

# A Dietitian's Guide to Professional Speaking

## Expert Advice for Pitching, Presenting & Getting Paid

### Contents

Introduction .....	5
1 Professionally Speaking.....	7
2 The Purpose of A Platform.....	15
3 USP Step I: You.....	19
4 USP Step II: Your Message .....	25
5 USP Step III: Your Ideal Audience.....	33
6 USP Step IV: Your Speaking Style .....	35
7 USP Step V: Your Mission.....	37
8 USP Step VI: Your Methods.....	39
9 Your Unique Speaking Platform.....	43
10 Print and Online Marketing.....	47
11 Pricing.....	55
12 Speaking Opportunities.....	67
13 Pitching & Negotiating .....	71
14 Hammering Out Logistics .....	81
15 Contracts & Agreements.....	91
16 Speaking For Yourself.....	97
17 Conference Proposals .....	111
19 Presenting On The Road .....	125
20 Packing And Supplies Checklist.....	135
22 Preparing Your Presentation.....	139

23	Planning What To Wear .....	153
24	Presentation Day.....	159
25	Presentation Problem-Solving .....	167
26	A Note on Performance Anxiety .....	180
27	Post-Presentation Follow-Up.....	182
28	Pursuing Payment .....	186
29	Pondering Evaluations .....	190
30	What Next? .....	195