

THE SPEAKERFLOW

State of the Industry Report

2023 Edition

speakerflow.com

INTRODUCTION

In any industry – but especially in one as competitive and increasingly popular as thought leadership – data is power. Whether you're considering sales strategies, marketing metrics, or operational procedures, the greatest way to rise above the average is to understand the market you're in.

Knowing this, each year, the SpeakerFlow team conducts the State of the Industry Survey in which we ask participants a series of questions about how they manage their businesses.

These include clear-cut questions, such as the size of their team and the total revenue they made through speaking last year. They also include open-ended prompts, asking participants how they adapted to the previous year's challenges or what strategies they used to stand out from the crowd.

We surveyed select groups of thought leaders to make sure we had a wide array of experiences accounted for. In total, this report is representative of **\$114,000,000 earned** in 2022. It also encompasses over **7,000 collective years** of experience in the industry across **18 different countries**.

This report is meant to highlight trend data over time. Every stat in this report is a tool to understand where our industry is going.

Let's dive in!

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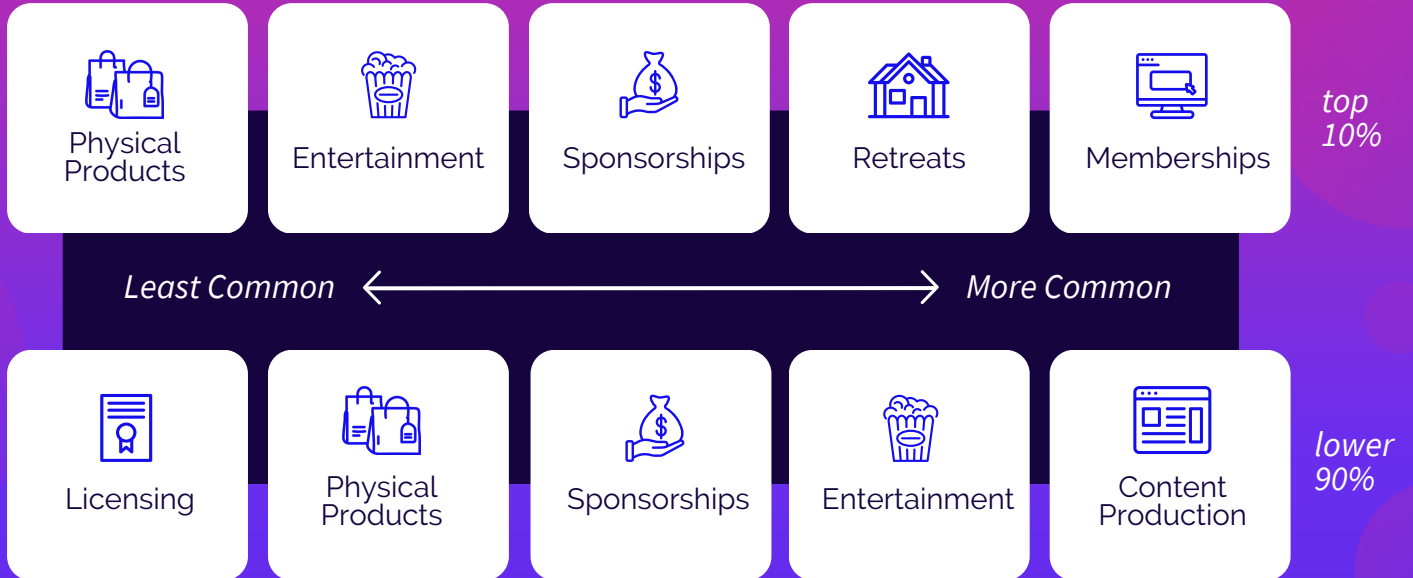
Questions You Had



QUESTIONS YOU HAD

Which revenue streams are the least common for top earners?

On average, the top earners **leverage licensing 22% more often** than everyone else. This shows they're more fully able to take advantage of their content.



How are top earning thought leaders' sources of leads different from those of everyone else?

The highest-earning thought leaders rely on **organic search 13% more** than others in the industry.

They also rely on **social media 21% more often**.

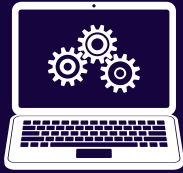


How old is the average thought leadership business?

Top earning thought leadership business have, on average, been around **7 years longer** than others in the industry.

QUESTIONS YOU HAD

(CONTINUED)



Do those that use a CRM make more money?

Yes, they make **2-7 times more** than those that don't use one.

\$70k
Most Common

\$130k
Average per Year

\$800k
Highest Reported

*without
a CRM*

\$170k
Most Common

\$360k
Average per Year

\$5.6 mil
Highest Reported

*with a
CRM*



Do those that have a team make more money?

Yes, they make **3-5 times more** than those without a team.

\$76k
Most Common

\$128k
Average per Year

\$1 mil
Highest Reported

*without
a team*

\$278k
Most Common

\$456k
Average per Year

\$5.6 mil
Highest Reported

*with a
team*



Do those that touch base regularly (annually or quarterly) with past clients make more money?

Yes, they make **up to 2 times more** than those that don't.

\$120k
Most Common

\$255k
Average per Year

\$2.5 mil
Highest Reported

*don't
check-in*

\$170k
Most Common

\$361k
Average per Year

\$5.6 mil
Highest Reported

*DO
check-in*

QUESTIONS YOU HAD

(CONTINUED)

What's the difference of paid vs. free gigs between the top 10% and other thought leadership businesses?

Top 10% of Earners

62%

booked **fewer than 5** free gigs in 2022

63%

booked **more than 20** paid gigs

38%

booked **more than 50** paid gigs

Everyone Else

63%

booked **fewer than 5** free gigs in 2022

42%

booked **more than 20** paid gigs

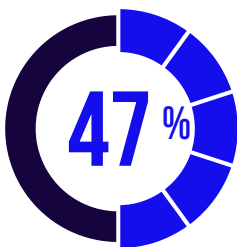
10%

booked **more than 50** paid gigs

Do thought leaders that book more free speaking gigs also book more *paid* speaking gigs?

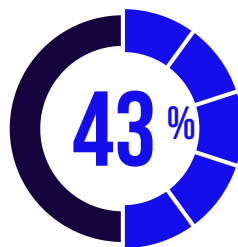
On average, those that book fewer free gigs book slightly more paid gigs AND earn more revenue.

Fewer Free Gigs



book more than 20 **paid** gigs

More Free Gigs



book more than 20 **paid** gigs

What are some insights from those booking more than 25 paid gigs per year?

- They've been in business **5 years longer** on average than others.
- Those doing 25+ gigs per year say **keynoting is their most profitable revenue stream** 17% more often.
- They book **12% more spin-off business** than those that have less than 25 gigs per year.
- They get nearly double the business from speakers bureaus.
- They **use a CRM** 11% more often.
- They **engage on social media** 13% more often.
- They **do partnership marketing** 11% more often.
- They **do PR** 11% more often.



2021 & 2022 Comparison



2021 & 2022 COMPARISON

Overall, everyone is optimistic about 2023. We saw growth in 2022 vs 2021, and there's no reason to think that trend won't continue.

	2021	2022
 Revenue Earned	\$120k Most Common	\$150k Most Common
	\$310k Average per Year	\$330k Average per Year
	\$4.9 mil Highest Reported	\$5.6 mil Highest Reported
 Paid Speaking Gigs	10-15 gigs Most Common	5-10 gigs Most Common
	20-25 gigs Average per Year	20-25 gigs Average per Year
	115 gigs Highest Reported	107 gigs Highest Reported
 Free Speaking Gigs	<5 gigs Most Common	<5 gigs Most Common
	5-10 gigs Average per Year	5-10 gigs Average per Year
	50+ gigs Highest Reported	50+ gigs Highest Reported

How does 2022's growth compare to expected growth for 2023?

