at the banner image.

My best advice would be to show yourself in front of the kinds of audiences you speak to.

The best photos are simple images of a speaker on stage with an audience in front of them.

Many speakers want to reinforce their branding immediately with their banner image. They use the banner as an advertisement space, their name in their brand font, or stylish cut together images with bold colour filters, or heavily featuring their book, product, or company.

How you choose to market yourself is up to you, but after visiting hundreds of profiles, I have found that the ones with the most impact are the simplest images: the ones with the speaker on stage and the audience out in front of them.

It immediately sets the tone for what is to follow with the rest of the profile. Is it audience-centric? Is it professional? Is it appealing? These things subtly impact the split-second decisions the event organizer is making.

TOP TIPS:

1

Use a high-quality photo. A photo that is crisp and non-pixelated is optimal, so the event organizer can clearly see you.

2

Show your audience so the event organizer can see what your key audience looks like. Show yourself in the type of event you are looking for.

3

If you want to talk to high school students, give workshops, high-level keynotes, whatever it is, feature it. Your banner should reflect the audiences you are speaking to.



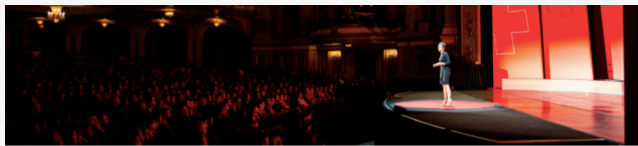
NEXT PAGE: EXPERT EXAMPLES OF GREAT BANNER IMAGES



Continued: Banner images that make an impact

3 EXPERT EXAMPLES OF GREAT BANNER IMAGES

TAMSEN WEBSTER



Tamsen Webster
 Founder and CEO
 Find the Red Thread

CONTACT TAMSEN

COUNTRY OR STATE: United States
 AVAILABLE TO: Global
 FEE: Ask for rates
 LANGUAGES: English
 VOLUNTEER: No



You see Tamsen on stage, and the audience out in front of her.

It's very simple, but with impact. It says, "*I am a pro speaker and I speak to large audiences.*"

[See Tamsen Webster's full profile.](#)

RYAN FOLAND



Ryan Foland
 MBA
 Speaker, Author, Artist
 Ryan Foland Enterprises

CONTACT RYAN

COUNTRY OR STATE: United States
 AVAILABLE TO: Global
 FEE: ****
 LANGUAGES: English, Spanish
 VOLUNTEER: Yes



Ryan goes for a completely different feel, but you also see Ryan on stage with the audience out in front of him. He has opted to feature his book as well, not in place of an image of him on stage, but still featured.

[See Ryan Foland's full profile.](#)

JOHN GRONSKI



John Gronski MG (USA Ret.)
 MBA
 CEO
 Leader Grove, LLC

CONTACT JOHN

COUNTRY OR STATE: United States (Pennsylvania)
 AVAILABLE TO: Global
 FEE: ****
 LANGUAGES: English
 VOLUNTEER: Yes



You see John conducting a workshop, and you see an engaged audience in front of him. Ensure that you use an image where your audience looks engaged. If they are looking down, away, or at their phones, the subconscious message could be that you are not an engaging speaker.

[See John Gronski's full profile.](#)

Show the kinds of audiences you speak to. It will give the event organizer an indication of the type of speaker you are, and help them decide quickly if you are the right fit for their event.



JOB TITLE: ESTABLISH EXPERTISE


When the event organizer lands on your profile page, they see the banner image, profile photo, name, and your job title; making it a key player in helping you introduce yourself.

Help the organizer immediately start framing your expertise by tying your key topic in from the start.


This will help establish your credibility on the topic. As opposed to this being, say, your LinkedIn profile or a profile on a consultancy type website, you really want to highlight your “speaker persona”.

Be clear about what your expertise is, in addition to the main role that you feature.

EXPERT EXAMPLES



Charlene Decesare
MBA
Certified Sales Leader, Trainer, & Success Coach
Charlene Ignites, LLC

[CONTACT CHARLENE](#) 

CHARLENE DECESARE

Charlene could have opted to use “CEO” of her company, “Charlene Ignites, LLC”, but has chosen instead to immediately showcase the expertise relevant to getting hired as a speaker.

There is nothing wrong with using job titles like “CEO” or “Consultant”, but a more effective choice, if you want to set your profile apart and help the event organizer immediately frame your speaking expertise, is to be as clear and direct as possible and show the reader what it is you can do for them.

[See Charlene Decesare's full profile.](#)



Janet Tarasofsky
MSc
Expert in Difficult Conversations, Speaker
Speaking Rights

[CONTACT JANET](#) 

JANET TARASOFSKY

It could not be clearer what Janet’s expertise is—she states it up-front.

