

The bulletproof guide to Professional Speaker Branding that will get you paid, make you famous and change lives!

A NOT SO WHITE PAPER
By LOVED.LOCKED.LOADED.



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Please feel free to share the love but don't steal it!



Tell me the facts and I'll learn. Tell me the truth and I'll believe. But tell me a story and it will live in my heart forever.

OLD NATIVE AMERICAN PROVERB

As in any field, professional speakers run the gamut between **superstars** and **wannabes**.

Here's how to rise above being the latter.

Like all professions, speakers are great at telling their clients what to do... but not always as great at looking inward. We call it the 'Plumber's Leaky Tap Syndrome' – fixing up everyone's leaking tap but their own!

While the fine details of your goals as a speaker might differ from your peers, there are a few consistent metrics for success that most professional speakers will relate to:

- ♥ Speaking to larger or more prestigious conferences & clients
- ♥ Increasing the number of keynotes delivered every year
- ♥ Increasing keynote fees
- ♥ Being able to pick and choose your clients
- ♥ Making a tangible impact and/or increasing the reach of your message
- ♥ Growing your professional social network/personal brand
- ♥ Fame

We've been working with incredible international speaker brands since 2002, developing a methodology designed to elevate speaker branding to achieve these goals. Our strategies and techniques have helped take professional speakers from small conference cameos to some of the most recognisable names in the events world.



Jen and Kelsey are a dream team. As a partnership, they bring a powerful combination of strategic insight, design & technical skill. I would highly recommend them for anyone looking to **freshen up their brand and online presence.** **MICHAEL MCQUEEN**



The Loved.Locked.Loaded. Branding Blueprint



Before we get started, we need to talk about **branding** as a concept.

There's so much jargon-fuelled fuzziness in the branding game, so let's all try to talk the same language. Think of branding as something you'd experience much like a degustation menu. It's the culmination of carefully selected ingredients, combined deliciously, thoughtfully prepared, and served with impeccable timing. If any one element is off, it can spoil the entire experience.

Every restaurant approaches their menu differently. **So do brands.**

Some are formed with a heavy focus on research and data, some are designed purely with experience in mind. It's that extremely personal balance which makes your brand **unique.**

To make this process easily digestible, we've broken it down in the blueprint below.



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**Your brand is what
other people say about
you when you're not
in the room.**

JEFF BEZOS

You are your brand. Act like it.

Branding is pure purpose.

Unless you can clearly articulate your positioning and purpose, your speaker brand will lack narrative.

Every topic, video, and statement you make will be a flailing miasma of conflicting intent.

If **you're** unclear on your position and purpose, how can you expect potential bookers to be convinced that you're aligned to **their** needs and can deliver on their brief?

You can't.

By clearly defining and articulating your purpose, you create a clear vision for the direction of your speaker brand that propels it forward.

This purpose is underpinned by the unshakeable core values that your business holds sacrosanct.

Your values **are** your brand pillars; the promises you make to yourself, your team and your clients.

If one falls, the entire foundation is compromised.

Approach your brand with deliberate, relentless **purpose and **intent**.**





Consistency is the true foundation of trust. Either keep your promises or do not make them.

ROY T. BENNETT

Be an experience, a consistent one.

Conference crowds are entranced by your every statement. You get great feedback from clients and bureaus alike. Your keynotes are engaging, insightful and topical. But you can't seem to break through that barrier.

It might be getting signed by a management agency. It might be doubling your keynote fee, or it might be to focus purely on Fortune 500 clients.

Whatever your goal, the entire experience of working with you should be **favourable, memorable, frictionless** and **consistently on-brand**.

If your brand feels like a sub-\$5K speaker brand, then you'll struggle to command higher.

On the other hand, if every single touchpoint of your brand provides a unified experience that conveys your value consistently and confidently, the bookings will come.

Of course part of that brand consistency is that you also deliver on stage – if your on-stage presentations don't live up to your brand promise then it won't matter how good you appear to be. Brands should translate reality, not tell a false narrative that can't be delivered on.

