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In the

WORDS

of 100<sup>TM</sup>

Professional Speakers

**Insights. Ideas. Inspiration.**

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*A **unique** glimpse into the real world of 100  
**Professional Speakers***

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## **PUBLISHING INFORMATION**

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# Introduction

## What's this all about?

“I wish someone understood my world.” Have you ever said that to yourself?

Connecting with others who genuinely understand your world can be very empowering. It can boost your confidence when you're feeling hesitant about the direction you should be setting, and it can offer you much needed support when you need it most. Wouldn't it be wonderful to feel like you aren't alone in your thinking...your excitement...your challenges...your vision...and especially your decisions? Well, now you can! We bring you *In the WORDS of 100™*, a *unique glimpse into the real world of 100 Professional Speakers*. We surveyed 100 **Professional Speakers** from around the country and asked for their opinions on a variety of topics that relate specifically to *you* in *your* position.

As a **Professional Speaker**, we believe you may be doing a lot of head-nodding as you read this book. We also think you will breathe deep sighs of relief because decisions you have made, or are about to make, will be affirmed for you. Ultimately, we hope some of you will feel a sense of peace that you're not going crazy after all. Others in your position *really are* experiencing the same kinds of issues that you face on a daily basis. So, kick back, relax, and enjoy this WORDS of 100™ book written just for you. It offers timely **Insights, Ideas** and **Inspiration** that can positively impact your world.

If you are a family member, friend, or colleague of a **Professional Speaker**, this is one book you *have* to read. You will gain an in-depth understanding of the personal and professional passion and commitment it takes to be a **Professional Speaker**. It should be quite eye-opening for you to read about the transforming impact **Professional Speakers** have on the lives of the many people that attend their presentations.

If you are aspiring to be a **Professional Speaker**, this is the ultimate source to learn about what is waiting in your future; consider this book your crystal ball. You cannot find better advice organized in one spot from people who have experienced the path on which you are walking.

Finally, if you are a **Professional Speaker** who took part in this WORDS of 100™ effort, we would like to extend a special “thank you” for contributing your time and feedback for the greater good. Your interest in our survey is genuinely appreciated, and we hope you enjoyed the questions we asked. The **Insights, Ideas** and **Inspiration** you shared will now have a prominent place within your professional speaking industry. One participant stated, “*Well thought-out questions to understand the experience of a Professional Speaker. If a good cross-section of the speaking population responds (with professionals who have been in the industry for at least a decade), I'm guessing a lot of learning will come from reading the results.*” We believe it will.

Welcome to *your* WORDS of 100™!  
Tweed-Weber, Inc.

## How was this WORDS of 100™ completed?

The list of potential contacts for this WORDS of 100™ book was developed from public use data files, and feedback was gathered from **Professional Speakers** located across the country via an online survey. All surveys were gathered in a random fashion, and they were completed by **Professional Speakers** from sea to shining sea. All online survey activities, data management and analysis functions were performed by the parent company of WORDS of 100™, Tweed-Weber, Inc.

The survey included a combination of quantitative and qualitative questions addressing a variety of issues that typically exist within the world of a **Professional Speaker**. We respected the confidentiality of individual participants in an effort to focus solely on the collective trends that emerged. Basically, we wanted to see if everyone was thinking about the same things, and then we wanted to present those issues and topics in a way that would be interesting, as well as easy to read and digest.

## What's in this WORDS of 100™ book?

When reading this book, you will find...

- ✓ A tabulation of responses from our 100 participants.
- ✓ Noteworthy comments from participants that help shed light on the tabulated responses.
- ✓ Highlighted comments we believe were “WELL SAID!”
- ✓ Interesting tidbits we thought would be fun to put in the “Did you know?” category.
- ✓ Quotes from people that we think add extra food for thought to the reading experience.

Participants of this WORDS of 100™ book certainly speak for themselves, and the whole purpose of this book was to *just let them* without getting too technical on you. Overall, our main goal was to connect with 100 **Professional Speakers** to better understand their world. We did just that, and we hope you enjoy the results.

### Important note

When developing this book, we wanted to be mindful of two types of readers...

1. Those who want quick answers **without a lot of detail**.
  - ✓ The tabulated responses are provided after each question so you can “read and run” if you’re short on time.
2. Those who want answers **with all of the detail**.
  - ✓ Participant comments are provided after the tabulated responses so you can better understand the thinking and emotion behind their answers.

Whatever category you fall into, we hope this WORDS of 100™ book meets your preferred reading style.

## What did some of the 100 have to say about the survey?

“It allowed me to share my heart, and it made me smile.”