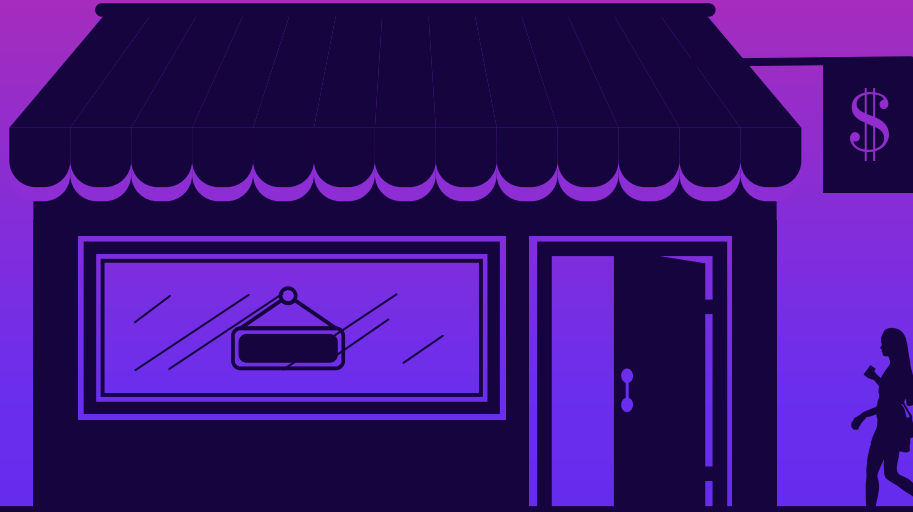
Thought leaders expect **36% growth in 2023**, suggesting the industry's optimism is alive and well, despite the challenges of recent years.

6.5%

Average growth thought leaders experienced from 2021 to 2022

36%

Average growth thought leaders are anticipating in 2023



Small Business Comparison



SMALL BUSINESS COMPARISON

How do businesses in the thought leadership industry compare with other small businesses?



Average Annual Revenue With 0 Employees

\$ **128,000**

Thought Leadership
Businesses

\$ **44,000**

Average Small
Businesses

Average Annual Revenue With 2-4 Employees

\$ **745,000**

Thought Leadership
Businesses

\$ **387,000**

Average Small
Businesses



Average Number Of Years In Business



16 YEARS

Thought Leadership
Businesses

7 YEARS

Average Small
Businesses

TAKEAWAYS:

On average, **thought leaders make more money** and have more staying power – that is, the ability to withstand industry upheaval – than the average small business owner.



Participant Overview

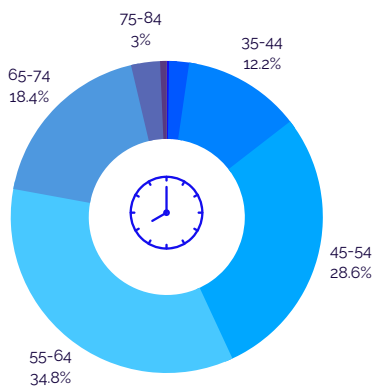


PARTICIPANT OVERVIEW

In which country do you live?

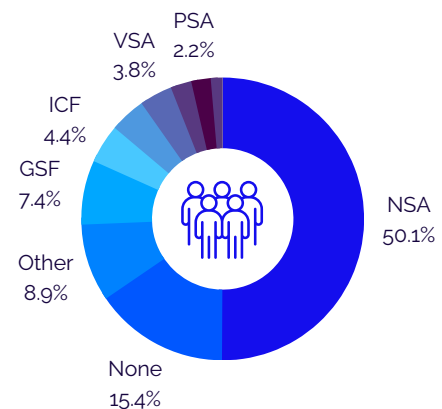
80% of survey respondents came from the US with another 7% from Australia, 5% from Canada, and 4% from the UK. This makes this year's report especially applicable for American speakers.

Other Countries: Belgium, Colombia, France, Germany, Guyana, Ireland, Mexico, Netherlands, New Zealand, Norway, Portugal, Singapore, South Africa, Switzerland



Average Participant Age

- The majority of those surveyed were between 45 and 64 years old
- 19% were older than 64, and 15% were younger than 34 years old.
- Less than 1% didn't share their age.



Which speaking organizations are you a part of, if any?

79% of respondents are members of a professional speaking organization, 68% of whom belong to the National Speakers Association (NSA) in the U.S.

Overall, the distribution of respondents in speaking organizations was consistent with that of our previous reports.

TAKEAWAYS:

*The greatest change was in the percentage of participants that **weren't** involved in any associations, which fell from 41% in 2021 to 15% in 2022.*

PARTICIPANT OVERVIEW

(CONTINUED)

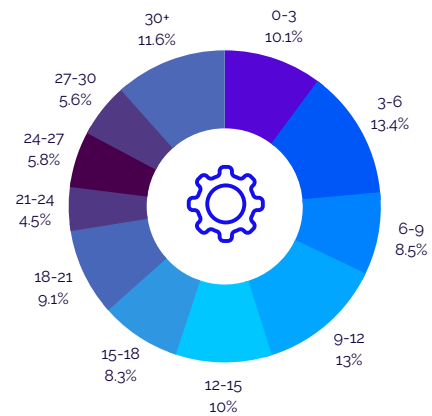
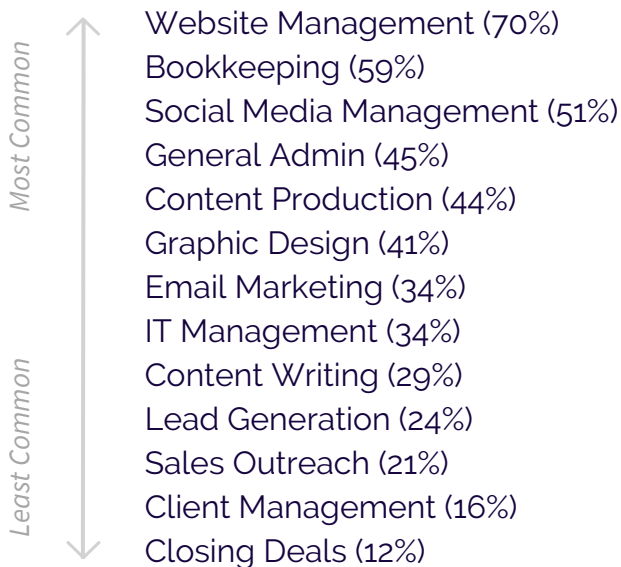


55% have a team (excludes themselves and includes contractors)

1 Of those with a team, most have **1 full-time employee**. The largest team surveyed was 18.

3 Of those with a team, most employ **3 contractors**. The largest number of contractors recorded was 39.

Responsibilities Hired Out



How many years have you been running a business?

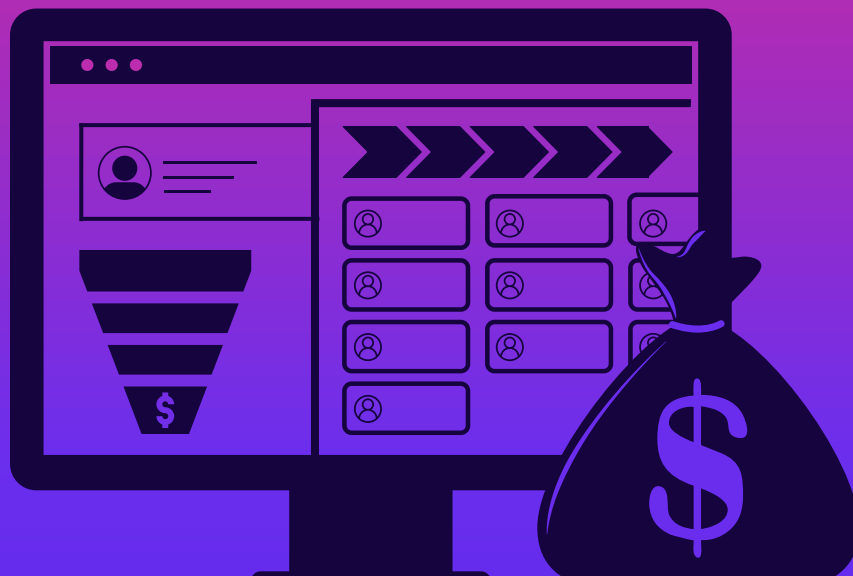
Those surveyed had a wide range of experience with the average participant having 16 years. 37% had more than 20 years of experience, and 15% had more than 30 years of experience.

