

Pro-Bono Gig Checklist

No money, no problem!



So many speakers start with a pro-bono gig and there is no shame in that. However, there is more to gain from a talk than money, especially when you are just starting out. Here is a checklist that you can use to extract as much value from your **“free talk”**

Pro-Tip: *Limit free engagements to 1-2 per year. This will force you to be strategic about what you say yes to while ensuring that you gain value from your talk.*

Before The Gig

Ensure you lock in at least 3-5 of these per gig!

- ☐ Permission to record your talk
- ☐ Photos of you on stage
- ☐ Written testimonial from the organizer
- ☐ Video testimonial from at least one attendee
- ☐ Logo of the organization for your website
- ☐ Audience feedback or survey results
- ☐ Opportunity to promote your services at the event
- ☐ Access to the attendee list or follow-up channel
- ☐ Introduction to decision-makers or future clients
- ☐ Referral agreement for future events

After The Gig

- ☐ Film multiple speaking angles Capture audience
- ☐ reactions (laughter, notes, engagement) Record short
- ☐ post-talk reflections
- ☐ Collect quotes from participants
- ☐ Take behind-the-scenes photos

After The Gig

- ☐ Request your testimonial within 48 hours
- ☐ Get the final video footage Add photos & logos
- ☐ to your media kit Post about the experience on
- ☐ social media
- ☐ Use the content in your demo reel
- ☐ Ask for warm introductions
- ☐ Pitch follow-up work using the EDGE framework
- ☐ Add the client to your portfolio



LET'S WORK TOGETHER!

Contact me with any questions/inquiries

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BOOK NOW