Achieving this requires a plan – one where you craft a **strong, unique, powerfully engaging, consistent** and **sustaining** experience.





The difference between a smart man and a wise man is that a smart man knows what to say, a wise man knows whether or not to say it.

FRANK M. GARAFOLA

Your message is the distilled essence of everything you stand for. Make it resonate.

One of the most critical aspects of any speaker brand is in the effectiveness of its messaging to appeal to your target market and communicate the experience of you. It's the narrative that forms the core of all of your communications. What's the difference between narrative and a story?

A narrative is a story with purpose, positioning and a plan.

Because your narrative is informed by your core brand pillars, and strongly aligned to your target market, every aspect of your content development and marketing will be supported and strengthened by being mindful of your brand narrative.

It's something you will fall back on when writing topics and proposals, when planning marketing or deciding on a powerpoint style.

Additionally, your brand narrative will help create:

- ♥ A powerful tagline that creates emotional resonance
- ♥ An elevator pitch that clearly conveys your **unique** position in the market; **who** are you, **what** do you do and for whom, **why** do you do it, what's the **result**, and ultimately why **you**?
- ♥ A set of statements that articulate how you communicate with your market (often referred to as key messaging)

These form the bedrock of all communications across every brand touchpoint.

Your narrative informs the words you use to convey your message, to make it desirable, and make it stick.





Be yourself, everyone else is taken.

OSCAR WILDE

Own your niche.

Your positioning as a professional speaker should be laser-focused and narrow. This isn't about your target market – it's about your focus as a subject matter expert. While bureaus and event planners may try to fit you into specific limited categories, never forget that **you** control your positioning.

If you don't want to be seen as a performance speaker (for example), change the narrative. Work on crafting an elevator pitch that clearly articulates how your **unique** expertise adds value for the client.

The one thing you want to avoid is being seen as a generalist, or worse, a chameleon; jack of all trades, master of... squat. You'll get hired, but you'll never be seen as the **only** choice.

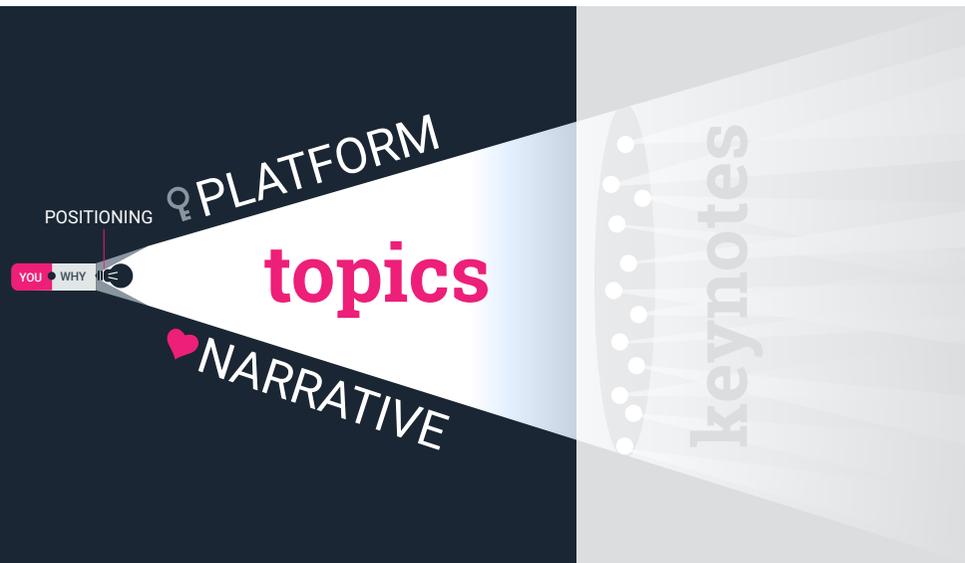
Become the **leading specialist in a field of **one**.**





Art lives on constraint
and dies of freedom.