TAKEAWAYS:

*The number of respondents that have a team has **increased 22%** since 2021.*

This suggests that thought leaders are investing more into their businesses, a trend we've seen in previous reports.

*It also means thought leaders are leaning into the old adage: "**Delegate and elevate.**"*



Sales Overview



SALES OVERVIEW

What are your revenue streams?

Participants could select multiple options. The percentages below reflect the total number of responses vs. those that select these options:



TAKEAWAYS:

90% of respondents generated revenue in 2022.

The percentage that offer keynoting rose by 3% since 2021.

The percentage that offer workshops rose by 13% since 2021.

SALES OVERVIEW

(CONTINUED)

What new revenue streams do you plan on creating this year?



26% said they plan to offer courses



24% said they plan to write a book



16% said they plan to offer membership communities



15% said they plan to run paid mastermind sessions

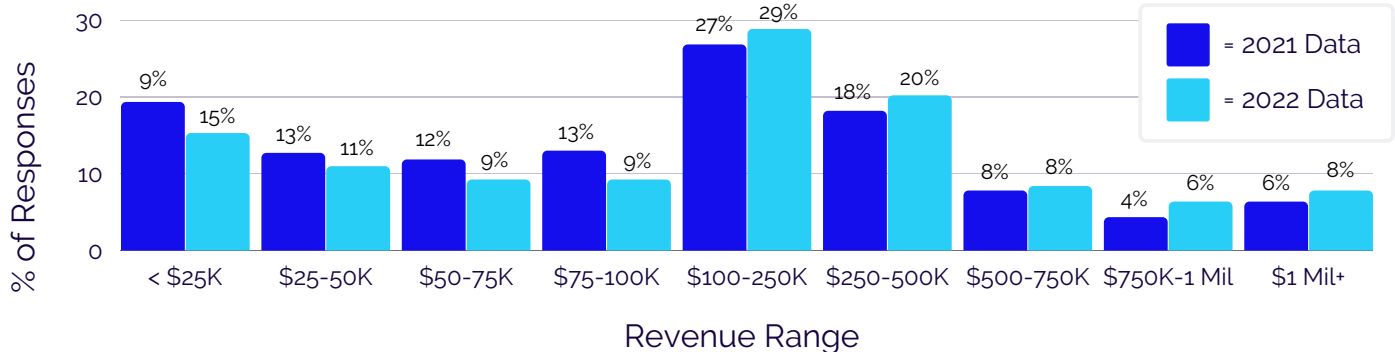


14% said they plan to run retreats

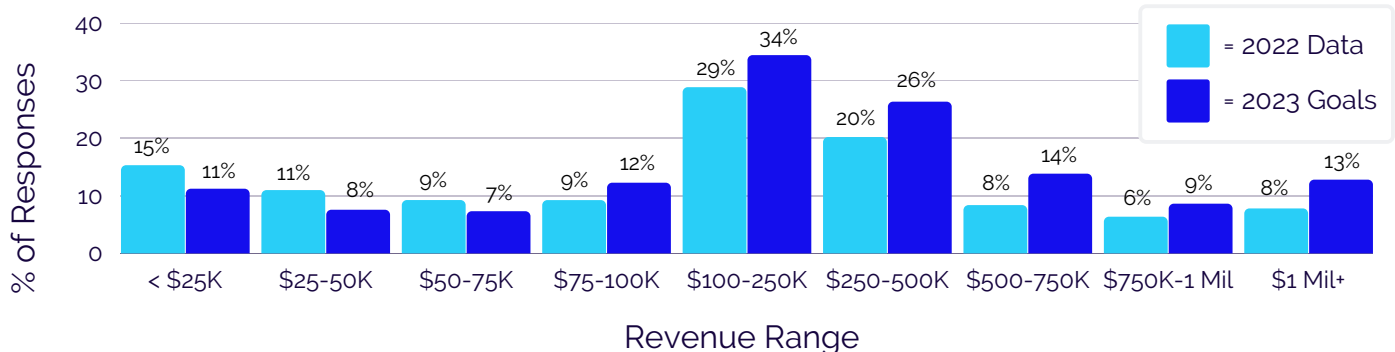


12% said they plan to create digital products

How much revenue did your business generate in 2022?



What is your revenue goal for your business in 2023?





Sales Specifics



SALES SPECIFICS

Speaking-Related Sales Offers

Keynoting Fee

\$7.5k
Most Common

\$8k
Average

\$32.5k
Highest Reported

Breakout Fee

\$4.9k
Most Common

\$5.3k
Average

\$40k
Highest Reported

Emcee Fees/Day

\$5k
Most Common

\$6.9k
Average

\$35k
Highest Reported

Workshop Fee

\$5k
Most Common

\$8k
Average

\$150k
Highest Reported

Training Fee

\$5k
Most Common

\$8k
Average

\$125k
Highest Reported

Facilitation Fee

\$5k
Most Common

\$8.2k
Average

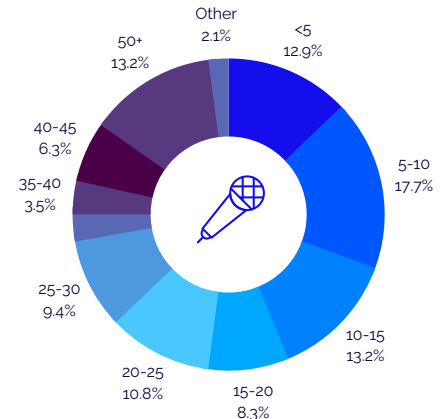
\$125k
Highest Reported

Entertainment Fee (Magic, Comedy, Theatre)

\$3.5k
Most Common

\$5k
Average

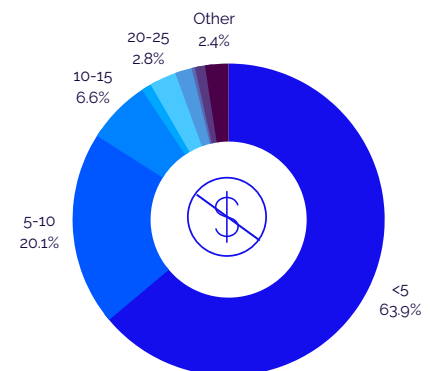
\$20k
Highest Reported



Paid Speaking Gigs

The majority (52%) booked less than 20 paid gigs in 2022.

Responses collected Nov 2022-Jan 2023



Free Speaking Gigs

The majority (64%) booked less than 5 free gigs in 2022.

Responses collected Nov 2022-Jan 2023

Additional Notes:

77% of respondents reported less than half of their gigs were virtual in 2022.

SALES SPECIFICS

(CONTINUED)



Coaching Sales Offers

1:1 Coaching Fee (Total Contract Value)

\$1k

Most Common

\$4.5k

Average

\$40k

Highest Reported

Group Coaching Fee (Per Seat Per Month)

\$500

Most Common

\$2.1k

Average

\$19.5k

Highest Reported

50% of respondents offer 1:1 AND group coaching. 44% said they only offer 1:1 coaching.