“Most often, we never ask or consider such questions about our profession, and/or we don’t take time to think about them. We’re too busy going to the next program. I feel like these moments of reflection about who we are and what we do are helpful to all of us. Hopefully, others can learn something by reading our responses to this survey.”

“I am excited to see what others say. I did not completely enjoy thinking about the questions only because they are the questions that keep me up at night!”

“I am aware again of how important it is for speakers to actually be clear about who they are and why they are doing this.”

“I am planning for next year, and many of the questions that were asked, I am actually addressing in my strategic planning.”

“Making me think about what I’ve given my life to as a profession is very encouraging. It reminds me to be diligent in all things.”

“It was so interesting. Yesterday, I delivered session one of a five-class webinar series, and it was all about starting from a place of clarity about what you’re doing and why you’re doing it. I provided a self-coaching document to use to encourage people to step away and reflect on what they value about what they’re doing and what they really want to draw from the work they do. Hmmmm. Then, this morning, I see that your questions have taken me on a similar journey...INTERESTING!”

“It felt good to affirm those things I’m working on and the choices I’ve made. Thanks!”

“It was quite challenging. I wasn’t prepared to do this much thinking when I started it, but I would not have asked these questions of myself today. Thank you.”

“It helped me examine my business, and I really look forward to seeing what my peers think about their careers/professions.”

“It made me realize how important my career is to me. Thanks. I needed that today.”

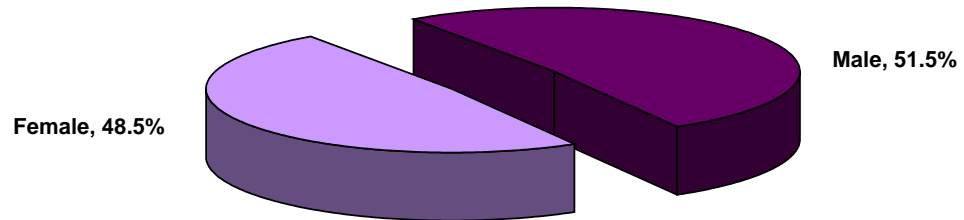
“Speakers need to be fully aligned with why they do what they do. Without a clear vision and understanding of their situation, speakers will not rise to their highest potential.”

# The 100

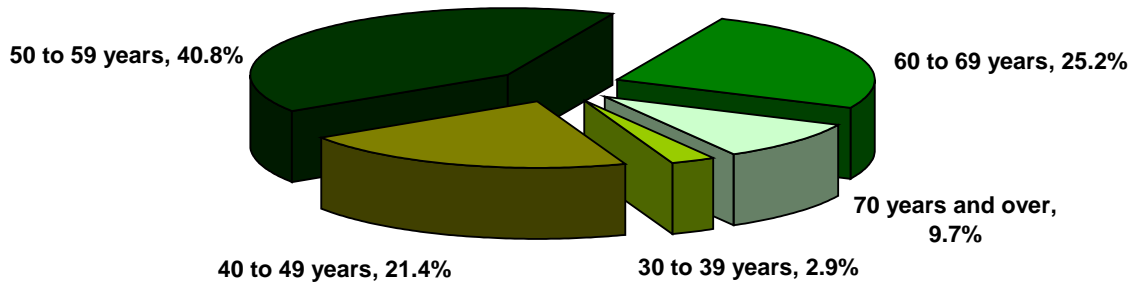
## Who are the 100?

The following information highlights the attributes of this WORDS of 100™ group.

### Gender of Professional Speakers Who Took the Survey



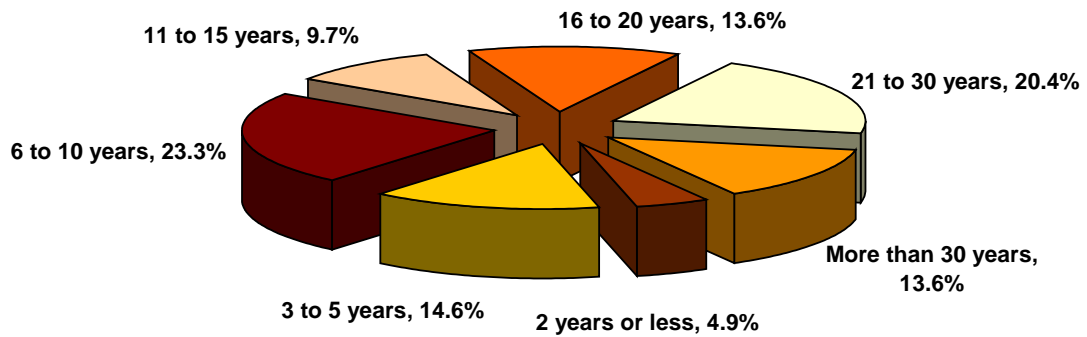
### Age of Professional Speakers Who Took the Survey