MICHELANGELO



Less is so much more.

Although your overall positioning is niche, your pool of potential clients is not. They run the gamut from non-profits to schools, to SMEs, to corporates and more.

If your message doesn't seem to be cutting through, your **topics** may be to blame.

(It's worth noting that your keynotes are **not** your topics - we'll be covering that next.)

Clients will always try to find relevance to themselves in your topics. They need to see that you recognise and understand **their** needs. If your topics are suffocatingly specific, you limit your market considerably. Instead, topics should speak broadly to the wide variety of potential bookers and resonate with their pain points either personally or as an organisation.

Too many topics is also a problem – we live in an attention economy. Don't waste it or you'll lose them. As a general guide we think 2 minimum, 6 maximum is right sized.

There is freedom in constraint.

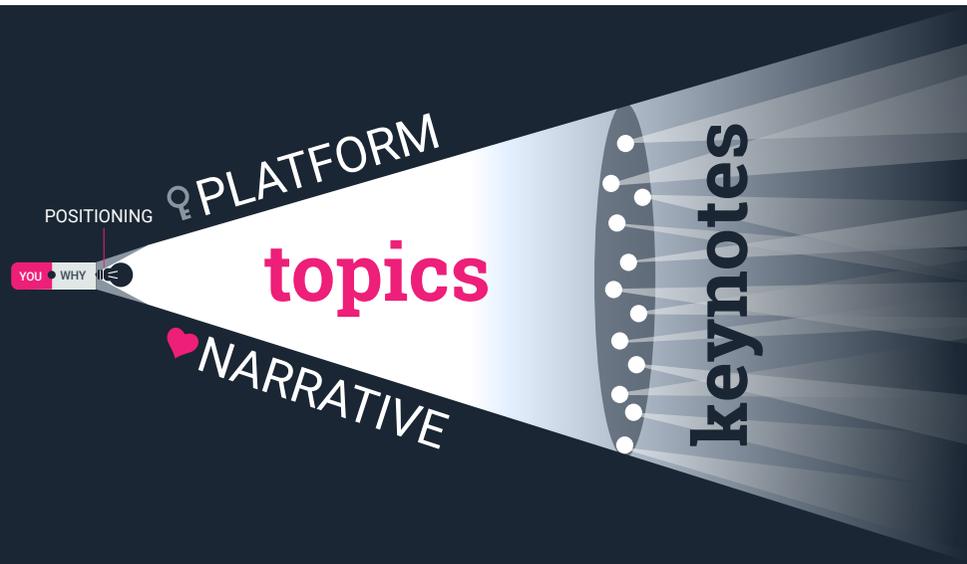
Topics are the framework upon which you shape your narrative to resonate with your **broader** audience.





People think that stories are shaped by people. In fact it's the other way around.

TERRY PRATCHETT



Tailor your content.

Exceptional speakers tailor their keynotes to their clients – **every time**. You're not getting paid the big bucks just to show up. You're getting paid for the intense prep work you did before you ever hit the stage.

Don't just deliver the same speech on every stage you're booked onto. Audiences are savvy, fickle, demanding and easily bored. If you don't genuinely resonate with your own content, how can you expect them to?

Do your research. Figure out what your client truly needs and ensure your narrative is relevant to their organisational needs. If you feel that you're truly making a difference, your passion and purpose on stage will be unmistakable, captivating and utterly memorable.

Keynotes are how you deliver your topics with relevance and truly resonate with the **specific** audience you're speaking to.





Increasingly, the mass marketing is turning into a mass of niches.

CHRIS ANDERSON

Market on point.

You're competing for market share as a speaker. It's your emotional connection that provides a buffer against the functional similarity of your peers. Your clearly defined niche helps create that buffer, but **how** you market improves your lead.

Your primary means of marketing might include:

- ♥ Content marketing: blogs, articles, videos and podcasts
- ♥ Outbound marketing: email campaigns, AdWords, PR, social

In all of these, you should be attempting to solve a clearly defined problem. Either solving a clear-cut dilemma that is generally applicable, or providing a solution to an industry-specific problem.