Of those that offer 1:1 coaching, **71% had <15 clients** in 2022. 36% had <5.

Of those that offer group coaching, **73% had <15 clients** in 2022. 40% had <5.



Consulting Sales Offers

Consulting Fee Per Agreement

\$15k

Most Common

\$25k

Average

\$240k

Highest Reported

89% of respondents had <10 consulting agreements in 2022. 65% had <5.

The average consulting contract was **6-12 months**.



Licensing Sales Offers

Licensing Fee Per Agreement

\$10k

Most Common

\$23.5k

Average

\$150k

Highest Reported

93% of respondents had <10 licensing agreements in 2022. 75% had <5.

The average licensing agreement was **1-2 years**.

SALES SPECIFICS

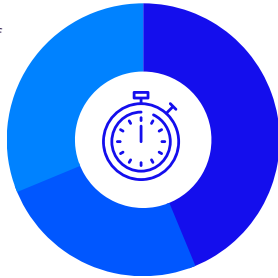
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Sponsorships Sales Offers

50% of respondents say they actively seek out sponsorships. 38% say "They find me."

One-Off
31.3%

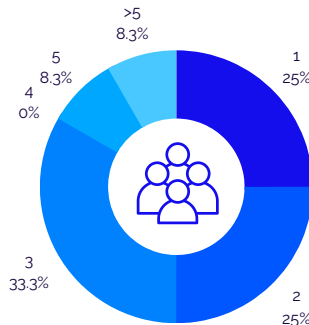


Ongoing
25%

One-Off
43.8%

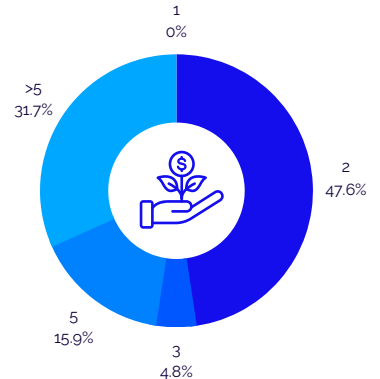
Do you have one-off sponsors or ongoing sponsors?

31% offer **both ongoing one-off sponsorships**.
44% only offer one-off.



How many sponsors do you have for a one-off sponsorship?

The majority of those surveyed have **1-3 sponsors** for one-off deal.



How many ongoing sponsors do you have today?

The majority of respondents have **2-3 ongoing sponsorships**.



Book Sales

How many books did you sell in 2022?

500

Most Common

3.3k

Average

140k

Highest Reported

How many books have you published?

1

Most Common

4

Average

11

Highest Reported

35% publish books in order to **gain credibility**

31% publish books to provide them as a **resource**

22% publish books in order to **generate leads**

Most (63%) publish through a company. 37% self-publish.

SALES SPECIFICS

(CONTINUED)



Content-Related Sales

2022 Revenue From Content Production

\$10k

Most Common

\$93k

Average

\$1 mil

Highest Reported

Total Reach Across Content Platforms

20k

Most Common

1.5 mil

Average

30 mil

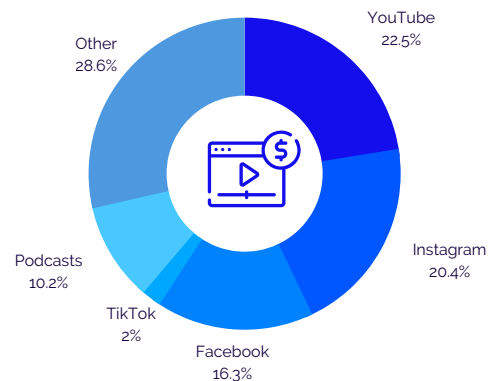
Highest Reported

What was the most impactful action you've taken to grow your audience?

*The best thing you can do to grow your audience is **be consistent in publishing and sharing content.***

These are other tips from respondents:

-  Keep Your Content Simple
-  Focus On Telling Stories, Not Tips
-  Promote Content Across Channels
-  Prioritize Building Relationships
-  Mention Your Content On Stage
-  Promote Content On Social Media
-  Stick To A Disciplined Weekly Calendar



Content-Related Revenue Sources

The greatest content-related revenue source was YouTube, with 40% of those surveyed attributing revenue to it.

What's your primary goal for your content production?

54% create content in order to **generate leads**

21% create content to **boost their credibility**

18% create content to provide it as **resources**

7% create content to **generate revenue** through views

SALES SPECIFICS

(CONTINUED)



Assessment Sales

Average Cost Per Assessment Per Person

\$150

Most Common

\$1.1k

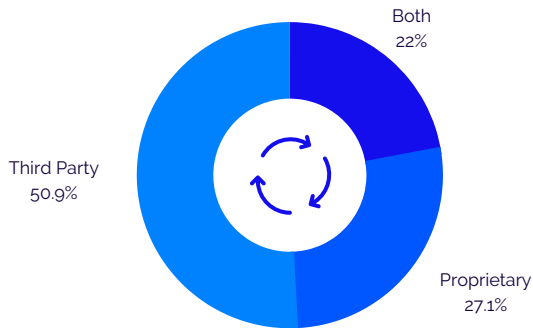
Average

\$20k

Highest Reported

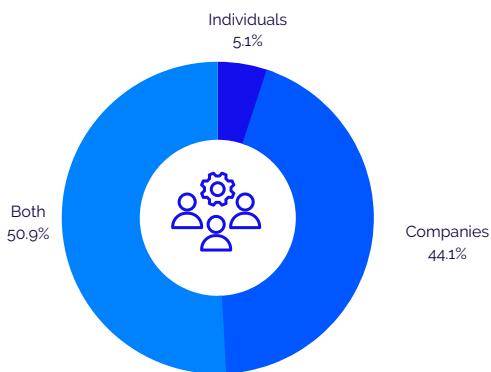
54% of respondents sold **fewer than 50** assessments in 2022.

32% of respondents sold **more than 100** assessments in 2022.



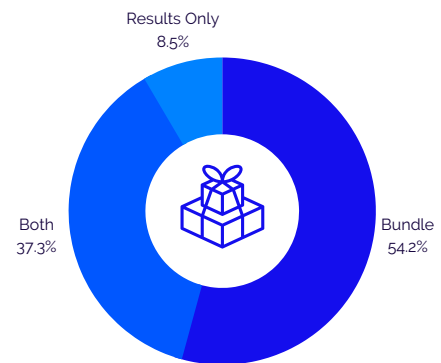
Do you resell a third-party assessment or are your assessments proprietary?

Third-party assessments include DISC or StrengthFinder assessments, etc. **51% of respondents re-sell third party assessments** while 27% are proprietary. 22% offer both.



Do you sell your assessments to individuals, companies, or both?

The majority of participants (**51%**) offer assessments to both individuals and companies. 44% only serve companies.



Do you bundle assessments with coaching or consulting?

The vast majority say they **bundle their assessments** (participants get results and advisement about what to do with it).

SALES SPECIFICS

(CONTINUED)



Coursework Sales

69% of those surveyed offer **3 or fewer** courses.

66% say that companies pay for course content for **less than 12 months**.

67% say that companies who purchase their course(s) **don't expect them to update them**.