While there may be other key topics that Janet speaks on, she has zeroed in on one key topic to frame herself as an expert on it. Remember to help the organizer immediately start framing your expertise by focusing on your speaking specialty.

[See Janet Tarasofsky's full profile.](#)



WHY CHOOSE ME?

ENTICE THEM TO DIVE INTO YOUR PROFILE



"You need to grab the listener's attention quickly, and communicate all of the core elements of your idea in a clear and concise manner... Remember: If you can't describe your business in one sentence, then you don't understand it well enough."

-Adeo Ressi, Founder Institute

Being able to quickly share what you do and why it is important can be key in helping event organizers decide whether you are the right fit for their event.

Finding the right balance with your "Why choose me?" statement can be a challenge, it being part biography, part expertise topics, and part pitch, all rolled into one short sentence. Think of it as an opportunity to highlight what sets you apart from every other speaker who speaks about your topic. Use your style and stats to entice event organizers to learn more about you.

One way you can think about it is as a "teaser" for the rest of your profile. If it were a movie trailer, what would you want to get across? There is more than one way to write your "Why choose me?" statement, and I encourage you to use your own style.

The best "why choose me?" statements set the speaker apart, showcase their expertise, and encourage the event organizer to dive deeper. Each does it in its own way.

NEXT PAGE: EXPERT EXAMPLES OF GREAT WHY CHOOSE ME STATEMENTS



Continued: Why choose me? Entice them to dive into your profile

3 EXPERT EXAMPLES OF GREAT WHY CHOOSE ME STATEMENTS

WHY CHOOSE ME?

A successful career pivot at 51.
Speaking is about inspiring your audience, I make that connection.

DANA ARNETT

Dana's "Why choose me?" entices the reader with its opening statement. We already want to know more. She follows with a clear line about her understanding of, and impact on, her audiences, using the few lines to draw the event organizer in and make them curious to find out more.

[See Dana Arnett's full profile.](#)

WHY CHOOSE ME?

Relentless passion for personal development, helping people solve problems & learning through games.

MILKA MILLIANCE

Milka doesn't waste any time — outlining exactly what her key topic is, and then what she offers to engage audiences. If you are an event organizer looking for a speaker on personal development, this "Why choose me?" statement offers a clear introduction to Milka's profile and gives a framework for what the event organizer can expect if they dive deeper into her profile.

[See Milka Milliance's full profile.](#)

WHY CHOOSE ME?

fast-paced, research-based, media-laced talks on how technology is shaping us & how to moderate use.

doreen dodgen-magee

Doreen's "Why choose me?" statement is a perfect example of using your own style to convey not only information about what you talk about but an indication of who you are. The stylistic non-use of capitals, rhyming couplets, and simple coherence tie together to tell the reader a lot about Doreen's style, and expertise.

[See doreen dodgen-magee's full profile.](#)

Want to find out more about writing a "Why choose me?" statement with some ideas to get you started?

Read this article next: [How to create your elevator pitch and defining your "Why choose me" statement](#)



OFFER SOCIAL PROOF WITH RECOMMENDATIONS & TESTIMONIALS

Recommendations and testimonials help establish your credibility as a speaker.

A third-party endorsement acts as social proof that you can impact audiences. Having a blend of high-quality testimonials and recommendations helps build credibility in the eyes of the event organizer.

An event organizer will often have two or three profiles open at the same time, comparing directly, trying to find the best speaker for their event.

Imagine a situation where they are trying to decide between two very similar speakers.

Both have experience and have written books on the topic, both are available for video conferencing, both have clearly outlined what their keynote is about, and both their talks would fit well into the event. It would be a tough call, but one profile has some wonderful testimonials and a number of recommendations, and the other has none.

It may not be a deal-breaker, so to speak, but it does make a difficult decision a bit easier for the event organizer—and you want to be on the right side of that decision.



Having a blend of high-quality testimonials and recommendations helps **build credibility** in the eyes of the event organizer.

OFFER SOCIAL PROOF WITH RECOMMENDATIONS & TESTIMONIALS

RECOMMENDATIONS

To get recommendations, send your SpeakerHub profile URL to the people you would like to recommend you.

This could be:

- audience members who have heard you speak
- event organizers from events you've spoken at
- other speakers you've worked with
- known supporters who follow your content and regard you as an expert

There's no magic number for how many recommendations you should have, just know that the more you have, the more it builds your credibility.

TESTIMONIALS

Having testimonials works in a similar way to recommendations, but is more specific and offers more room to showcase what it is like to work with you. Unlike recommendations, it can benefit you to be a bit more careful and curate your testimonials so that they tell a concise, results-driven story.

Some speakers opt for quantity over quality. I have seen profiles that include upwards of 70 testimonials. While there is not really a problem with having lots of testimonials, it's hard for me to imagine an event organizer having the time to read through 70 of them. At some point, they will stop reading.

