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SCARY News from the Speaking, Training and Consulting Industry!

On a regular basis the National Speakers Association surveys it's members on a variety of subjects that are of interest to the industry. Reading through the reports can reveal some very interesting insights into the speaking business and can point to some amazing conclusions. In an industry where expertise combined with outstanding platform skills and marketed effectively can produce staggering incomes it is frightening to see the data on incomes across the organization. Following are some figures and conclusions gleaned from the National Speakers Association 2003 Member Survey. Take from it what you will ...

Number of Speaking Engagements Per year

70.5% - of the speakers did less than 50 engagements a year

21.8% - of the speakers did between 50 to 100 engagements a year

Thoughts & Conclusions? Certainly there are a number of people who don't want to do more than 50 engagements a year and there are a small handful of folks whose fees are such that they don't want or have to do more. The reality is ... the optimum target is the 50 to 100 range and only 21.8% are in that target range. *Note: In our opinion, much more than a 100 engagements a year will eventually create burnout, cause you to lose your family, have no life to speak of or worse.*

Revenues Per Engagement

Keynoters

46.4% - of the keynoters surveyed made less than \$3,000 per engagement

69.3% - of the keynoters surveyed made less than \$5,000 per engagement

Thoughts & Conclusions? Take away the 12.8% of those surveyed who do no keynotes at all the numbers are 53.2% make less than \$3,000 and 79.4% make less than \$5,000. Depending on what markets the speakers work in those numbers may or may not be maximizing the potential of the market. There is certainly a good percentage of speakers making a lot more than those in the \$3,000 to \$5,000 range and every speaker should be getting a piece of that pie.

Trainers

52.8% - of the trainers surveyed made less than \$3,000 per engagement

70.0% - of the trainers surveyed made less than \$5,000 per engagement

Thoughts & Conclusions? Make the adjustments for the 17.9% of those surveyed do no training and the numbers escalate even higher. This one I really don't understand because trainers are generally putting in much longer hours on the platform than their peers who keynote and the results of their programs are going to have a much more significant impact on the audience and consequently the bottom line in the long run. We believe trainers undervalue their work and/or don't know how to quantify the results they get into a measurable ROI.

Consultants

52.6% - of the consultants surveyed made less than \$3,000 per day

64.6% - of the consultants surveyed made less than \$5,000 per day

Thoughts & Conclusions? Same story third verse and keep in mind the adjustment that 29.8% of those responding do no consulting. We particularly echo the fact that consultants undervalue their work and the results they provide just as the trainers do?