

Building a Career that Matters™

The Basic Business Viability Assessment for Speakers, Trainers, Coaches and Consultants

Tools of the Trade: Checklist

Basic Office Equipment:

State-of-the-art computer
Software
High-speed internet modem
Voicemail

Telephone
Fax machine
printer
scanner

Production Equipment:

Digital video/audio recorder
Professional quality microphone
Photography lighting kit
Trimmer

Digital still camera
Video/audio production software
Book binding equipment
Laminator

Marketing Tools:

Business Plan,
Ads for publication
Templates for newsletter and contact list mailings
Letterhead
Fee schedules

Various print brochures
Course descriptions
Service descriptions
Testimonials
Client lists

Sales Tools:

Needs assessment
Contracts
Statements

Proposals
Invoices

Products to Sell

Book
Video

Audio
Branded trinkets

Presentation Tools

Name tags
Workbooks
Powerpoint
Instruments
Certificates

Tent cards
Facilitators manual
Registration materials
Introduction assessment
Assessment report

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Technology Tools

URL
Audio
Flash
Shopping cart
Contact database
Webcasting/podcasting

@yourURL email address
Video
Hosting services
Banking gateway
Teleconferencing services

People Tools

Bookkeeper,
Banker
Lawyer
Graphics artist
Marketing consultant
Staff

Accountant
Financial planner
Web designer
Copy writer
Performance coach

Miscellaneous

Preferred member programs:
Airline
Hotel
Car rental

Professional association affiliations
Chamber memberships
Insurance