On the flip side, having no testimonials at all is also problematic. Much like the recommendations, if an event organizer is trying to choose between two equally qualified speakers, but one speaker has a handful of glowing testimonials and the other does not, it makes the decision easier. Featuring 10 to 15 testimonials is ideal, with the very best front and center.

TERESA DE GROSBOIS

RECOMMENDATIONS



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AUDIENCE

TESTIMONIALS (13)

Teresa de Crosboix is the leading transformational speaker in the Influence field that companies and organizations aspiring to make the world a better place should put on their radar. Her topic is of top importance to leaders, movers and shakers. Her speaking style is engaging, inspiring, warm and friendly. If you are interested in mastering influence, how to give and receive it and how to align it with your mission, Teresa is a phenomenal speaker and coach to seek out. I am grateful for the opportunity to hear her speak and to learn from her personally, and I recommend her enthusiastically. Thank you so much for your work, Teresa!

Zhenya Beck

Co-founder, Product Development and Marketing
Freightera

[See Teresa de Grosbois' full profile.](#)



HOW TO: RECOMMENDATIONS & TESTIMONIALS

Be sure to include the first and last name of the person who is offering the testimonial, their position, and the company they work for. This adds to the testimonial's credibility.

You can edit a very lengthy testimonial down so that it is more concise and results-focused, but do not get “creative” with your editing. The idea is to trim away excess so that the heart of the testimonial and the impact you had on the audience is clear—not change the content to tell a different story.

How do you get testimonials?

The simplest way would be to send your SpeakerHub profile URL to people you would like a testimonial from.

Below is an email template you can use to ask for a testimonial:

New Message — ↶ ↷ ✕

name@greatevent.com

A quick thank you

Hi [fill in their name]






I wanted to reach out to let you know that working with you [and their team] on [Event name] has been a pleasure. It was [offer something unique and insightful about the event]. Whenever a great event comes to an end, I like to ask for a testimonial to feature in my marketing content.



I was wondering if you'd be willing to share your thoughts on my talk and what impact it had on the audience. You can submit a testimonial by clicking this link [hyperlink to your profile].

If you only have a few seconds, you can just click on the recommend button—but if you have a few extra minutes, it would be great to get some positive feedback with a few details about working together.

Again, I have enjoyed working with you and your team, and hope we can do it again in the future!

Best, [Your name]

Send     

Saved  





2. SHOWCASING YOUR EXPERTISE

When it comes to hiring a speaker, all event organizers are fundamentally looking for the same thing—they want to be confident that when they hire you to speak on their stage that you will positively impact their audience.

The event organizer has to buy into you and your ability to impact with your message if you want to get hired to speak.

While there are no foolproof tricks that guarantee every event organizer will trust you and immediately want to hire you, there are a variety of things you can do to establish authority, avoid invalidating yourself, and showcase how your expertise has led you to where you are now, and how you can use that expertise to benefit their audience.

This section is going to look at the elements that help showcase your expertise, including presentations, workshops and past talks, and expertise tags.

Your expertise: what you can offer.

Once you've made a great impression, it's time to talk about what you talk about. The SpeakerHub profile helps you showcase this with your presentations, workshops and past talks, and expertise tags.

Good profiles outline, great profiles convince.

Outlining and summarizing is infinitely better than leaving a section blank, but if you want to appeal to the event organizer, explain how your presentations help them specifically.

A dead giveaway that you are looking at a great profile is whom the speaker addresses. If they say "your audience" as opposed to "you", it is clear they know they are speaking to the event organizer, not the audience directly.

This subtly shows they have thought about who is going to be looking at their profile.

PRESENTATIONS: SELL YOUR TALK

Why is the presentations section important? It is your opportunity to tell the event organizer exactly what you can do for them. Once again, it is about framing the content for your audience. How can you appeal to the event organizer with your presentations?

By clearly and engagingly outlining what you offer and how it will help them and their audiences.

Imagining that the talk is the same, let's compare these two presentation descriptions:

Ladies speaking skills presentation.
I will teach you how to improve your speaking skills in meetings. I have given this presentation to a college in Wisconsin and as a part of an online conference in June. This intro to speaking skills for ladies will show you this kind of work the world-renowned consulting firm I work at Zodiac Aura Consulting, can do.

For the best results, we can work with you specifically to improve your speaking skills. Contact me to find out more!!!

Strong, not shrill:
Powerful voice techniques for women in leadership. Women are regularly interrupted, talked over, misheard, or misperceived when they speak in corporate settings. The reasons for these disruptions are varied and include pitch, tone, and pacing, word choice, and inherent cultural biases.

This session explores techniques that will help women speak powerfully to engage and impact their listeners in meetings, interviews, and panel discussions.