Number of Courses Sold In 2022

11
Most Common

845
Average

60k
Highest Reported

Average Course Cost for Individuals

\$300
Most Common

\$800
Average

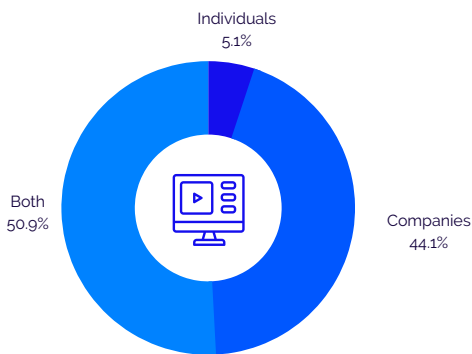
\$15k
Highest Reported

Average Course Cost for Companies

\$1.6k
Most Common

\$8.7k
Average

\$150k
Highest Reported

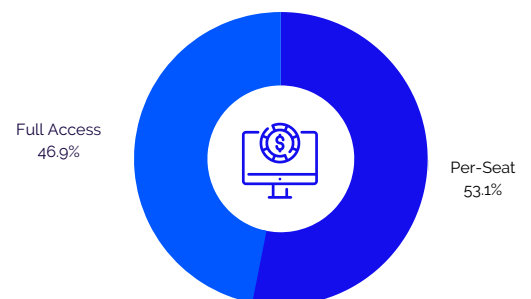


Do you sell your courses to individuals or companies?

Of respondents that offer coursework, the majority (**51%**) offer courses to both individuals and companies. 44% only serve companies, and the minority – 5% – only offer courses to individuals.

How do you price your courses to companies?

Of respondents that offer coursework, the percentage that price courses per seat and the percentage that price for full company access were almost equal in our 2022 report. A slight majority – **53%** – prefer to price their courses **per seat**.



SALES SPECIFICS

(CONTINUED)



Membership Program Sales

Average Cost Per Month of Membership

\$95

Most Common

\$600

Average

\$7.5k

Highest Reported

Membership Seats Sold in 2022

10

Most Common

98

Average

1,480

Highest Reported

Average Time of Paid Memberships

0-6 mo

Most Common

1-2 yrs

Average

5+ yrs

Highest Reported



Retreat Sales

Average Cost Per Retreat Per Seat

\$1.5k

Most Common

\$3.1k

Average

\$20k

Highest Reported

Retreat Seats Sold In 2022

3

Most Common

25

Average

350

Highest Reported

Average Length of Retreats

3 days

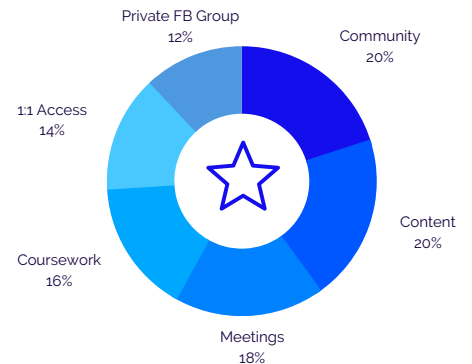
Most Common

3 days

Average

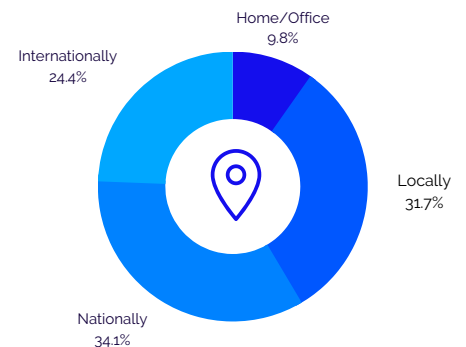
7+ days

Highest Reported



What's included in a membership?

The three most common membership perks are access to a community, exclusive content, and live meetings.



Where do you host your retreats?

Of those surveyed that host retreats, **most (34%) host them nationally**. 32% host locally, and 24% internationally.

SALES SPECIFICS

(CONTINUED)



Mastermind Session Sales

Average Cost of Session (One-Time Payment)

\$850

Most Common

\$2.1k

Average

\$10k

Highest Reported

Average Cost of Session (Per Seat, Paid Monthly)

\$300

Most Common

\$400

Average

\$1k

Highest Reported

Average Cost of Session (Per Seat, Paid Yearly)

\$9.6k

Most Common

\$12k

Average

\$34k

Highest Reported

Number of Seats Sold In 2022

10

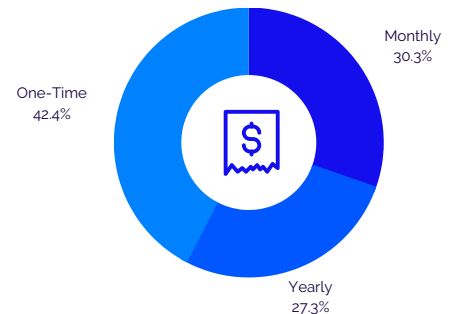
Most Common

24

Average

100

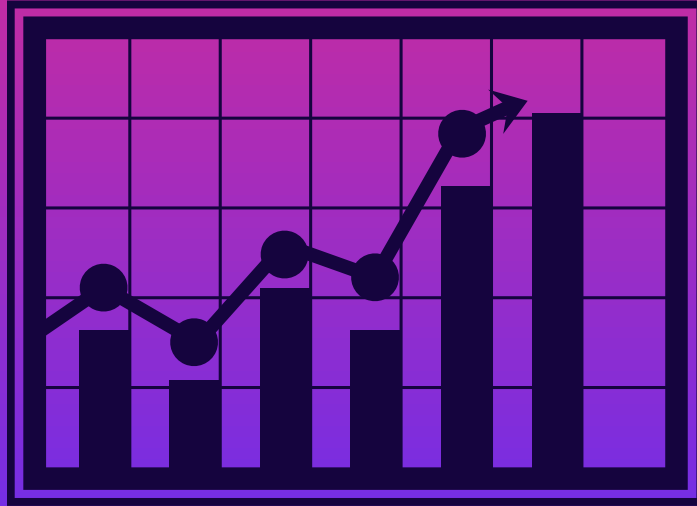
Highest Reported



How do you charge for your mastermind?

42% of respondents charge a one-time payment for their mastermind sessions. 30% and 27% charge monthly and yearly, respectively.

The majority of those surveyed (52%) said 90-100% of their masterminds are virtual.

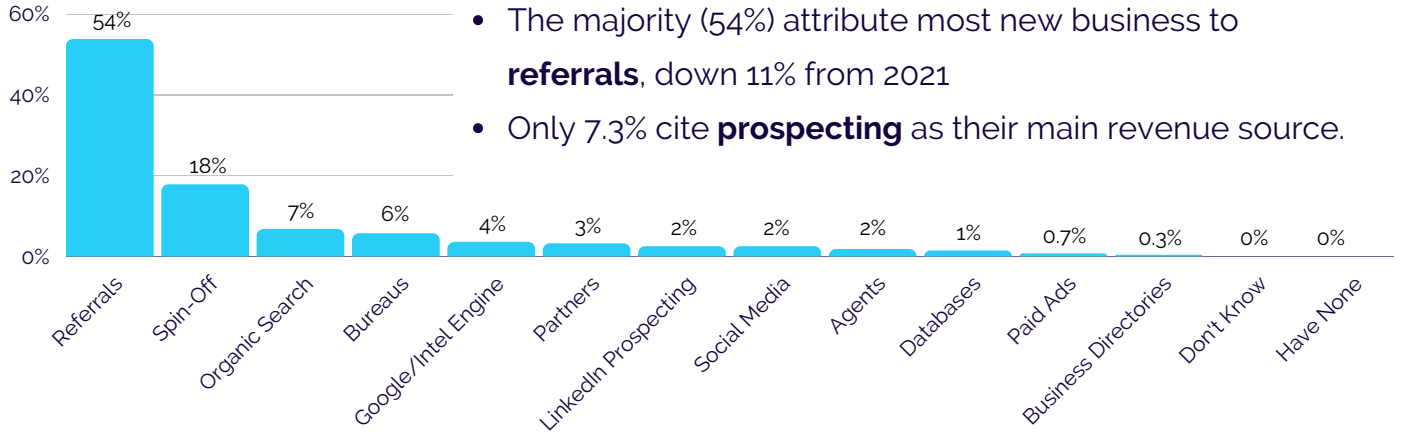


Sales Trends



SALES TRENDS

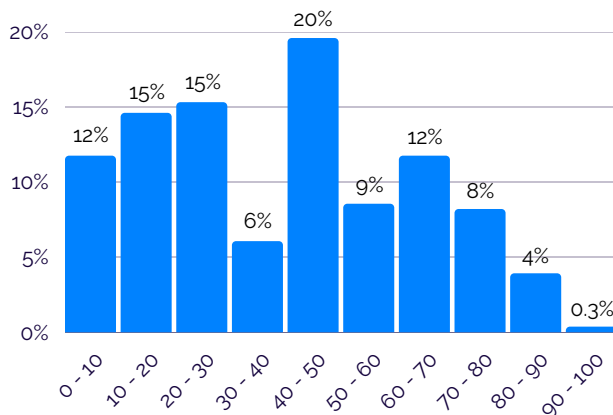
Where does the majority of your new business come from?



