Public Speaker Website – Client Intake Form

1. Brand & Messaging

Full Name (as it should appear on the site): _____

Professional Title: _____

Headline / Tagline: _____

Core Message / Mission Statement: _____

Brand colors / fonts / style guide link (if available): _____

2. Visual Assets (attach files or links)

High-resolution hero image / video: _____

Professional headshots: _____

Action shots of you speaking / engaging with audience: _____

Logos for 'Featured At' section (with usage permission): _____

Images for case studies or impact stories: _____

3. Content & Copy

Short bio (1–2 paragraphs): _____

Long bio (for About page): _____

Speaking Topics (title + 1–2 sentence description each): _____

Target audience for each topic: _____

Case studies / impact stories (title, short narrative, measurable outcomes): _____

Past engagements (event name, title/topic, location, date, description): _____

Upcoming events: _____

4. Social Proof

Testimonials / endorsements (quote, name, title, organization, photo): _____

Press mentions or awards: _____

5. Blog / Resources

List of existing articles, videos, or podcasts to feature: _____

Preferred blog topics/themes: _____

6. Booking & Contact

Preferred call-to-action: _____

Booking form fields to collect: _____

Contact email: _____

Phone number (public or private): _____

Social media links: _____

7. Legal

Privacy Policy text (or approve using standard template): _____

Terms of Use text (or approve using standard template): _____

Any required disclaimers: _____

Please attach all images, videos, and documents to your reply, or provide a folder link (Google Drive, Dropbox, etc.) with all files clearly labeled.