



Speaker Business Model

Class of 2023 CSP Application

An important component of the CSP Application for the Class of 2023 is your ability to describe your Speaker Business Model. Whether you chose Speaking as a profession, the business found you, or you backed into it from a former career, you must be able to describe your Speaker Business Model.

1. Describe your Speaker Business Model in 250 words or less.

2. How did you enter the field of professional speaking?

- Chosen profession
- The profession found me
- Transitioned from a full-time teaching/speaking job
- Backed into it from a former unrelated job
- Ministry or religious role



3. 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)