*Despite every expert's recommendation, the vast majority of business is still **generated from passive means**. This explains the common "revenue rollercoaster" experience that thought leadership businesses commonly face.*

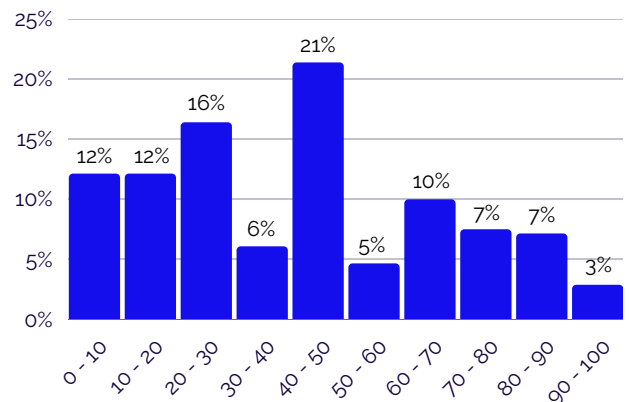
What percentage of your revenue comes from previous clients?

33% said more than half of their business comes from previous clients



What percentage of your revenue comes from referrals?

32% said more than half of their business comes from referrals



SALES TRENDS

(CONTINUED)

What are your sources for new leads?

Participants could select multiple options. The percentages below reflect the total number of responses vs. those that select these options:



83%

Referrals



68%

Spin-Off
From Gigs



36%

Social Media
(Organic)



34%

Prospecting
(LinkedIn)



29%

Bureaus



27%

Organic
Search



23%

Prospecting
(Google)



20%

Partnerships



9%

Business
Directories



8%

Databases



6%

Paid Ads



6%

Agents



3%

No Leads



2%

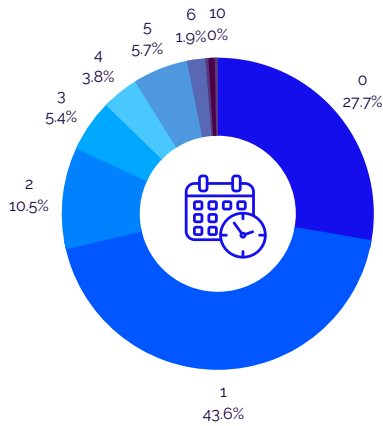
Don't Know

CHANGES SINCE OUR 2022 REPORT

- Generating **leads from referrals increased 13%**.
- Generating leads on **LinkedIn dropped dramatically – 20%**.
- Generating leads from **speakers bureaus increased 8%**.
- The percentage of those surveyed that **don't have leads dropped 6%**.

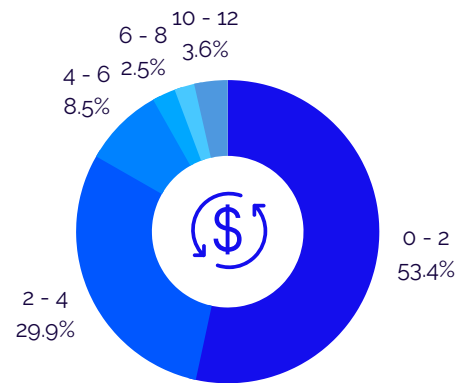
SALES TRENDS

(CONTINUED)



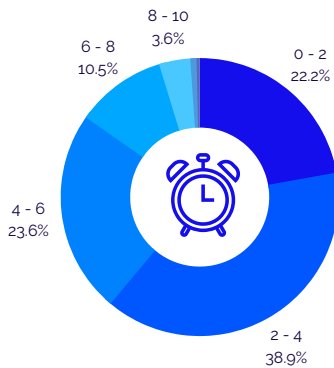
How many sales meetings are you running every week?

The vast majority of respondents are running **1 or no sales meetings** every week. This indicates that the sales process is largely up to chance.



How long is your sales cycle, on average, in months?

The average thought leader's sales cycle (from the moment they have a new lead, to the moment that lead buys from or hires them) is **0-2 months**.

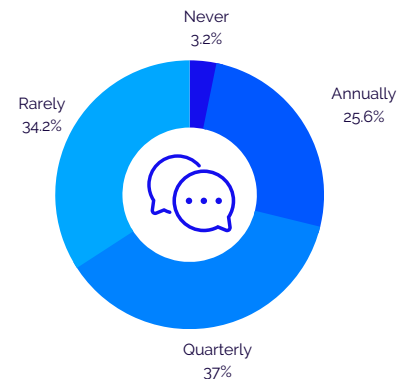


What's your average lead time for speaking gigs?

Most commonly, respondents said they **deliver events 2-4 months after their initial inquiry**.

How often do you touch base with past clients?

Most commonly, those surveyed **touch base quarterly**. An almost equal percentage (34%) **rarely touch base**.



SALES TRENDS

(CONTINUED)

TOP LEAD SOURCES



Referrals (83%)

(past client recommendations)



Spin-Off from Gigs (68%)

(leads obtained at speaking events)



Social Media (36%)

(Facebook, Twitter, Instagram, etc.)

TOP REVENUE SOURCES



Keynoting (81%)

(virtual, in-person, or hybrid gigs)



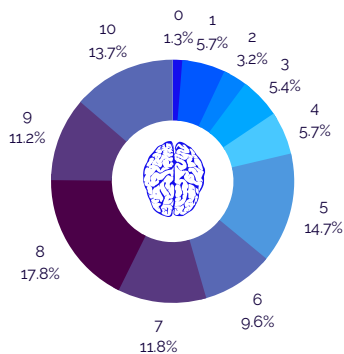
Workshops (74%)

(group work exercises)



Training (63%)

(group or individual programs)



How confident are you as a salesperson?

This includes prospecting, cold outreach, negotiating for higher fees, and closing deals.

On a scale of 1-10, the majority of those surveyed (64%) rated themselves a 6/10 or higher in their confidence as a salesperson. This is an increase of 8% from 2021.