This is where you prove your credibility, authority, thought-leadership and insight into your client's needs and create that emotional connection.

At a purely logistical level, every piece of content you create should be tagged and categorised for easy re-purposing. If you can immediately provide a client or bureau with a boatload of highly relevant articles on request, you're going to make them feel secure and confident enough to invest in you.

Marketing should be resonant, topical, and continue working for you **long after it's been launched.**





**Clothes make the man.
Naked people have little or
no influence on society.**

MARK TWAIN

**People do judge a book by its cover,
don't let your brand go naked.**

The visual translation of your brand is **imperative** to brand and business success, and vital in getting you noticed. A logo and supporting 'look and feel' that visually translates your **tone** and aligns to your brand essence, values, personality and audience is a **non-negotiable**.

You are on stage; so is your visual brand.

Organisations hire you to speak based on your expertise. Why would you let someone who doesn't **specialise** in brand design define the most critical element of your visual identity?

Just because it looks good, doesn't mean it's right.

Your visual brand is more than just a logo. A logo is the visual identifier of your business **name** as a brand **mark**, but it isn't your entire visual language.

Your logo, colours, typography, image style and secondary device, are all ingredients that, when combined, and applied **consistently**, will cut through, get noticed and **stick** in the hearts and minds of your target market.

The execution of your visual language should be deeply rooted in, and inspired by, your brand strategy. Every part of it should have a rationale that connects back to your message.

This is not about creating pretty pictures (but the results should absolutely be aesthetically appealing). This is about communicating, connecting and consistently representing the best image of you.





Often people come to a conclusion about your presentation by the time you're on the second slide. After that, it's often too late for your bullet points to do you much good.

SETH GODIN

THE HUMAN BRAIN PROCESSES

VISUAL
INFORMATION
60,000 X
FASTER THAN TEXT



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Your slides should enhance your presentation, not dictate it.

We've all suffered death by powerpoint. The fastest way to ensure a session fails to engage is by shoving a wall of text, endless statistics, or tacky stock images down people's throats.

Audiences have become vastly more design savvy over the last few decades. Their expectation is now set for "wow"; anything less and they'll remember you for all the wrong reasons... or not at all.

Your slides should **enhance** your presentation, **not dictate it**. If you're simply going to repeat what's on screen, you might as well just send them a brochure.

Use of models, infographics, cut-through typography (for key points and quotes) that are designed on brand and look **hot**, will not only make your slides more engaging, but will also help your audience understand and absorb your content.

Visuals that simply convey the complex concepts or ideas that you are speaking to, are critical to ensuring a memorable keynote that not only engages your audience, but leaves them permanently **imprinted** with the insight you shared.

Use your visuals to be **simply** memorable.



I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

MAYA ANGELOU

Evoke an emotional connection.

Whether it's for powerpoint or your website, bureau kits or topic PDFs, choosing the right images to reflect your brand and content is vital for engagement. Cheesy, cheap stock images of generic business people, or one red ball amidst a dozen silver balls to denote "standing out from the crowd" have been done to death and are where insight goes to die.

Bad images are worse than no images. Images should be meaningful, powerful and beautiful.

If you're positioning yourself as an innovation speaker while using a lightbulb to demonstrate "ideas" then it's time for you to walk the talk! Or walk away entirely.

Your images should inspire an **emotional** connection. If they don't, they don't add any value. Choose images that convey your tone and don't insult your audience by being polarisingly literal. Also, don't get stuck trying to look corporate for the corporate market. They are engaging you to **disrupt their thinking**, not blend into the room.





She realized that the photograph had caused his reaction. It came to her almost as a revelation. Think of it: a photographer presses a button. A few hours later and half a world away, some dots of ink on a news print showed what he had seen – and had the power to touch peoples emotions, perhaps to change their way of thinking.

