

# 15 KEYS

TO BUILD YOUR  
SPEAKING BUSINESS



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### Know what is an expert who speaks

Experts have specialized knowledge, experience, and/or qualifications in a particular subject.

Understanding your area of expertise and knowing how to translate that knowledge into a presentation, conference, keynote, training or speech are two different things. If you have an area of expertise, it does not necessarily implies that you have a speaking business, yet.

### Pick a lane

Picking a lane when you start your business is important because it allows you to focus your resources and attention on something that you are passionate about and can become an expert in. It also helps you to develop a unique brand identity, which is essential for building a successful business. Additionally, selecting a lane can help you to clearly define your target market, which is a crucial step for developing successful marketing strategies.

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### 3 **Know where to find an audience**

Knowing where to find an audience for your message is key because it helps you to reach the right people who are interested in what you have to offer. You may have an amazing message but without an audience, you don't have a speaking business.

### **Create meaning with your message**

A meaningful message helps to ensure that the message is understood and that it resonates with its intended audience. It helps to engage and motivate people and is also more likely to be remembered, which can help to create a stronger connection between the speaker and their audience.

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### 5 **Craft & deliver dynamic content**

You need to know how to create a personalized experience for each customer. Make sure that your content is always relevant and engaging so that it increases engagement and conversions, resulting in higher ROI.

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### 6 Find success with your speaking business

Speaking is an easy business to get in but not an easy one to stay in. Finding success allows you to make a living doing something you are passionate about. Secondly, it gives you the opportunity to reach a wider audience and spread your message in a meaningful way. Finally, it can help you build a reputation and a brand for yourself as a professional speaker.

### Positioning, proposing & pricing

Positioning, proposing, and pricing are all key components of marketing, and they are important because they determine how customers view a product or service and how much they are willing to pay for it. Good positioning, proposing, and pricing can help businesses create a strong brand identity and set themselves apart from competitors. It can also help businesses maximize the value of their products and services and increase their profits.

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### 8 Business plan

A business plan provides clarity and direction. It helps define the purpose of the business and outlines the steps needed to reach the desired goals. However, it requires a lot of research and planning to make sure the plan is comprehensive and accurate and it can become outdated quickly it must be updated regularly.

### Get organized

In the speaking business, organization is critical for meeting deadlines, keeping track of expenses, and understanding what the customer needs in order to provide the best service.

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### 10 Write a book

Writing a book enables you to share your story, knowledge, and expertise with a wider audience. It demonstrates that you are an authority in your field and gain credibility. Moreover, a book can help you to build and expand your brand, reach new audiences, and expand your speaking engagements. It also provides another source of income.



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### **Venture in the online space**

Venturing into the online space is important because it provides a platform for businesses to reach a wider audience. It also allows for easier access to information and resources, improved customer service, and cost savings. The online space also provides businesses with the opportunity to engage in digital marketing, build relationships with customers, and increase their visibility.

### **Select the right gear for your studio**

The right gear is important because it will determine the quality of your presentations and recordings. Different pieces of equipment are designed for different applications and will affect the quality that you produce. Additionally, having the right gear can help to save time and money since you won't need to constantly replace and upgrade your equipment.

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### 13 **Make your clients invest in you**

When a client invests in you, they are showing that they value your expertise and trust your advice. It shows your clients that you are serious about your work and committed to providing them with the best service possible.

### **Get out of your comfort zone**

It allows you to gain new skills and experiences, and to push yourself to try new things. It also helps you to become more confident and adaptable. By pushing yourself to try new things, you can grow and become more resilient in the face of new challenges.

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### 15 **Become a CAPS member**

The Canadian Association of Professional Speakers offers a range of benefits and resources to members, so they can learn, share, grow and belong together.

Each of these topics are covered in details in the

# BUSINESS BUILDER TRACK

CAPS  SPEAKER  
ACADEMY

The CAPS Business Builder Track will allow you to dig further into these 15 keys, learning from the best in the industry. This online program includes 15 modules to view at your own pace, and a monthly meeting to ask questions and collaborate with the others registered in the program. Michelle Cederberg, CSP, and 2022 National President will lead the first round.

1. What is an Expert Who Speaks?
2. Picking A Lane
3. Where Do I Find An Audience for My Amazing Presentations? Marketing & Promotion
4. Three Tips to Create Meaning with Your Message and Look Like A Superstar to Your Audience!
5. Craft and Deliver a Dynamic Workshop or Training
6. A Conversation with Michelle Cederberg, CSP - About Finding Success with Speaking
7. Increase your profit through positioning, proposing and pricing
8. Who says you need a business plan?
9. The Organized Speaker: Running Your Business Like a Pro
10. So You Want to Write a Book?
11. The Reinvention of Speaking and Business in the Online Space
12. From Simple to Sophisticated: Selecting the Right Gear for Your Studio
13. Three Ways to Make Your Clients Invest with You
14. Get Out of Your Comfort Zone
15. Benefits of CAPS Membership



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