



When people ask you to speak, or when you pitch yourself to folks, they will often want to have some additional materials beyond your pitch. These can help them make a decision or these are materials they will use to promote you and your talk to their audiences. This pitch package makes you look like a pro and helps them have confidence in you.

Your Speaker Package

INTRODUCTION AND PERSONALIZATION

- Since you're most likely emailing to reach out to potential venues, make sure you have a catchy subject line; otherwise you risk your pitch being deleted before it's ever read!
- Begin the pitch with a personalized introduction that shows you have done your research about the potential organization and event. Mention any relevant accomplishments, experiences, or insights that make you a strong fit for the event or audience.
 - We've created a template to help you craft your pitch [here](#).

VALUE PROPOSITION

- Your pitch will need to include a concise and compelling value proposition that conveys the benefits of having you as a speaker.
- Describe the topic you will cover and explain why it's relevant and engaging to that audience. Create a strong title for your talk and one paragraph describing what you will cover.
 - You can see some sample titles of Weave talks [here](#).
- If you have a unique presentation style or format, such as storytelling, interactive activities, or multimedia elements, highlight these aspects to capture the event organizer's attention.
- Be sure to connect your value proposition to the Weave mission of weaving people together across difference to strengthen our communities and heal our country..

RELEVANCE TO THE AUDIENCE

- Emphasize how your message or story will resonate with the organization/event's theme or the audience that will be present. Discuss the potential impact of your presentation on attendees — how it can inspire, educate, or entertain them.
- Research the organization/event, its theme, and the demographics of the attendees to understand their context. Tailor your pitch to the specific needs and interests of the event organizers and target audience. Make it relevant to them.
- Tailor your pitch to the timeliness of your topic. Think about the relevance of your story to the challenges that audiences may be facing at this time in our society. Is yours a topic of heightened interest or sensitivity right now?
 - What will they learn, gain, or experience by listening to you? Outline any key takeaways and actionable insights that attendees will be able to apply in their own lives or work.

CREDIBILITY AND EXPERIENCE

- Showcase your credentials, personal story, achievements, and any notable speaking engagements or appearances. Highlight experiences that demonstrate your ability to captivate an audience and deliver a compelling presentation.
 - [Here's a template](#) to help you write a strong speaker bio.

TESTIMONIALS AND REFERENCES

- If available, include testimonials or references from previous speaking engagements or respected individuals in the field. Positive feedback and endorsements can enhance your credibility and increase the likelihood of being chosen.

CLEAR CALL TO ACTION

- Ask to set up a call to understand their needs and see if you can support their work with your talk.