

Market Research Profile:

Public Speaking

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Market Research Profile: Public Speaking

Overview: The public speaking niche is a large one. Skilled public speakers are in high demand in business and in many job settings. Most of the folks starting out in this business will be willing to invest time and money in becoming better speakers.

You can provide general public speaking information or focus in on public speaking for the professional presenter. Professional public speakers will also want to know about virtually any and all things related to marketing (as their livelihood depends on how well they market themselves).

This creates a huge opportunity for back-end sales as professional speakers will often buy everything available. You can also sell other marketing courses to them.

Another segment in the public speaking niche are those who need to get over a speaking phobia. These folks are in a desperate position. If you can provide them with products and services that offer them the help and encouragement they need, you should do well.

This niche is also interesting because you can choose to focus on specific speaking events (like weddings and graduations). Many people find coming up with a speech at events like these quite a dilemma and will definitely pay money to have a solution prepared for them.

Classification: Society & Home > Self Help > Public Speaking

➤ May also be classified as a Business & Marketing niche

List Building Potential: The potential to build a list in the public speaking niche is high.

One idea for building a list is to set yourself up as a regular individual who like them, was once scared to give a speech in public. You overcame your fears by using x, y, z products. If you are going to use this tactic, you'll want to actually try these products out and prove that you are now a good public speaker. You can do this by putting a nice camtasia or audio presentation on your site to showcase your speaking skills. Then just rate the products and make suggestions.

Another idea is to provide solid content in the form of tips and articles to subscribers. Help them start to overcome their fears and create well planned presentations. Once you've provided them with solid content and the basics, then offer them reviews on products (or pitch them on your own products if you have any).

You can also try earning through adsense or other pay-per-click programs.

In any case, the use of camtasia or audio presentations to entice subscribers to opt-into your list is suggested. This will help seal credibility that you actually are someone they can trust for valuable speaking tips.

If you choose to cater your information toward people who are professional speakers, you can add in information related to marketing and business. If you cater your information to people who often find themselves presenting to large groups for their job, you can also offer them career related information.

You can segment the niche by focusing on specific event speaking. For example, you can build an entire site just around wedding speeches and do very well with it!

Product Potential: The product potential in the public speaking niche varies. Most of the products are how-to products. “How to become a better public speaker”, “How to get the best speaking gigs”, “How to overcome your fear of public speaking”, are just a few examples.

People who speak for a living are going to see a very large return on investment (ROI) on a course put together to help them secure the best speaking positions. If you can create a product of this sort, you can charge in the \$200 - \$500+ range. You could also offer workshops or bootcamps and charge in the \$1,000+ range.

Ebooks or short manuals can still command a high price (\$37 - \$97) as long as they offer informative tips. You could cover public speaking tips in one manual and speech writing tips in another. Presenters often need to put together their own visual aids, so a tutorial on powerpoint presentations (or any other suitable software) would be invaluable to many.

As you can see, you can easily put together a series of inexpensive products related to public speaking and start to dominate this niche.

If you decide to segment the niche into specific event speaking (like weddings or graduations), you can easily charge \$17 - \$37 for an ebook. This segment will probably not support high price points, but it is targeted enough that these products are proven to sell well.

Subniches/Related Niches: Public speaking for professionals and employees. Event related speeches like; wedding speeches, graduation speeches, eulogies, etc...

- Broader niches include Marketing, Business, and Self Help.

Market segmentation:

- ✓ Public speaking for business owners (professional public speakers)
- ✓ Public speaking for non-business owners (employees)
- ✓ Individuals with public speaking phobias
- ✓ Wedding speeches, etc...

AdSense: Estimated AdSense payout for common searches in the public speaking niche:

➤ \$0.10 – \$0.75

*Please note that these are merely estimates. You may find much higher or lower payouts depending on the specific terms you target.

Affiliate programs: Many affiliate program opportunities exist in the public speaking niche. You can choose to promote a number of information products and even a couple of services. Build off the brand someone else has started and then work into your own products later if you choose.

There is enough already in the public speaking niche that you can make a nice profit just from affiliate programs and adsense if you build a high quality content site.

Affiliate payout range: \$10 - \$50+

Keyword stats summarized:

Keyword	Estimated Searches per day (across all search engines)	Minimum PR for sites on 1st page of Google*
Wedding speech	5507	PR3
Best man speech	3767	PR3
Speeches	1102	PR5
Speech topics	945	PR2
Wedding toasts	926	PR4
Speech writinghow to	850	PR3
Public speaking	792	PR4
Communication skills	651	PR4
Persuasive speech	522	PR4
Powerpoint presentations	508	PR4
Persuasive speeches	455	PR3
Retirement speech	420	PR0
Presentation	381	PR5
Great speeches	376	PR4
Presentation skills	349	PR4

* This number was found by typing the word into Google and checking the PageRank of the last 3-4 sites on the 1st page. In theory, you could rank on the 1st page of Google for these terms if you use them properly in your on-page factors and achieve the same or higher PageRank.

Google Adwords Cost Per Click (CPC) values for 5 popular searches in the niche:

Keyword	Est. CPC*	Est. Clicks/Day
Speeches	\$0.33	709
Wedding toasts	\$0.21	75
Public speaking	\$1.77	72
Speech topics	\$0.21	54
Persuasive speech	\$0.34	61

**The Estimated CPC (cost per click) should usually get you one of the top 3 ad positions.*

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