## Who are the 100?

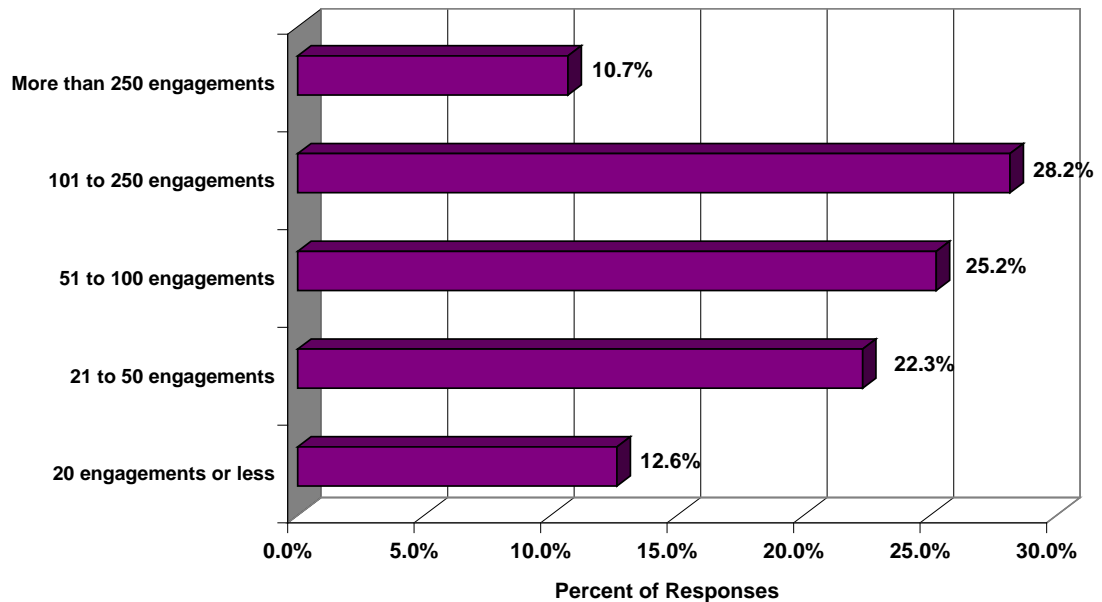
### Years as a Professional Speaker

Average = 17 years



### Professional Speakers' Annual Engagements

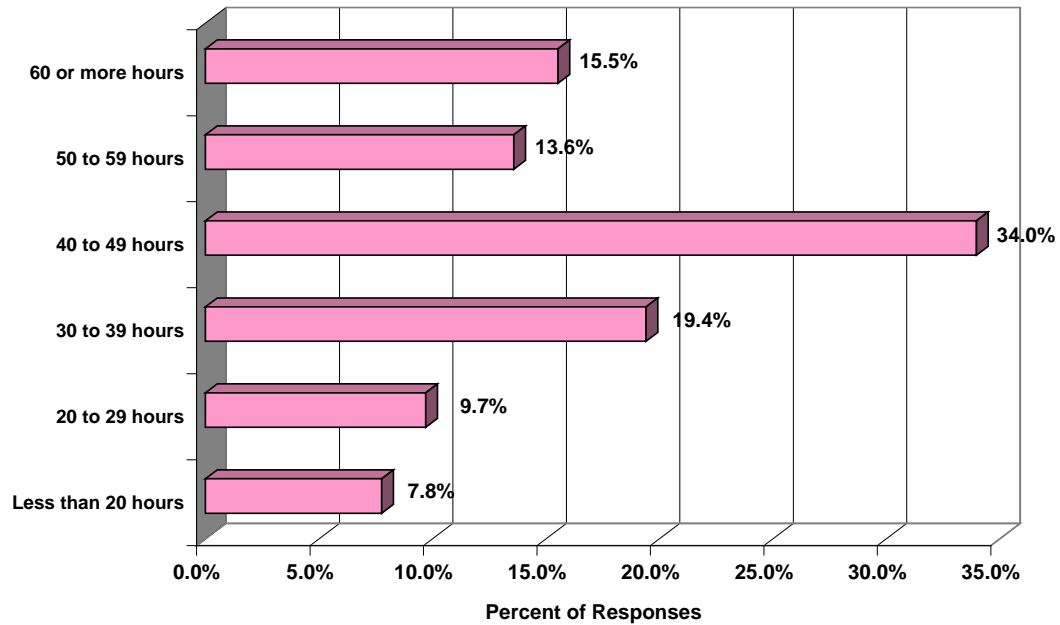
Average = 118 engagements per year



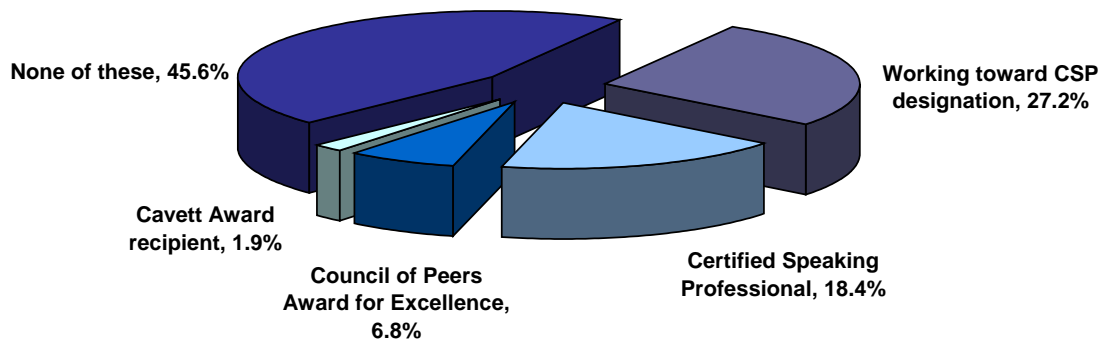
## Who are the 100?