Your audience will learn how to:

- Learn to breathe under stress
- Find their power position in the room
- Develop a rich and resonating voice tone
- Master the power of the pause
- Stop apologizing

Common issues with presentation descriptions:

- Boring, generic title. Unenticing, and at worst, a bit off-putting
- Written for the audience, not the event organizer
- Too much time selling the consulting firm or organization instead of talking about the talk
- Does not give the event organizer a reason to think it will be an impactful talk, does not talk about what will be covered, who it is aimed at, or why the audience should care.

Great presentation descriptions:

- Have sizzling titles that clearly outline what the talk is about
- Are clear about who the audience is and who is reading the description
- Identifies the main issue(s) the audience is facing
- Tells the event organizer what the audience will learn and where it will be applicable.



Continued: Presentations - Sell your talk

3 EXPERT EXAMPLES OF GREAT PRESENTATIONS DESCRIPTIONS

DENNIS BROUWER: GREAT TITLES

Dennis's eye-catching titles show he has put time, thought, and effort into them.

They catch the audience's attention and entice them to go deeper into the copy (or even better, go to the session)

[See Dennis Brouwer's full profile.](#)

If you are feeling a bit stuck on your titles, pop over to this article: [Do presentation titles matter? How to grab attention and get booked](#)

PRESENTATIONS (6)

F* WORDS FOR LEADERSHIP & LIFE
Emotional barriers of fear and failure are part of every leader and high-achiever's journey. Larry shares inspiring stories and practical tips to move audiences closer to their fullest potential and overcome any obstacle.

Audience Members Will Learn:

- How to break through barriers of FEAR, FAILURE, and other F* Words that shackle them to mediocrity
- A new approach to overcoming adversity
- The keys of loving a more productive, high-impact and significant life

FIVE SPECIAL OPS STRATEGIES TO BUILD ELITE TEAMS
Based on his background serving on elite US Army Special Forces A-Teams and his entrepreneurial experience building teams that outmaneuver and outperform larger, better-funded organizations, Larry discusses the ideal profile of effective teams and offers tools, techniques, and resources to create and motivate teams to greatness.

Audience Members Will Learn:

- Strategies to attract the top performers in their field
- How to eliminate water cooler complaining and understand their team's needs and wants
- Practical tips to foster loyalty, creativity, and a never-surrender spirit in their team

NAVIGATING CHANGE & UNCERTAINTY
Change happens when the cost of the status quo is greater than the excitement to any team challenge. Leadership, and life, change is the one constant, yet scares and paralyzes most leaders and teams. Increase innovation in the face of change and change by the hand or rest assuredly, change a life of significance and success to infuse a spirit of anticipation, confidence, and

3 MORE

LARRY BROUGHTON: WRITE PERSUASIVE COPY

Larry has written about his presentations in concise, engaging, and convincing language.

He finds the balance between including enough information to sell his talk, without going overboard. Most of all, it is fun to read.

[See Dennis Brouwer's full profile.](#)

Need tips on how to talk about your talk? Read next: [How to sell your talk to an event organizer](#)

PRESENTATIONS (6)

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3 MORE

Continued on the next page.

Continued: Presentations - Sell your talk

3 EXPERT EXAMPLES OF GREAT PRESENTATIONS DESCRIPTIONS

GLENN ANDERSON: UPLOADING YOUR WORKSHOPS AND PAST TALKS

Some speakers treat the presentation section as a place to upload a list of their past talks, rather than talking about the content they will be offering. Your past talks are important—they show that you are getting hired, and by which organizations. This is why we have a section dedicated to helping you showcase this.

Keep this list up-to-date so that the event organizer can see that you are active. If you are having a dry spell, include your volunteer speaking events.

When you see Glenn's profile and switch between the tabs on his presentation section, you are left with a fuller impression of what he has to offer. It doesn't go overboard, it is still respectful of the event organizer's time and interest, but gives a broader view of his topics, and shows that he is actively speaking for different organizations.

[See Dennis Brouwer's full profile.](#)

PRESENTATIONS (4) WORKSHOPS (1) PAST TALKS (4)

Yes, And: How Collaboration Energizes Your Team's Performance

Yes, And. Two words that form the foundation for the rules of performing good improvisational comedy. These same rules used in the business world can improve teamwork and collaboration. Who knew? Along with his former corporate career, conference speaker Glenn Anderson enjoyed a second life as an improvisational actor. Trained at Chicago's famous Players Workshop of Second City, Glenn spent many years performing improvisational comedy every week at a club in Chicago. Invite your attendees to laugh and learn from Glenn, and apply "Yes And" thinking to their world.