MOST COMMONLY MENTIONED SALES WEAKNESSES

"consistency"

"lead generation"

"sales language"

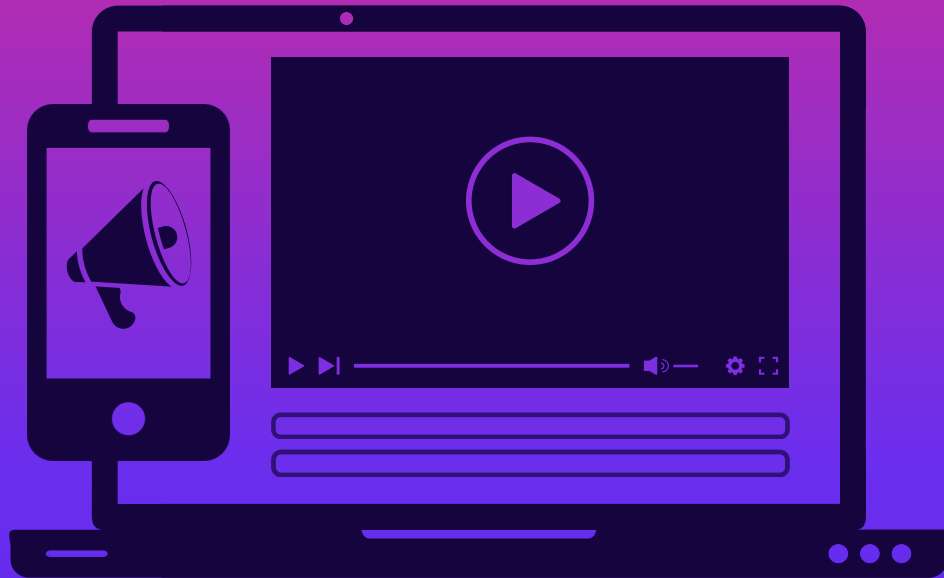
"ghosting"

"not enough time"

"confidence"

"focus"

"prospecting"



Marketing Specifics



MARKETING SPECIFICS



Social Media

85% of respondents use this channel

Time Spent On Social Media Per Day

1 hr

Most Common

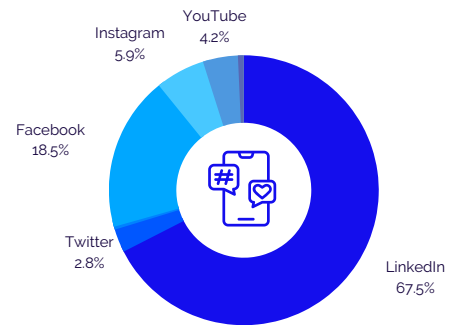
2 hrs

Average

9 hrs

Highest Reported

The majority (**75%**) of respondents don't use a social app (Buffer, Hootsuite, etc.)



Which social channel has the most impact?

LinkedIn was cited as having the greatest impact for the majority (**67%**) of those surveyed.



Email Marketing

62% of respondents use this channel

Average Open Rate for Email Marketing

20-30%

Most Common

30%

Average

90-100%

Highest Reported

Number of Subscribers on Their Email List

2.5-5k

Most Common

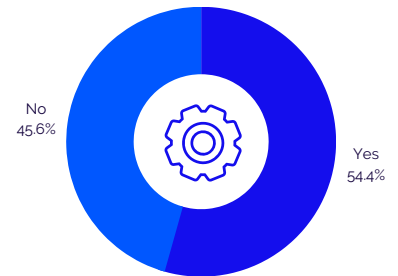
2.5k

Average

20k+

Highest Reported

29% of respondents **nurture their email list sporadically**. Another 26% do so monthly.



Do you automate your email marketing?

A slim majority (**54%**) of those surveyed **do automate** their email marketing in some way. This includes welcome series, drip automations, etc.

MARKETING SPECIFICS

(CONTINUED)



Podcasting

41% of respondents use this channel

Average Times They Guest Per Month

1

Most Common

2

Average

10+

Highest Reported

42% of those surveyed are purely podcast guests.

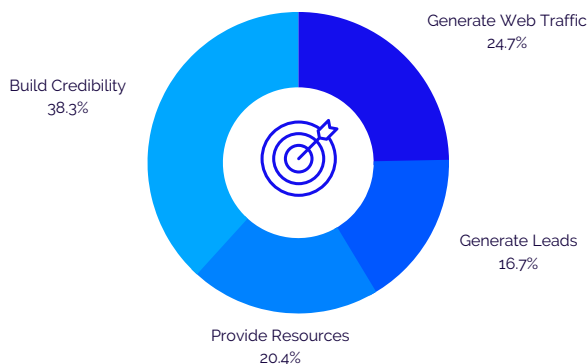
23% have their own podcast, and 59% of podcast hosts publish weekly.



Blog Writing & Publication

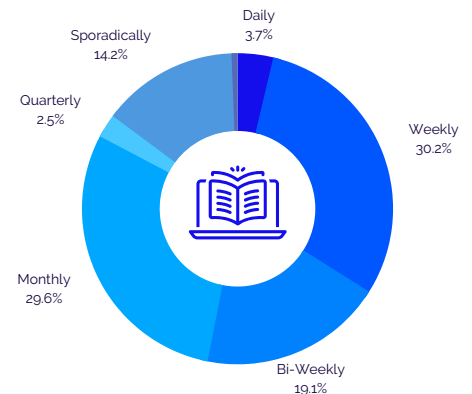
52% of respondents use this channel

60% of the thought leaders we surveyed search engine optimize (SEO) their blogs.



What's the primary goal of your blog?

The majority (38%) of respondents publish blogs in order to **build their credibility**. 25% publish them to generate website traffic.



How often do you publish new blogs?

An equal percentage of those surveyed (30% in each case) publish new blog content on a **weekly** or **monthly** basis.

19% of respondents publish new blog content **bi-weekly** and 14% do so **sporadically**.

MARKETING SPECIFICS

(CONTINUED)



Paid Advertising

8% of respondents use this channel

Amount Spent on Ads Per Month

<\$500

Most Common

\$500-1k

Average

\$10k+

Highest Reported

Leads Generated From Ads Per Month

0-10

Most Common

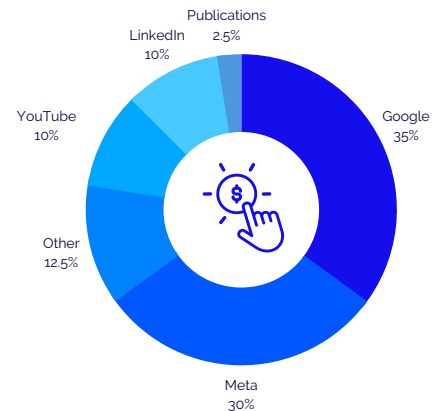
10-20

Average

90-100

Highest Reported

The **top 5 most popular revenue streams** are also the ones most promoted through ads. **Keynoting is promoted most at 50%.**



Through which channels do you run paid ads?

The top two platforms on which respondents run ads are **Google** and **Meta** (Facebook and Instagram).



Partnerships

25% of respondents use this channel

Leads Generated From Partnerships Per Month

0-10

Most Common

10

Average

50-60

Highest Reported

Partnership Types



62% Webinars



32% Event Sponsorships



24% Affiliates



23% Guest Blog Writing

MARKETING SPECIFICS

(CONTINUED)



Exhibiting At Conferences

13% of respondents use this channel

Average Cost Per Event Exhibit

\$1-5k
Most Common

\$1-5k
Average

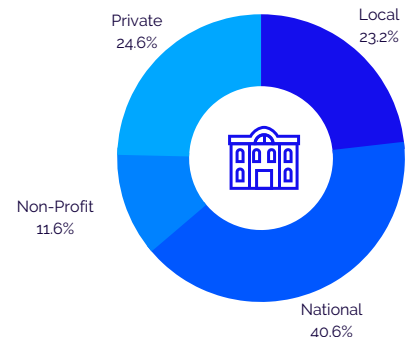
\$20k
Highest Reported

Average Annual Exhibiting Spend

\$1-5k
Most Common

\$5k
Average

\$20k
Highest Reported



Where do you exhibit?

The majority (**70%**) of those who exhibit do so at **national association events.**

Most surveyed said that exhibits are an investment and **make enough sales** to cover the cost.

Revenue is usually **generated from follow-ups**, not the event itself.

Some **barter for a booth** as part of their speaking agreement.



PR / Media

22% of respondents use this channel

Average Cost of PR Per Month

<\$500
Most Common

<\$500
Average

\$1-2k
Highest Reported

46% of those surveyed conduct PR or media-related efforts **in order to generate leads.**

43% aim to **build their credibility.**

89% manage their own PR.