SOHEIR KHASHOGGI [NADIA'S SONG]



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For the love of god, get a real photographer.

Your stock images aren't the only ones you must pay attention to. Your entire professional brand rests on the image of... you. **YOU are the product.** Speaking is sexy, charismatic, aspirational and vulnerable.

So stop using headshots of you taken on an iPhone shot against a white sheet. Seriously, it's not ok. Additionally don't pay a photographer to make you look like a Tony Robbins knock-off, or worse, a dodgy real estate agent.

Cliches become well known because of their obvious, universal truth. If an image speaks a thousand words, don't underestimate how much is conveyed by one incredible, powerful image of you.

Commit to a photographic style that represents you and the feeling of working with you.

Get great headshots, full body shots, fun shots, portrait shots, landscape shots and dynamic action shots.

If you supply your bureaus, designers and marketing teams with an image library that lends itself to any and every purpose, layout or platform, you are making it much easier for them to effectively promote you.

The quality and professionalism of your images will speak directly to your credibility and value. It says that you value **yourself** as a product enough to invest. Don't underestimate just how much those images, and that more finessed aesthetic will influence potential bookers.



Kill your darlings, kill your darlings, even when it breaks your egocentric little scribbler's heart, kill your darlings.

STEPHEN KING

Get good video and use it well.

Invest in having high quality video shot of you speaking, particularly if it's in a great venue. Don't edit it yourself. Like all things, this is best left to the experts.

In his book 'On Writing', Stephen King said that you must "kill your darlings". As a speaker, there will be phrases that you've honed, that you're in love with, that you're convinced are the cornerstone of your keynotes...

Your audience may not agree.

If you've hired a truly great video editor, make sure they are across your brand and message... then let **them** do their thing. They are best positioned to make the call on what works. By all means guide them on what you're trying to convey, but recognise that your viewpoint is going to have a certain level of subjectivity. It may limit the potential of this medium to speak directly to your clients.

A good showreel is the single most powerful sales tool for attracting and securing bookings.





If content is king, then conversion is queen.

JOHN MUNSELL

Off-the-shelf web templates? Just... no.

Think of any given page on your website as the big fat end of a huge funnel into which 90% of your leads are poured.

Now tell us if your website is a funnel or a sieve...

If you're not capturing users instantly with **all** the tools at your disposal (powerful core messaging, great design purposefully aligned to your brand, and crystal clear navigation) and directing them to take action, your site isn't doing its job.

You've told audiences any number of times about focusing on innovation and maximising customer experience. **Are you practicing what you preach?**

More importantly, what makes you think you can achieve this with a \$50 template?

If the template only has three positions appropriate for topics, should you limit yourself to three topics? Don't let design dictate message.

Similarly, gorgeous stock video in the header shouldn't force your hand into wasting prime web real estate. Particularly if you're still using that back-of-the-room demo video shot on your phone.

Your functional and brand requirements should dictate the design of your site, not the other way around. Good design is about best representing your message so it is legible, actionable, aesthetically appealing, and easily accessible.

You don't have to choose function over form or vice versa. Good design does justice to both without compromise.





**This above all; to thine
own self be true.**

WILLIAM SHAKESPEARE

Go hard or go home.

There's usually a reason why professional speakers have been drawn to the industry. Passion and purpose are strong components of most speakers' internal drivers. Let that passion and purpose be what guides, drives and sustains you for the long haul.

Strong branding is all about connecting emotionally and consistently **on message** – across all interactions; visually, verbally, in writing and experientially.

If you craft your speaker brand to be a reflection of your true purpose, you'll have created a brand that you can champion **without reservation**. Don't leave yourself vulnerable to be reactive to external influences or misguided advice from self-proclaimed "experts" that could send you off course.



A camel is a horse designed by committee.

SIR ALEC ISSIGONIS

If you **truly know** and own your brand, you are your own best consult. Let it guide your every decision around your business and you cannot lose. By all means, listen to advice and be open to all feedback, but ultimately let your brand filter which aspects are valueable to adopt, and which (whilst well intentioned) are off point for you.

