

# **Fast-Track Your Speaking Outreach**

Presented by Dick Bruso for the  
2018 Colorado Christian Writers Conference

- 1) Your Message/Your Mission
- 2) Target Markets and Audiences
- 3) Your Umbrella Brand
- 4) Nonfiction and/or Fiction
- 5) Your Platform and Experience
- 6) Recommended Speaker Resources
  - a) Toastmasters International
  - b) National Speakers Association (NSA)
  - c) NSA Academy for Professional Speaking  
& the Cavett Institute
  - d) NSA Local Chapters and Local Academies
  - e) NSA Books on Speaking
  - f) Speaker Magazine
- 7) Your Presentation/Keynote
- 8) Three Powerful Questions to Further Your Career
- 9) Places to Speak: From Free to Fee
- 10) Your Value Proposition