### Professional Speakers' Weekly Work Hours

Average = 44 hours per week

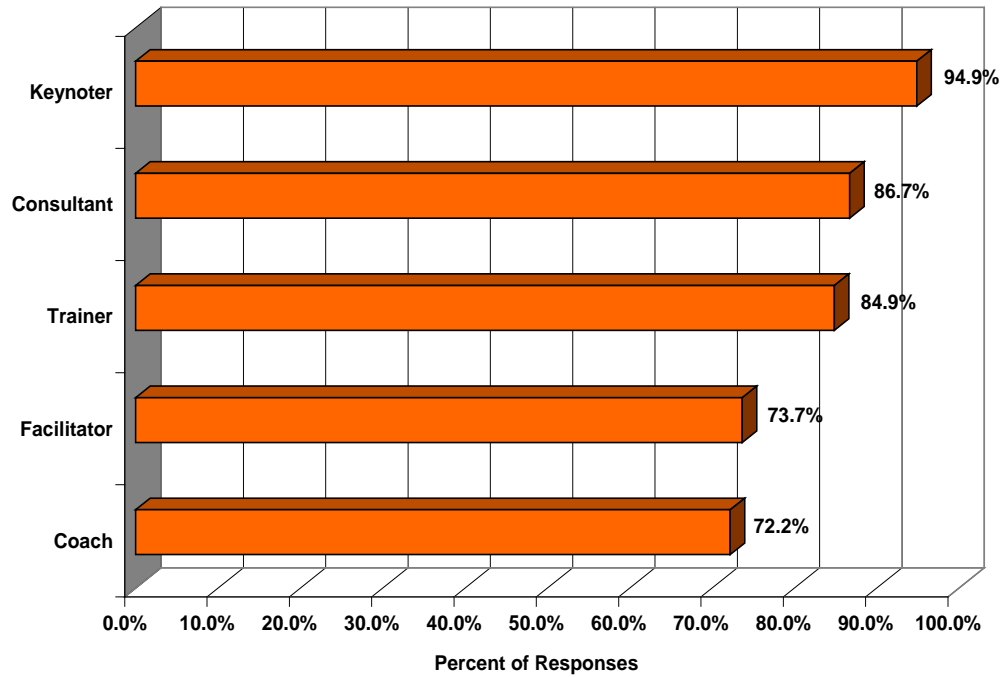


### Professional Speakers' Awards and Certification

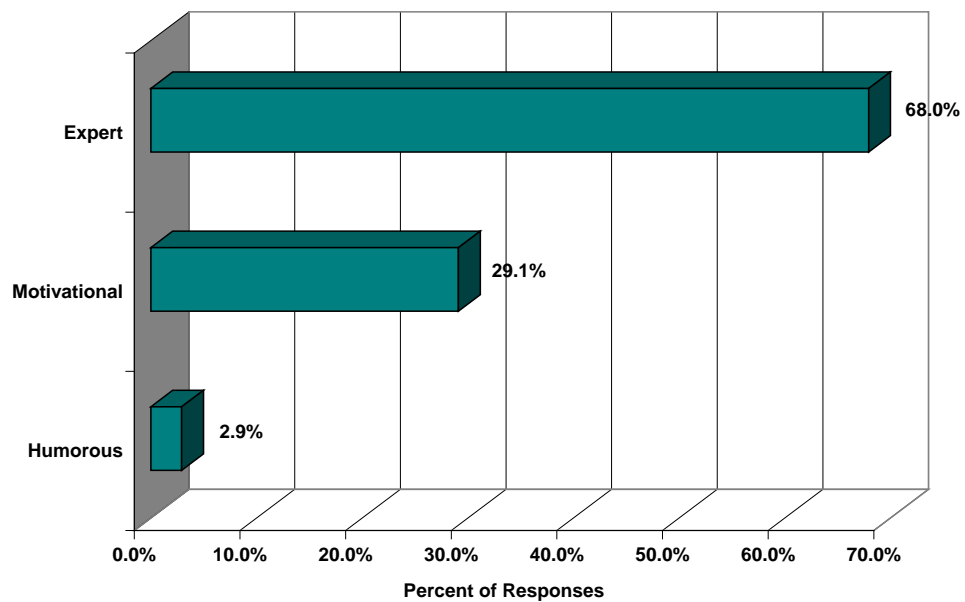


## Who are the 100?

**Ways in Which Participants Classified Themselves**

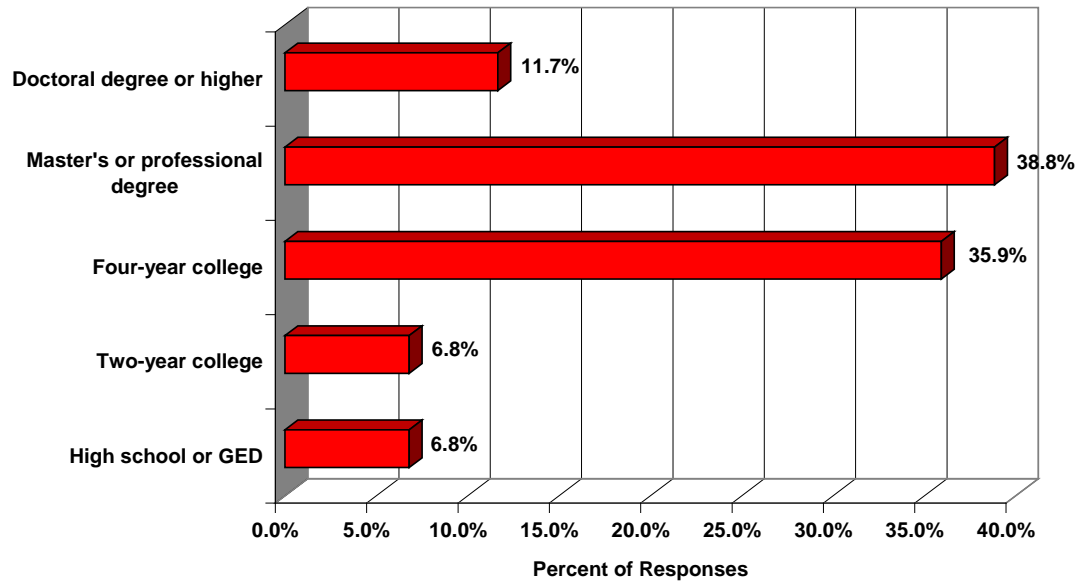


**Types of Speaking Done Most Often by Survey Participants**



## Who are the 100?

### Educational Attainment of Professional Speakers



### Field of study (Some respondents have double degrees)

- Education: *10 responses*
- Journalism/Broadcasting: *8 responses*
- Communications: *7 responses*
- Business Administration: *6 responses*
- Psychology: *6 responses*
- Finance: *5 responses*
- Marketing: *5 responses*
- English: *4 responses*
- Music: *3 responses*
- Organizational Management/Development/Behavior: *3 responses*

### Two responses each

- Advertising
- Art/Fine Arts
- Biology
- Economics
- Engineering
- Entrepreneurship
- General Studies
- History
- Microbiology
- Nursing
- Speech Communications
- Theology

*One response each*

- Accounting
- Agriculture
- Communications
- Chemistry
- Child Psychology
- Computer Science
- Creative Writing
- Criminal Justice
- Dental Hygiene
- Dentistry
- Ergonomic Design
- Ethics
- Government/Public Affairs
- Graphic Design
- Health Care Leadership
- Insurance
- Liberal Arts
- Literature
- Mass Communications
- Mechanical Engineering
- Operations Management
- Physical Education
- Physics
- Political Science
- Public Relations
- Public Safety Communication
- Real Estate
- Social Work
- Sociology
- Technical Business Strategy
- Theater
- Theory of Humor
- Veterinary Medicine

