

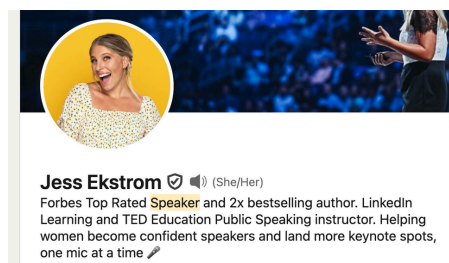


Your LinkedIn Checklist to Position Yourself As a Speaker

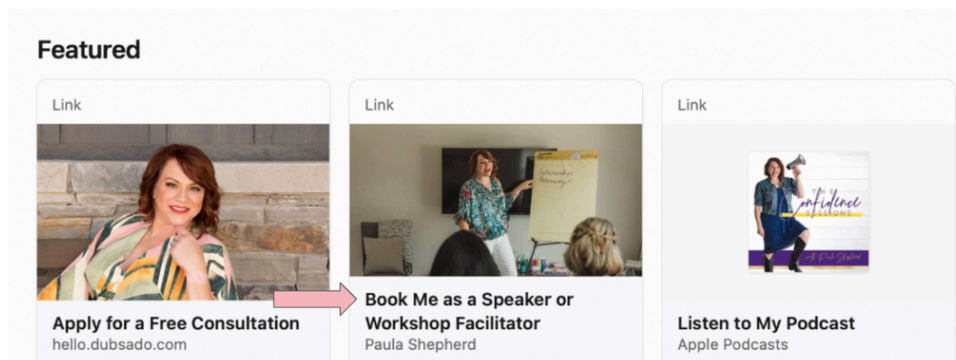
LinkedIn is a great place to get speaking opportunities because people are there to professionally network and you can also search people by job title, location and more.

Here's your checklist:

- ☐ Add the word "Speaker" to your headline



- ☐ Create a post with a link to book you to speak and pin it to your featured posts



- ☐ Make your header photo a photo of you speaking or your speaker statement



- ☐ Ask for recommendations from anyone who has heard you speak

Recommendations

Show all pending



Received

Given



Megan L. Reilly · 1st

Keynote speaker, entrepreneur, champion for moms and top 12 podcast host
October 21, 2024, Megan L. was Jess' client

Jess is an incredible leader for anyone looking to become a speaker. I worked with Jess to level up my speaking after I had already been a paid and booked speaker for about a year. The work I did with Jess was wildly helpful, tactical and now more than a year later I am still relying on the info she presented. I became a better speaker because of Jess and recommend her with the highest regard!



Kristen Butler · 1st

CEO of Power of Positivity — 58M | SUCCESS Magazine Emerging Entrepreneur | Keynote Speaker LinkedIn Top Voice | 3x Bestselling Author 📢 Let's Connect + 📢
April 20, 2024, Kristen was Jess' client

Jess's dynamic stage presence and exceptional storytelling skills are truly captivating. Her optimism and passion for inspiring others shines through in every talk, leaving her audience both motivated and equipped with practical strategies for personal and business growth. Jess has a unique ability to make success in anything, even public speaking, feel attainable. Working with her and listening to her is a transformative and uplifting experience every time.

Show all 18 received →

- ☐ If you have a speaking gig, turn that into 4 LinkedIn posts:
 - ☐ A graphic announcing you're speaking there
 - ☐ Day of, "I'm so excited to speak at ____ today!"
 - ☐ A photo of you on stage speaking
 - ☐ Share a testimonial from the event planner or audience member thanking them

- ☐ **Bonus:** create a new company page that is just for your speaking so it shows that you work there under your experience



Founder

Jess Ekstrom Motivational Speaker · Full-time
Jan 2012 – Present · 13 yrs 1 mo

Jess Ekstrom is a Forbes Top Rated Speaker helping audiences create motivation that lasts. She's spoken for Kraft, Sharpie, Micron, SAS, Edward Jones, Leadercast Live and many more.

💎 Public Speaking



- ☐ **Bonus:** create at least one piece of content per week around your Transformation Promise. Make sure to mention "When I speak on this topic..." or "I love to help audiences with this topic..." so people know you're a speaker!