



# What a Virtual Speaker's Assistant Can Do For You

Successful speakers have always relied on professional help to handle all the administrative and professional duties that are above and beyond what the speaker does on stage.

It is really hard to focus on everything that is going back home in the office when you're onsite trying to give a great speech. The certified professional Virtual Speaker's Assistant (PVSA) is your assurance of finding someone who is completely qualified and ready to get to work for you.

*Here are four reasons speakers find speaker's assistants invaluable:*

- 1. There is just too much work for one person.**  
So many new or aspiring speakers have day jobs and they don't have the time to do all the tasks involved.
- 2. A virtual speaker's assistant has special expertise.**  
Look for someone with training and experience in doing what you need to have done. Trained speaker's assistants understand the industry, the technology and have already established resources and connections.
- 3. The cost is greater when you do it yourself.**  
There is a high learning curve for anyone who has never made the journey of a professional speaker. Whether the speaker is paid \$5,000 per speech or \$270 an hour as a coach, therapist, attorney or entrepreneur, the speaker's assistant is a tremendous value at a much lower per-hour cost. With a speaker's assistant the speaker has the freedom to concentrate on those things only the speaker can do, especially writing the best speech he or she can.
- 4. There is synergy in a collaborative effort.**  
If you set the timetable, budget, and your intentions, the speaker's assistant will be there to give you the confidence you are heading in the right directions.

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## How Do I Know that My Speaker's Assistant Is Qualified?

We suggest you go through an interview process, including some of these types of questions:

- Can you handle my travel schedules and deadline-oriented office?
- Have you worked with many other speakers?
- How do you give me regular updates on the projects we do together?
- Can refer me to technology and other great resources?

Beyond your own investigation, your professional virtual speaker's assistant goes through rigorous training, including hours of practice, an exam and continuing education.

## What Kinds of Services do Virtual Speaker's Assistants Provide?

The speaker's assistant has the freedom to concentrate on those things that only the speaker cannot do effectively if the speaker's eye stays on the ball – which it should.

There is a very high learning curve for setting up a speaker's business, a lot technology to learn and to have a person devoted to that, social media and other vital parts of the successful speaking business is the biggest contribution a virtual speaker's assistant can make for the speaker's business. We hope you will use the checklist on the back to start a discussion about your specific needs, desires and goals for the success of your speaking career.



# *What a* **Virtual Speaker's Assistant Can Do For You**

## ***Managing the Speaker's Relationships***

- Work with speaker bureaus
- Work with meeting planners
- Identify speaker prospects

## ***Managing the Speaker's Intellectual Property***

- Inventory source material
- Get permissions and avoid trademark violations
- Understand and research the target audience and competition
- Create one sheets and speaker bios
- Create multi-media presentations
- Create special reports, tip sheets, articles and white papers
- Create podcasts and videos

## ***Managing the Speaker's Office***

- Write administrative office procedures
- Manage speaker contracts
- Manage industry certifications (CSP/NSA)

## ***Managing the Speaker's Logistics***

- Manage the speaker's calendar
- Coordinate the speaking engagements
- Set up travel and technology
- Coordinate videotaping and transcriptions
- Coordinate media opportunities

## ***Managing the Speaker's Marketing and Sales Process***

- Coordinate the speaker web site
- Handle the speaker's database of clients and prospects
- Coordinate the marketing and sales plan
- Produce newsletters and email campaigns
- Coordinate social networking
- Manage lead generation and outreach

## ***Managing the Speaker's Products***

- Create virtual product launches
- Manage speaker products and fulfillment
- Sell products at events

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