*Field of study for a master's degree/Ph.D.*

- Business Management/Administration: *10 responses*
- Psychology: *7 responses*
- Education: *5 responses*
- Theology/Religious Studies: *5 responses*
- Communications: *3 responses*
- Counseling: *3 responses*
- Law: *3 responses*
- Marketing: *3 responses*
- Engineering: *2 responses*
- Organizational Psychology/Leadership: *2 responses*

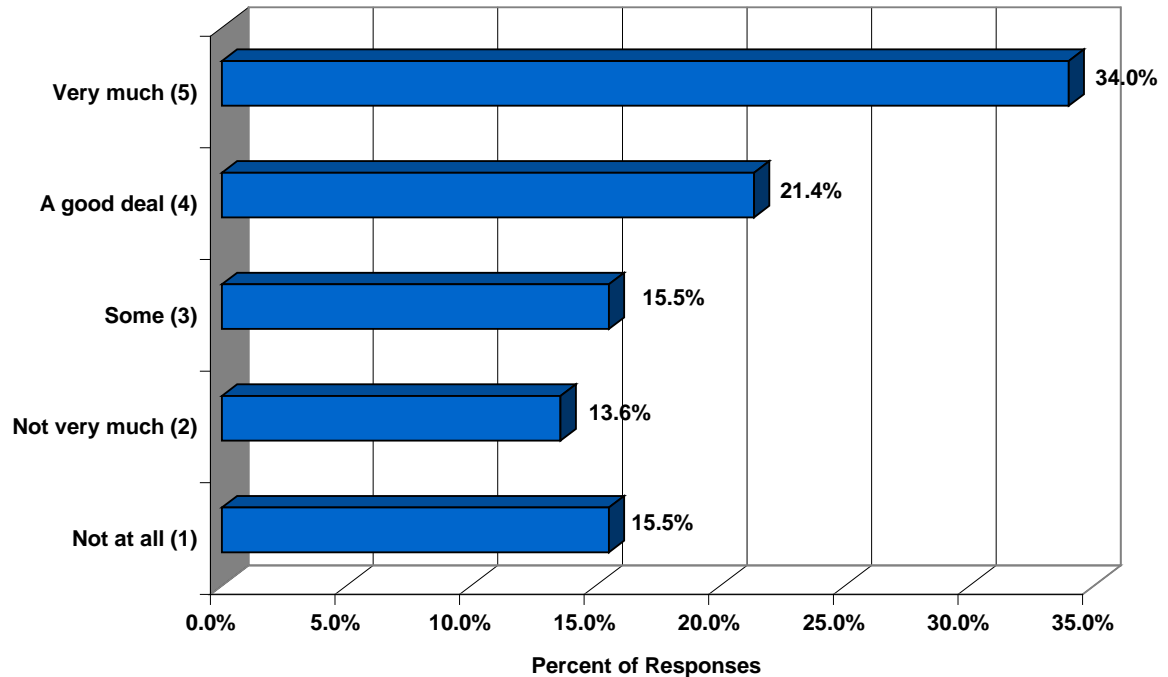
*One response each*

- Accounting
- Accredited Public Relations Professional (APR)
- Administration/Supervision
- Biophysics/Food Microbiology
- Dentistry
- Entrepreneurship
- Finance
- Guidance Counseling
- Health Management
- Healthcare Administration
- Hospitality
- Industrial Technology
- Insurance
- Intelligence and Creativity
- International Business
- Life Coaching
- Literature
- Nursing/Social work
- Workforce Education and Development
- Ph.D. – Leadership
- Ph.D. – Counseling

## Who are the 100?

### How Much the Level of Education Contributes to the Success of Professional Speakers

Average Rating = 3.4



Did you know?

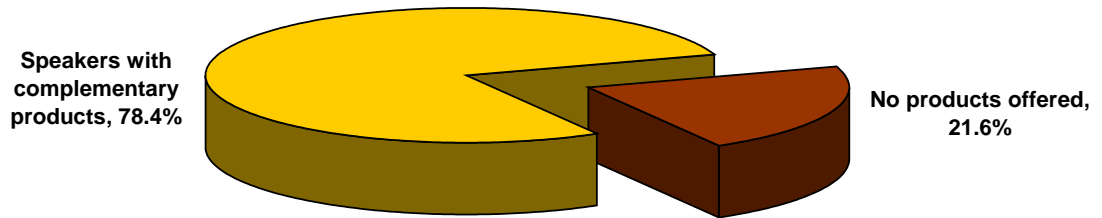
The National Speakers Association (NSA) is the leading organization for Professional Speakers. Since 1973, NSA has provided resources and education designed to advance the skills, integrity, and value of its members and speaking profession.