YOUR ATTENDEES WILL LEARN HOW TO:

- Apply "Yes, And" thinking
- Create a work environment that affirms and builds
- Develop trust among team members
- Turn your team into an ensemble

PRESENTATIONS (4) WORKSHOPS (1) PAST TALKS (4)

MIND-NUMBING VS MIND-BLOWING: HOW TO ENERGIZE YOUR PRESENTATION

2 hours [\(View workshop agenda\)](#)

Presentations are enjoyable and effective when the speaker shares their passion and energy with the audience. Standing in front of an audience with a projector and some PowerPoint, how exactly is that accomplished? Speakers have power! Drawing on experiences speaking around the world as a former corporate instructor and conference presenter, along with improvisation and comedy club experience, Glenn Anderson will focus this workshop on the basics of developing and delivering all types of material. Invite your audience to explore together with Glenn the characteristics of a great presentation.

PRESENTATIONS (4) WORKSHOPS (1) PAST TALKS (4)

Yes, And: How Collaboration Increases Performance

IBM Technical University Miami Beach October 17, 2018

Energize Your Presentation Skills

Enterprise Data World Chicago

Yes, And: How Collaboration Increases Performance

G.L.R.L. 2020 Orlando October 24, 2020

Energize Your Presentation Skills

ASHHRA20 Denver August 22, 2020



MULTIMEDIA: THE ESSENTIAL VIDEO DEMO REEL

I had been thinking about this article all week, and trying to figure out a way to explain why videos and multimedia are an essential element of your profile—why they make such a big impact on the event organizer’s decision.

After work one night, I was watching an episode of “Catfish”—a guilty pleasure— when it hit me: event organizers have a hard time making a decision on speakers without videos because they are afraid of being “catfished”

For those of you who aren’t sure what “catfishing” is, it's when someone sets up a fake persona online to lure people into a relationship with them (if you want to know more, the show has been running for 8 seasons, there are ample examples). Event organizers run the same risk when hiring a speaker online—speakers could fake or embellish what they write about themselves.

But if you are on video, it’s much, much harder to fake. When you share a video, the organizer will get a much fuller picture of who you are and what you will look like standing on stage at their event. Without seeing you first, it is still a bit of a shot in the dark for them.

When watching the video, the event organizer will see what you look like, listen to how you sound, assess your body language and ability to interact and engage an audience. You can say that you are a great speaker, but you can prove it with a great demo reel.



HOW TO: DEMO REELS AND SPEAKER VIDEOS

The idea of the demo reel is to create a 30-60 seconds video showcasing:



What you
look like



How your
voice sounds



Your stage
presence



The audience
interacting with you



Topic
expertise

In 2021, I would highly suggest including a demo reel or some clips of you speaking at an online event, as this is an essential at the moment. Having a variety of multimedia helps tell a broader story. Don't limit yourself to including just a demo reel. Have a few options, ensuring your demo reel is the first option.

I have seen profiles featuring hour-long presentations or interviews where the speaker doesn't make an appearance until 30 minutes into the recording. These are of no value. Edit videos down to what you want to showcase.

Be respectful of the event organizer's time — have the most relevant clips front and center. If they have to scan through videos just to try and get to the part where you speak, they might just skip your profile altogether in favor of a speaker who has a tight, persuasive demo reel featured.

Once you have your demo reel front and center, you can add additional media. Perhaps as a guest on a webinar or podcast, some high-quality photos of you at events both on and off stage, a few of your presentation slides.

What you choose to include is really up to you, but be sure to use the elements to help tell a cohesive story with your profile.



What multimedia you choose to include is really up to you, but be sure to use the elements to help **tell a cohesive story** with your profile.

EXPERTISE TAGS

MATCHING YOU WITH THE RIGHT EVENTS

TOP TIP:

Expand on the number of expertise tags you have

Expand on the number of expertise tags you have.

After visiting hundreds of profiles, this is the advice I give the most.

We use the expertise tags to not only help event organizers find your profile through the search function, but also to match you up with the right events on the SpeakerHub event marketplace. If you have your notifications turned on, each week we'll send you a curated list of the most relevant events based on your tags. The more relevant tags you have, the more likely you will be to find speaking opportunities appropriate for you.

You want a variety of broad and niche topic tags. Going very broad with your tags (examples: leadership, communication, motivation) means that you will have a lot of competing profiles to contend with.

Only having highly specific tags means fewer (and in some cases, none) event organizers will contact you.

You want a blend of broad and specific tags.

I would suggest not listing every topic you possibly could talk about.

I have seen speakers spend their entire profile convincing the event organizer that they are an expert on a very set topic, but when I scrolled down to their expertise tags, they had a dozen really rather unrelated tags. This is not a place to list your interests, keep it related to the topics you actually speak about. Once again, it is about telling a consistent story with your profile.

How many tags?

I would suggest somewhere between twenty to thirty tags, covering a variety of both broad and specific topics.



3. FRAMING YOUR EXPERIENCE

Credibility matters: being able to showcase your experience can help you prove your expertise, build credibility and trustworthiness, and get hired.