MARKETING SPECIFICS

(CONTINUED)



Website

13% of respondents use this channel

The most commonly used website analytics tool was **Google Analytics** at 88%.

18% of those surveyed use **Google Search Console**.

Average Website Visitors Per Month

1-5k

Most Common

1-5k

Average

20k

Highest Reported

Average Number of Website Leads Per Month

<500

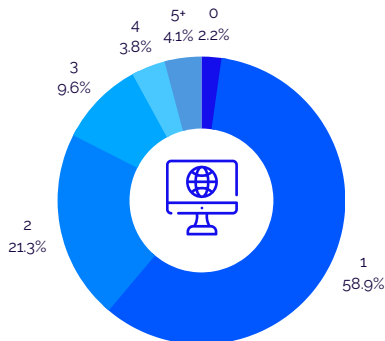
Most Common

500-1k

Average

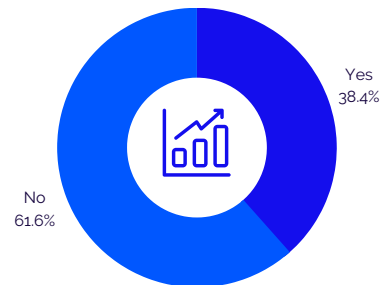
25-50k

Highest Reported



How many websites do you manage simultaneously?

The majority of those surveyed (**59%**) manage **one website**. 21% manage two websites.



Do you regularly monitor your website analytics?

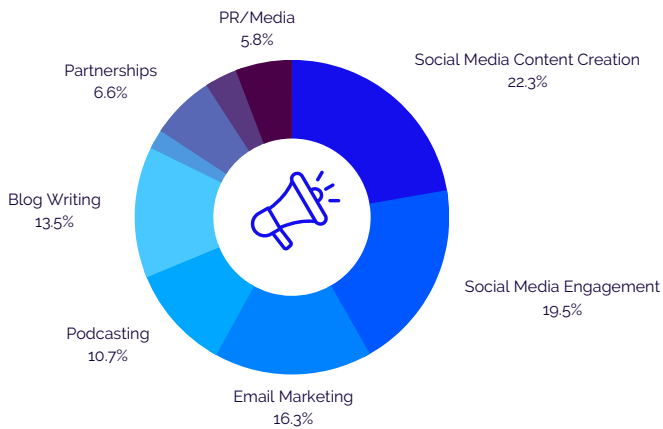
Most of the thought leaders we surveyed **do not** regularly monitor their website analytics.



Marketing Trends



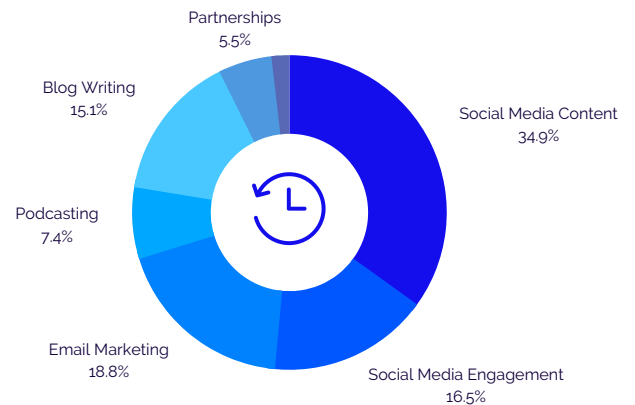
MARKETING TRENDS



Which marketing activities do you regularly participate in?

The three marketing activities **most commonly practiced** by those surveyed in our report were:

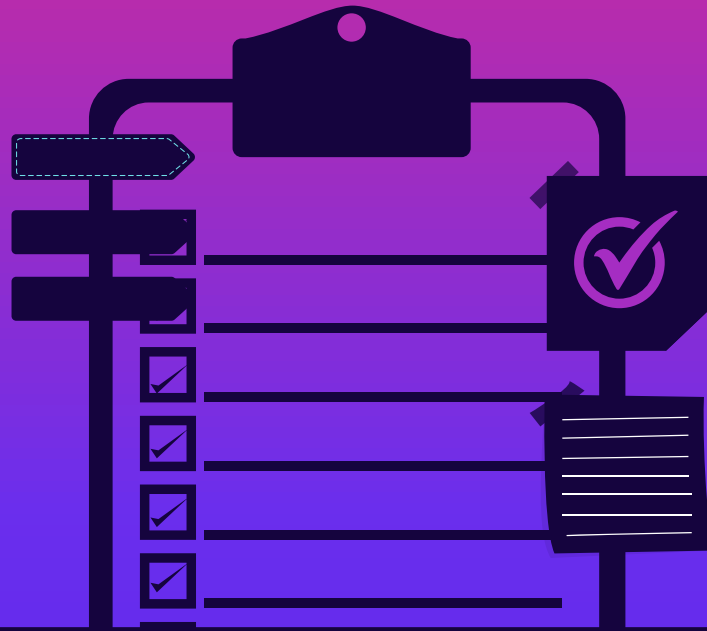
- Social media content creation (85%)
- Social media engagement (75%)
- Email marketing (62%)



Which marketing activity do you spend the most time on?

The three marketing activities that respondents **invest the most time** in were:

- Social media (52%)
- Email marketing (19%)
- Blog writing (15%)



Additional Takeaways



ADDITIONAL TAKEAWAYS

TEAM INVESTMENT

The average thought leadership business earns \$100,000-\$250,000 annually, which is unchanged from our 2021 report. That said, the percentage of businesses with teams jumped a whopping 22% and the percentage that attribute most of their leads to referrals dropped 11% since 2021.

This suggests that, while industry income remains consistent, **business owners are investing more of that income internally** and learning to "delegate and elevate."

REVENUE SOURCES

The percentage of thought leaders that offer **membership sites, content, and digital products remained relatively consistent** (down 1%, stayed at 7%, and up 2% since 2021, respectively).

Each of these areas was significantly underutilized in previous years but was mentioned by the vast majority of respondents as **soon-to-be new revenue sources for 2023**.

People are optimistic about growth in 2023 even though, the data suggests that most thought leadership businesses are not investing time and energy into sales channels within their control. The majority rely on passive approaches to generate business.

SPEAKING TAKEAWAYS

The average revenue of a thought leadership business rose despite the fact that the average thought leader's number of gigs per year fell. This could suggest that **thought leaders are raising their speaking rates, back to their pre-COVID levels**.

Another possibility – and likely, given the trends of the last few years – is that more and more **thought leaders are diversifying their offerings** in order to bring in more revenue more efficiently than they would solely through in-person gigs.

THANKS TO OUR PARTNERS!

To the following organizations, companies, and groups, thank you for helping us share the **SpeakerFlow State Of The Industry Report** far and wide. We couldn't produce this report without you!



Premium headshots, photography, and visual storytelling from speaking industry veteran John DeMato

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MARKETING

Marketing guidance and resources for high-fee speakers, coaches, and thought leaders

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Enterprise-quality directory and event calendar management platform for the professional speaking industry

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Speaker management from a company with 40+ years experience, led by Diane Goodman

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Speaker coaching from former bureau executive with 20+ years experience Maria Franzoni

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U.S. based professional association and community for motivational and keynote speakers

[VISIT SITE](#)



Washington DC chapter of the National Speakers Association (Shoutout to Irvine Nugent!)

[VISIT SITE](#)



Lead directories, content, and business-related resources for professional speakers

[VISIT SITE](#)



Coaching to help speakers position a message and brand that not only matters but is designed to sell

[VISIT SITE](#)



Testimonial and lead capture app for speakers, created by speaker and author Arel Moodie

[VISIT SITE](#)

Questions or Comments?

Contact us at
hello@speakerflow.com
and let us know what
you think!

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