NSA's Mission: NSA is the leading source for community, education, and entrepreneurial business knowledge needed to be successful in the speaking profession.

*—www.nsaspeaker.org*

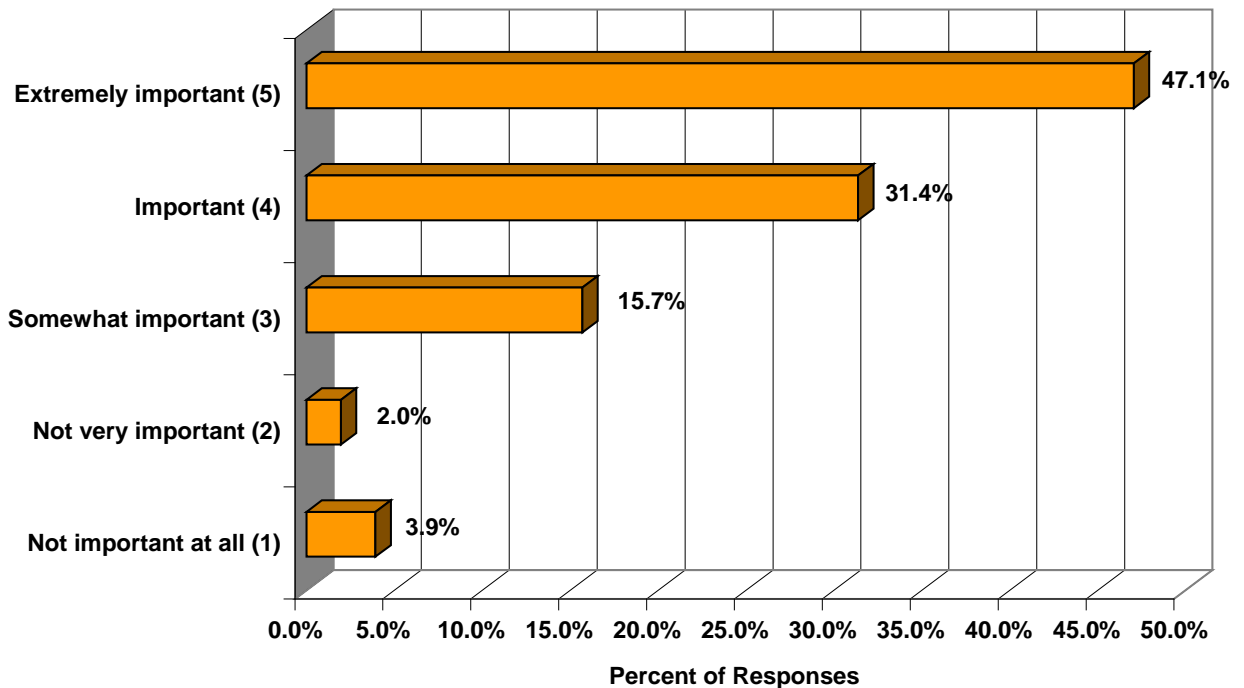
## Who are the 100?

### Speakers With Product Offerings



### Importance of Complementary Products to Professional Speakers

Average Rating = 4.2



# Insights

## Important Qualities Needed to be a Professional Speaker

- Demonstrate excellent speaking/platform skills: *51 responses*
  - ✓ Be engaging/vibrant/interesting: *11 responses*
  - ✓ Show overall good speaking skills: *7 responses*
  - ✓ Be a great storyteller: *5 responses*
  - ✓ Be articulate/coherent: *4 responses*
  - ✓ Be entertaining: *4 responses*
  - ✓ Have a great sense of timing/delivery: *4 responses*
  - ✓ Provide a clear, solid message with a distinct point of view: *4 responses*
  - ✓ Show energy/enthusiasm: *4 responses*
  - ✓ Stay focused: *3 responses*
  - ✓ Be inspiring: *2 responses*
  - ✓ Ask lots of questions/get the group involved (even in keynotes): *1 response*
  - ✓ Be dynamic: *1 response*
  - ✓ Be expressive: *1 response*
- Be real/genuine/authentic/sincere: *28 responses*
- Have knowledge/experience/expertise on your topic/within your industry: *24 responses*
- Have a genuine passion for speaking and your audiences: *16 responses*
- Have a sense of humor/add humor to your presentation: *11 responses*
- Be determined to provide value and impact that lasts beyond the speech: *10 responses*
- Show personal and professional confidence/authority: *10 responses*
- Adopt a total-service attitude/servant leadership mindset: *9 responses*
- Be willing to embrace continuous learning: *8 responses*
- Be warm/friendly/personable/approachable: *7 responses*
- Be caring/compassionate/empathic/patient: *6 responses*
- Be flexible/adaptable/think fast on your feet: *6 responses*
- Be professional/respectful: *6 responses*
- Develop great content/new ideas: *6 responses*
- Have impeccable integrity: *6 responses*
- Connect with the audience before, during, and after the session: *5 responses*
- Possess excellent interpersonal communication skills: *5 responses*
- Let go of the ego: *4 responses*
- Possess credibility: *4 responses*