The organizer needs to be able to trust that if they hire you, you will have a positive impact on their audience.

If they can see that you are an expert in your industry or on your topic, thanks to books and articles you've written or relevant past clients that you've worked with, they will already have a high degree of trust in you when they click the contact button.

Your profile offers ample room for you to showcase your expertise through:

- **Biography:** Share statistics and other evidence of your impact on the audiences you've spoken to. This could include how many talks on your topic you've given, webinars you've offered, audience sizes and demographics, or evidence of the results your talk has had on audiences.
- **Publications** (books, articles, podcasts, etc.): Show that you are sharing your expertise offstage as well as on.
- **Clients you've worked with:** Highlight who you've worked with so event organizers can see what kind of audiences you speak to.
- **Awards and certifications:** Highlight your accolades and education to prove your expertise.
- **Past and upcoming talks:** Show that you are relevant and wanted.

The biography, publications, and clients sections of your profile are an essential way to build credibility.



BIOGRAPHY

HOW YOU BECAME AN EXPERT

The biography is an area that can set a great profile apart from a good one. Speakers who understand what the event organizer is looking for will write specifically about their professional speaking experience and what they have done that has impacted audiences.

Instead of a long list of accolades, a lengthy story that takes the reader from birth to now, or an in-depth dive into your entire professional history — think about what you want the event organizer to walk away with.

Avoid writing a biography that is generic and all-encompassing, as you might do for your LinkedIn profile. Instead, focus specifically on professional speaking. I wanted to share two great profiles from speakers who are doing things a bit differently.

EXPERT EXAMPLES

DAN NEGRONI

Some speakers have a lot to share. They have a great story and a ton of expertise, and want to outline this—at length—for the event organizer. But this can sometimes end up being a roadblock. Imagine that an event organizer has about 2-3 minutes on your page because they are looking at over 50 different speaker profiles that day. They start reading your biography, and click the drop-down “Read more” only to see it scroll down to what is certainly a 10-minute read. They simply won’t read it. Hopefully, they won’t close your profile altogether and will continue to scroll down, but either way, you’ve missed the opportunity to speak to them directly.

Be conscious of the length. If you have a lot to share, consider breaking it down into different tabs, as Dan does.

SHORT BIO MID-LENGTH BIO FULL BIO

Dan Negroni is a hyper-growth CEO and bold impact coach who guides companies in bridging the gap between managers and their millennial workforce and creating “next gen” workforce cultures to increase employee engagement, productivity and profits. He is a serial entrepreneur, experienced business leader, attorney, master coach of CEOs and millennials, Inc. Top 100 leadership speaker, and Amazon best-selling author of Chasing Relevance: 6 Steps to Understand, Engage and Maximize Next Generation Leaders in the Workplace.

[See Dan Negroni's full profile.](#)

LAUREN CLEMETT

Some speakers might have two or three areas of expertise they would like to highlight, which do not share the same backstory or need to be approached in different ways. I wanted to highlight Lauren’s profile because it is a clever way to talk about your different areas of expertise without trying to add them into one very long bio.

The key takeaway for writing a great biography is to write it with the event organizer in mind — what do they need to know about your experience that proves you are an

expert or will be able to positively influence their audience?

NEUROBRANDING EXPERT AWARD WINNING AGENCY FOUNDER

At 8 years old Lauren was told she had ‘word blindness’ and would never be able to read or write properly, yet she went on to become a five time best selling author and Stevie Award Winning Neurobranding expert, having worked within World leading advertising agencies as a brand manager, using her dyslexia disability as her greatest asset - to understand how the brain sees brands.

MORE

[See Lauren Clemett's full profile.](#)



BOOKS AND PUBLICATIONS

SHOWCASING THOUGHT LEADERSHIP

When you are not on stage, how do you share your expertise with the world?

One way is to share through blogs, articles, webinars, podcasts, and books.

The books and articles section was created to help you build your credibility as a thought leader. It helps the event organizer see what kind of content you are an expert in, and gives them the opportunity to dive deeper into your content.

It is also an excellent way to promote your book.

Include the most recent publications, and ensure that the publication you choose to feature reinforces your expertise.

For example, if you published a book early in your career but it has no relevance to anything you speak about now, putting this front and center can be confusing to an event organizer who is trying to frame your expertise. Be sure to tell a cohesive story with your profile, and that includes your publications.

Don't get hung up thinking "I haven't published a book so I will skip this section". You can add in the articles that you have written or co-written that showcase your expertise.

Who you work with can make an impression on the organizer. It gives them an indication of the type of audiences you speak to, the kinds of organizations you work with, and how much experience you have.

