



DREAM CLINIC

The Business Of Public Speaking

Develop, position and grow your
speaking offering.

For founders, consultants and experts ready to step into a more visible expression of their expertise. Your knowledge already carries weight — this program helps you structure it, position it and bring it forward as a speaking platform.

The Business of Public Speaking Program

The Business of Public Speaking is a structured engagement designed to help you develop, position and grow your speaking offering. It combines strategic consulting, practical implementation and knowledge-base development to support you in turning your expertise into a viable speaking business.

This is not presentation coaching.
It is a business-building process.

The program unfolds in stages:

Positioning & Speaking Strategy

Define the foundation by shaping a clear, confident direction for your speaking work. Clarify what to speak about, who most needs to hear it, and where expertise creates the greatest value. Refine your niche, develop signature topics, and articulate a compelling value proposition alongside a practical speaking model. This stage brings everything into focus, establishing a strong, aligned direction for a speaking platform.

Offer Development & Business Setup

Structure your speaking business around a clear, market-ready offer.

Shape your speaking packages, engagement types, pricing guidance and booking workflow, creating a professional foundation that supports consistent opportunities and growth.

Visibility & Opportunity Pipeline

Focus on growth by building a clear outreach strategy, strengthening authority positioning, and developing an opportunity pipeline. This stage supports consistent visibility, sustained momentum, and meaningful demand generation for your speaking work.

Growth & Refinement (Extended Engagement)

For longer engagements, refine positioning through real opportunities. Review pitches, support negotiations, and expand your speaking ecosystem. This stage is where strategy translates into momentum, strengthening credibility and accelerating growth.

What We Will Build

- Clear speaking positioning and niche
- Defined signature talk themes
- Structured speaking offers and pricing guidance
- Outreach strategy and pipeline framework
- Speaker business playbook and templates
- Booking workflow and operational structure
-

Every engagement concludes with a structured Speaker Business Playbook, a practical roadmap designed to guide your next phase of speaking growth.

Clients describe this process as the moment their speaking ambition becomes tangible. It provides clarity, structure and a repeatable approach to building authority through speaking.

It has supported founders building thought leadership platforms, consultants creating new revenue streams, and experts transitioning into paid speaking opportunities.

It is structured. Strategic. Actionable. And designed to turn expertise into opportunity.

Format

3–6 month engagement
Bi-weekly consulting sessions
Delivered virtually

Ideal for founders, speakers, consultants and expert-led businesses.

Cost

3-Month Program (Foundation):
£2800

6-Month Program (Growth):
£5200

VIP 6-Month Engagement:
POA.

Additional asset development scoped separately