### *Three responses each*

- Be a good listener
- Be creative
- Be driven/tenacious/persistent
- Be open-minded
- Believe in and live your message

- Genuinely like people from all walks of life
- Have good business sense and marketing skills/enjoy running a business
- Really believe that practice makes perfect

*Two responses each*

- Be aware/intuitive and keep tuned into others
- Be committed to excellence/doing the work required
- Be curious
- Be highly organized/multi-task/have good time management skills
- Be honest
- Be intelligent
- Know how to network

*One response each*

- Always, always, always be on time
- Be able to say no to those potential engagements that are not right for you
- Be easy to work with
- Be generous (it comes back to you)
- Be optimistic
- Be resourceful
- Demonstrate emotional intelligence (self-driven/self-disciplined/self-responsible/self-aware)
- Do what you say you will do
- Have an internal locus of control
- Have grit

## In their WORDS...

WELL SAID!

"You need to respect the people in your audience and have an authentic passion for what you do. You are there to help people make their lives better, and that is a responsibility that should never be taken lightly."

**Qualities – Demonstrate excellent speaking/platform skills**

- Act like you are speaking to just one person—your best friend—and your audiences will love you.
- You need to have great storytelling expertise. I took improv acting lessons to enhance my skills.
- Be entertaining, upbeat, and easy to listen to. If they fall asleep, I am not providing any value.

**Qualities – Be real/genuine/authentic/sincere**

- Be authentic and keep it real.
- You must be authentic on and off the stage.

- Be yourself...your best self. Authenticity matters.
- Be natural. Speakers are born, not made.
- Speak from the heart.

**Qualities** – Have knowledge/experience/expertise on your topic/within your industry

- I keep my expert knowledge up to date and widen the reach of areas I am qualified to speak about.
- Have a deep knowledge of content and continue to learn all you can about it.
- Know and love the content you are researching and presenting.
- Be knowledgeable of current news and important topics.
- You must have stone-cold knowledge of your subject.
- Know your topic inside and out so you can stretch the thinking of the audience.

**Qualities** – Have a genuine passion for speaking and your audiences

- You must enjoy being on the platform and sharing information with your audiences.
- Follow your passion and speak about it daily.

**Qualities** – Have a genuine determination to provide value and impact that lasts beyond the speech

- You have to care about providing real value to the audience. It's about them and what they can take home.
- Leave them with a desire to change their behavior so they can go from good to great.

**Qualities** – Show personal and professional confidence/authority

- Show confidence in yourself, in the information offered, and in the outcome of your speech.
- People can feel it when you know what you are talking about, and it's exciting.

**Qualities** – Be willing to embrace continuous learning

- You need continuous improvement. I don't know how anyone survives without it.
- You always have to be eager to listen to and learn from your audiences.
- Read, listen, and research so you are knowledgeable. Audiences are much smarter today.
- I stay excellent at my craft through continued skill building. It's essential.
- Be dedicated to never-ending education in your field.
- School is never out for the pro.

**Qualities** – Be professional/respectful

- There should be a lack of condescension while being slightly above their level. Give them something to reach for, but don't insult their intelligence.
- Be professional. There is a clear difference between an amateur and a pro. Be proactive at being a professional, and never assume you know it all.

*Much more to follow!*

**We hope you enjoyed this small preview of the WORDS of 100 for Professional Speakers. There is so much more information packed into the full book as outlined in the Table of Contents. The book is easy and enjoyable to read and is written using the words of our 100 survey respondents.**

**This book is perfect for three groups of people for different reasons...**

- 1. Veteran speakers – You will hear insights, ideas and inspiration from others that can help you build your business, especially in today’s economy.**
- 2. New speakers – You will not have to reinvent the wheel, and the path to your success can be faster and easier using the advice of those who have been there.**
- 3. Aspiring speakers – You cannot find better information or advice in one spot that will help you understand the realities of being a Professional Speaker. This is a must read book if you are considering this profession or, more accurately, this “calling.”**

**To read more, simply click on the link below to purchase the book for just \$24.95. Thank you for your interest in the WORDS of 100!**

**[www.wordsof100.com/reports/professional-speakers](http://www.wordsof100.com/reports/professional-speakers)**