NEXT PAGE: EXPERT EXAMPLES OF HOW TO USE THE PUBLICATIONS SECTION



Continued: Books and publications showcasing thought leadership

3 EXPERT EXAMPLES OF HOW TO USE THE PUBLICATIONS SECTION



JULIE CHRISTIANSEN:

The “Books & articles” section can help reinforce your expertise. Looking at Julie’s publication section, you get an instant snapshot of her expertise.

It tells a cohesive story that works together with the rest of her profile.

[See Julie Christiansen's full profile.](#)

BOOKS & ARTICLES (5)




| | |
|------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  | It is Well: A Study of Motherhood in Times of Crisis Leverage U Press, 2019 |
|  | Anger Solutions by the Book Leverage U Press, 2012 |
| 1 MORE | |
| The Coupling of Temperament with Mental Illness in Four Age Groups | |
| Why Do Bullies Get Ahead? | |

TULLIO SIRAGUSA:

I wanted to highlight how Tullio has not only shared a straightforward timeline of published books, but has made finding additional online content clear and easy.

[See Tullio Siragusa's full profile.](#)

BOOKS & ARTICLES (8)

| | |
|--------------------------------------------------------------------------------------|---------------------------------------------------------------|
|  | Emotionally Aware Leadership 63publishing LLC, 2019 |
|  | Unlocking Your Empire Lulu Press, 2009 |
|  | The Real You Lulu Press, 2010 |
| Blog | |
| Radical Culture Magazine Articles | |
| Medium Articles | |
| BrainHackers.com | |
| LinkedIn Articles | |

RACHAEL BOZSIK:

Rachael features the name of the magazine first so that an organizer who is quickly scanning the list immediately sees that she has written for well-known publishers, which reinforces her credibility.

[See Rachael Bozsik's full profile.](#)

BOOKS & ARTICLES (4)

| |
|--------------------------------------------------------------------------------|
| Forbes Women: 3 Common Career Hurdles and How To Overcome Them |
| Glamour Magazine: How To Quit Your Day Job |
| Teen Vogue: What To Wear On An Interview |
| Forbes: How To Ace Your Internship |



CLIENTS: DEFINE YOUR AUDIENCE

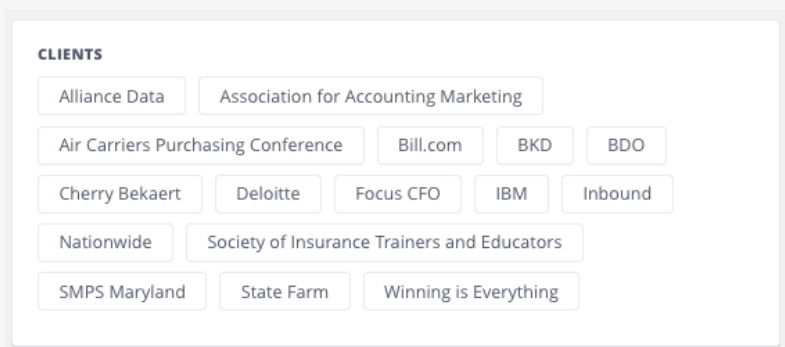
This section is a relatively new addition to the speaker profile where you can add the different organizations you have worked with.

While there is room in the “Past talks” section to explain more fully the work you have done with the different organizations, this section is a simple list.

The idea is that the event organizer can quickly get a snapshot of the kind of organizations you work with.

EXPERT EXAMPLES

AMY FRANKO: A CLEAR AUDIENCE

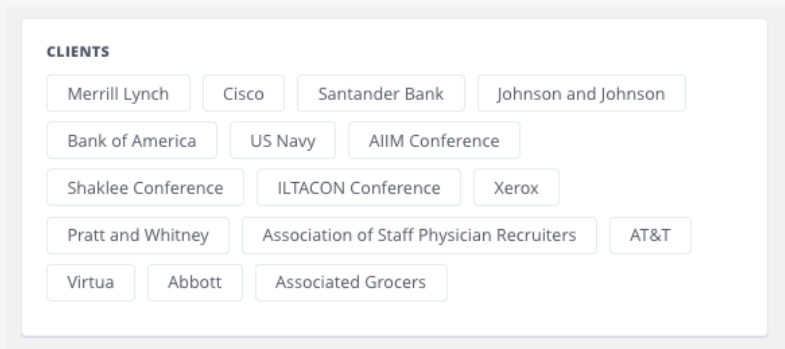


A quick glance of Amy Franko’s clients tells you immediately that she speaks to technology and insurance companies.

This tells an event organizer that she is adept at speaking to this specific audience.

[See Amy Franko's full profile.](#)

DR. MICHELLE ROZEN: SHOWING ADAPTABILITY



Dr.Michelle Rozen’s profile showcases a wide variety of well-known American companies, which gives the impression that her talk is applicable to different, high-level audiences.

