

Certified Speaking Professional™

SPEAKER BUSINESS INCOME MODEL

An important component of the CSP® application is your ability to describe your Speaker Business Income Model. Whether you chose speaking as a profession, the business found you, or you moved into it from a former career, you must be able to describe your Speaker Business Income Model. (See examples on the next page.)

- 1. Describe your Speaker Business Income Model in 200 words or less.**
(Please see examples on page 2)

- 2. Which of the following activities account for 50% or more of your business?**

- ☐ Keynote
- ☐ Trainer
- ☐ Corporate Employee
- ☐ University Educator
- ☐ Broadcasting
- ☐ Emcee
- ☐ Facilitation
- ☐ Back-of-the-room sales
- ☐ Other (please describe alongside)

Name: _____ Signature: _____

Date: _____



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Examples

Example 1

I operate a keynote speaking business focused on leadership and change. My main clients are corporate event organisers and industry associations looking for high-impact, energising talks for conferences and internal events. My core revenue comes from paid keynotes, typically between 30 and 90 minutes, and I deliver around 30 sessions a year. I also offer optional breakout sessions or executive Q&As as add-ons. I market myself through speaker bureaus, LinkedIn, and a strong referral network. I maintain a professional website with a demo reel and testimonials. My long-term strategy includes publishing a book and expanding into international markets.

(98 words)

Example 2

My speaking business blends inspirational talks with practical training. I work mainly with HR and L&D teams to deliver workshops on communication, presentation skills, emotional intelligence, and inclusive leadership. While I do occasional keynote slots, my main income is from half- and full-day sessions with repeat clients. I have self-published two books on presentation skills and leadership. My marketing is largely referral-based, supported by a monthly email newsletter and occasional LinkedIn content. Speaking is a lead generator for my consulting and coaching services, creating a sustainable ecosystem around my core message.

(91 words)