Know your message and own it, without compromise.

The end result will be a powerful, professional speaker brand that will allow you to command the audiences and fees you aspire to.





If you want to achieve excellence, you can get there today. As of this second, quit doing less-than-excellent work.

THOMAS J. WATSON

Invest in your brand.

By backing yourself and making a demonstrable investment in your speaker brand, clients will feel secure and more compelled to invest in that brand.

From discovery, to booking, to delivery and resonant impact, an aligned brand will ensure that the experience of **you**, at the very **least** delivers on (but more likely exceeds) expectations. This leads to more bookings, strengthened reputation and (most importantly) shows your clients you care about **their** aspired outcomes, not just your own.

Investing in the entire process will ultimately deliver results much greater than the sum of the parts. That said, implementing any combination of these elements will still massively improve your attraction equation.

If you **truly** believe that what you are doing has the potential to effect change, then you need to make that investment. You're doing yourself and your audience a disservice if you don't.

Without brand power, your message will go unheard.



Is your professional speaker brand bulletproof?

Does it reflect your purpose and express your narrative?

Does it help you achieve your brand and business goals?

Does it connect emotionally and increase impact?



I wasn't friendly with the term 'bulletproof' before I started working with Loved.Locked.Loaded. in my role at ODE Management, however I got to understand the power of the term very quickly through the experience of working with Jen & Kelsey.

Their work is bulletproof; meaning to me, that nothing can take you down.

I found their communications work to be clever, deep, thoughtful, seamless and strategic. They stick to a formula that ensures nothing is left out, everything is perfect and it delivers!

My experience working with both of them was inspiring and fun, and best of all I just had confidence that if they were looking after it, it would be amazing.

If you want a team that anticipates your every need and delivers on promises, do yourself a favour... **call LLL.**

FIONA PASCOE



L♥VED.L♀CKED.L♂ADED.

This NOT so white paper was bought to you with ♥ by
Kelsey Brookes, Jennifer El-Chah and Fiona Vale

To be notified of new articles and live Q&A's, register at
lovedlockedloaded.com/speakerbranding

DELIVERING BULLETPROOF BRANDS, WITH L♥VE.



Kelsey Brookes

kelsey@lovedlockedloaded.com

Lover of coffee, quirky hair king and an opera singer in a previous life, Kelsey is uber intelligent, highly witty and a consummate gentleman.

The transactional hemisphere of the Loved.Locked.Loaded. branding brain, Kelsey keeps the eye on the prize when it comes to delivering inspired work that also leads to business success.

He likes stuff that sells. Words, websites, design; it doesn't matter, as long as the right balance of the narrative and transaction is achieved.

A veteran of over 20 years in digital development, copywriting and strategy, Kelsey knows how to build websites that work and how to craft the right message, at the right time. He also has the rare ability to demystify the geeky stuff so it's easily understood by mere mortals.

He's worked extensively with speaker agencies and bureaus over the past 8 years across content, marketing, online execution and social platforms.

When it comes to knowing which buttons to push, Kelsey's loaded.

clients do the talking

Kelsey Brookes is to code what Yoda is to the Jedi. He knows what you mean (and how to build it) before you finish the sentence. More than that, Kelsey literally won't stop until he's found the best possible solution. The words 'care' and 'code' rarely mix – but in this case he brings the best of both worlds. **JULIE MASTERS**

Kelsey is the consummate professional. He is responsive, creative and technically brilliant. I would wholeheartedly endorse him to anyone looking for a web designer who goes the extra mile.