[See Dr. Michelle Rozen's full profile.](#)



CLIENTS: DEFINE YOUR AUDIENCE

FEATURING THE RIGHT CLIENTS FOR THE RIGHT SPEAKING OPPORTUNITIES

Having a variety of organizations that you feature in your clients section will give the impression that you are adaptable, and perhaps your talk is well-suited for more general audiences.

On the other hand, if your topic and talk are highly industry-specific, then it is unlikely that you will have talked to a wide variety of organizations, but will more likely be specific to organizations within or related to the industry.

We've talked a lot about "high-level" or "well-known" clients, but this is not a necessity when it comes to having a great profile.

What is more important is to reinforce the story you are telling with your profile. If you speak mostly to local schools and NGOs—these are important to feature.

There might be an event teacher searching for a speaker, who might see the fortune 500 companies on a speaker's profile and automatically assume they aren't the right fit (or budget) for their event.

Showcase the organizations you normally work with, it will give the event organizer a better picture of your experience.

Read this article next:

[How to establish yourself as a credible speaker](#)

MARGARET GRAZIANO: A POWERFUL FUSION - CLIENTS WITH AWARDS & CERTIFICATIONS

CLIENTS

Northrop Grumman Volkswagen Paylocity
 Society for Human Resource Management Bay Area Human Resources Executive Council
 Next Concept HR Association Sacramento HR Association Santa Barbara HR Association
 Human Resources Management Association of Chicago
 Austin Human Resource Management Association HRSouthwest Conference
 Recruiting Trends Conference Vistage Silicon Valley Leadership
 National Association of Women Business Owners American Foundry Society
 Association of Manufacturers Bay Area ThinkHR Hippy Publicis US Cellular
 NEC GTE Hines Lumber McKesson Zurich Kemper
 Community Medical Centers UC Davis A&I Foundry Clow Valve Yaskawa
 EDI Eugenius Jitterbit YMCA JCF Xactly Wi-Tronix
 Product Safety Consulting MTC Performance California Communications Association
 Santa Clara Valley Open Space Authority Wittwer Parkin Duncan Solutions E-K
 HIM Solutions Les Mills

AWARDS & CERTIFICATIONS (7)

100 Most Influential Women in Silicon Valley
 Silicon Valley Business Journal 2019

Fastest-Growing Private Companies in America
 Inc. 5000 2018

LEAD Award for Best Third-Party Channel Partner/Customer Training Program
 HR.com 2018

Women Run Workplace of the Year
 The Stevie Awards 2015

Female Entrepreneur of the Year - Business Services
 The Stevie Awards 2015

Chicago Woman Business Owner of the Year
 National Association of Women Business Owners

Influential Women in Business
 The DuPage Business Ledger

When you get to the bottom of Margaret's profile, if you are not already convinced of her expertise, the power-combo of her clients and awards & certifications will tip the scales. The two sections in tandem can tell a dynamic story.

[See Margaret Graziano's full profile.](#)



CONCLUSION

If you are looking for more bookings, make your profile as appealing as possible to event organizers.

Take the luck and guesswork out of the event organizer's process by showcasing your skills and experience.

Look at your profile from the perspective of the event organizer. When they first land on your profile, what does it tell them about you? Will what they see help convince them that you are the right fit for their event?

Start the story you will tell with your profile with a strong introduction, giving key indicators of what the event organizer can expect as they explore your profile further.

After you've made a great first impression, it is time to get to the heart of your profile—your expertise. When it comes to showcasing your expertise, remember that good profiles outline, but great profiles convince.

Use the areas offered in the SpeakerHub profile, such as your presentations, workshops and past talks, and expertise tags to create a convincing case for your ability to influence an audience.

Talk about your expertise in a way that convinces the event organizer that you are the right fit for their event. It is an opportunity to share with them what your expertise is and why it matters to them and their audiences.

Once you've explained your expertise, it is time to back it up. Being able to talk about your past experience will help build credibility and show that you can turn your expertise into something beneficial to audiences.

Fine-tuning your profile can take some time and effort, but being able to clearly express what you do and how you can impact audiences can help event organizers figure out if you are the right fit for their event.

A rising tide lifts all boats: if you succeed, we succeed.

If there are any other ways we can help you perfect your profile and attract more event organizers, please don't hesitate to [contact us](#).



ABOUT US

We believe in the power of live presentations and personal connections, which is why we created SpeakerHub.

We are not a speaker agency but the fastest-growing community of professional, independent, or amateur public speakers and trainers who'd like to be found by companies, event organizers and schools.

We welcome anyone with expertise in any field who is open to speaking at conferences, events or schools as a paid or pro bono presenter.

THE KEY DIFFERENCE: KNOWING YOUR AUDIENCE



On stage, a speaker who understands their audience and can speak directly to their needs is going to have more of an impact than the speaker who offers a box-standard speech, copied and pasted to whichever stage they find themselves on.



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