MICHAEL McQUEEN

With his extensive knowledge of online technology, design and implementation Kelsey knows how to make it all happen. His calm demeanour and a willingness to get it done he is an absolute pleasure to work with. **LEANNE CHRISTIE**

Kelsey is the ultimate IT, web guru and wordsmith. It's one thing to have your website and e-commerce systems all done and functioning seamlessly, but to have your essence captured and written in a way that powerfully translates that to the reader is something only Kelsey could do. Kelsey has a unique ability to actually truly understand what you want to do and then provide the most simple and effective way to do it. They say less is more and with Kelsey he magically gets to the essence making less so much more. **MARK BUNN**



Jen El-Chah

née Sheahan

jen@lovedlockedloaded.com

Brand lover extraordinaire, tango dancer, consumer of (ample) fine wines; the creative heart of the Loved.Locked.Loaded. team.

Jen's professional life is deeply personal. It's no coincidence that most of her clients become lifelong friends. Passionate and authentic in everything she does, she is unapologetically honest, contagiously effervescent and strikes the sweet spot between quirky creative and decisive expert.

Jen's designs are relentlessly strategic due to extensive experience partnering with international brand strategists and thought leaders to visually translate brands.

The magic for Jen is where design meets narrative; when a powerful aesthetic delivers on purpose, communicates on message and has tangible and resonant impact.

Always with her heart on her sleeve; she loves what she does, only works with brands she loves, and doesn't stop until they are loved.

clients do the talking

How can one put into words how amazing Jen is? Creative genius doesn't do her justice. It's hard to know how her brain works (they say that is a mark of genius!) but the end result says more than a thousand words. **MARK BUNN**

Jen Sheahan is a brand genius. I have worked with a lot of creatives over the years, but Jen is the only one that could truly 'translate' your brief into magic – each and every time. As more and more of business becomes about global digital presence, Jen's work stands apart as world class. **JULIE MASTERS**

As a branding expert, few come as well qualified as Jen Sheahan. From the conceptual to the concrete, her results certainly speak for themselves. **MICHAEL McQUEEN**

If you want someone who understands not just design but its impact on brands, Jennifer is the designer for you. I can even accrue hundreds of thousands of dollars in sales we would not have otherwise gotten, had it not been for her elegant and impactful design work. **PETER SHEAHAN**

Jen helped us translate a set of research findings and words into a visual style that would inspire and excite the client team. We couldn't have been happier with the outcome – it exceeded our wildest expectations. **PENNY BURKE**



Fiona Vale

fiona@lovedlockedloaded.com

Passionate advocate of all things awesome, no-one can multitask like this delightful and insightful human.

#calmcore, a term coined by the lady herself, Fiona manages to live and breath a unique combination of crazy creative and calming consultant.

With 15 years of corporate event management under her stylish yet sophisticated belt, Fiona is deeply knowledgeable in the black arts of booking, organising, co-ordinating, planning, negotiating and generally making shit work seamlessly.

This client side experience brings a unique perspective to our speaker branding conversations and adds another dimension of insight for our clients. Bridging the knowledge between the branding game and the buying game.

Agile, effective and unstoppably passionate, her unique balance of creative meets corporate insight helps us create business-savvy brands with lasting impact.

clients do the talking

Fiona is the jewel in the LLL crown. When you first meet the team, Fiona is the 'quiet one', but she really brings everything together. (Beware the quiet one they say!) Her unique background and skill set of not only design but corporate savvy, and knowing the event industry inside out, gives her an amazing insight into any business. A couple of her pearls of wisdom will positively impact my business for years to come and these weren't even directly related to brand. You'll be forever grateful if you are lucky enough to work with her. **MARK BUNN**

I had the pleasure to work with Fiona on a few conferences for which I was a speaker / MC and Fiona was the Event Manager. Each of those conferences were simply brilliant, impeccably organised, with an amazing attention to detail, flair and unparalleled client service. Fiona absolutely knows her stuff, things always run smoothly and very creatively. I have been working in the conference industry as a speaker and MC for 20 years – and the events I worked on with Fiona were some of the best events and experiences of my career. **ANDREW KLEIN.**

Fiona's lasting impression on my brand, design, forward thinking, professionalism and work ethic has propelled my business from an idea to a career. I would not to this day be where I am in business without her strategies, marketing and design. **KIRSTEN BURNHAM**