

How to Make the Most of Your CSP

The Certified Speaking Professional designation is the speaking profession's international measure of speaking experience and skill.

The following ideas were submitted by many Certified Speaking Professionals who proudly leverage their Certified Speaking Professional designation in their marketing efforts. Remember, it's up to all of us to promote the CSP designation and educate the meetings industry, clients and our audiences about the value of this designation.



When You Get Your CSP

- Send a letter to the clients listed on your application, thanking them for verifying the data needed to earn your CSP. Let them know you earned the designation and are now among a handful of select speakers who have done so. Include a photo of yourself with your medal.
- Send press releases to your local newspapers, appropriate trade publications in your industry niche, other organizations you are involved with and your alumni newsletter editor. NSA will provide you with sample news releases.
- Add an announcement to your Web site. Post a photo of yourself with your medal. Announce your accomplishment to your online professional and social media groups. Blog about your experience.
- Send a postcard to your current and potential clients telling them of your achievement.
- See if your local organization is planning to do a presentation to honor new CSPs locally. If not, suggest it.

Spell It Out

- Most meeting planners and audiences do not know what the initials "CSP" stand for. Make sure that you spell it out—Certified Speaking Professional.

Educate Potential Clients

- Include CSP information in all of your marketing materials.
- If a potential client questions your fees, explain that you are among a handful of speakers worldwide who hold the Certified Speaking Professional designation.
- Ask potential clients if they have hired other Certified Speaking Professionals in the past.
- When discussing your CSP designation, explain that part of your requirement to earn and renew your Certified Speaking Professional designation involves attending educational programs, which increase your expertise as a speaker.

Educate Potential Clients (continued)

- Use the CSP Brochure and One Sheets available from NSA to educate clients and potential clients about your credential.
- If an organization that has booked you needs help finding other speakers for the event, tell them about Certified Speaking Professionals and why they can count on their professionalism.

Broadcast it to Bureaus

- Inform speaker bureaus that you are a Certified Speaking Professional. They then know that you have been in the speaking business a number of years and have the experience and knowledge to give their clients a quality experience.

Shout It Out

- Mention and explain your CSP designation in your introduction.
- When you are interviewed by the media (radio, television, newspapers, magazines, etc.), mention your CSP and explain what it is.

Tell Your Audience

Include a mention of your CSP in your presentations:

- Joyce Weiss, CSP, talks about the designation in her programs as an example of quality, commitment and goal setting.
- Linda Gabbert Keith, who is both a CPA and a CSP says, "I mention early in the training workshop that the CPA part of me knows tax returns and the CSP part of me knows how to explain them!"
- If appropriate, talk about the type of certification your audience would earn and then discuss your CSP and what it means to a member of NSA. CSP Leslie Charles, for example, talks about the importance of belonging to associations and describes the process of becoming a CSP.

Put It in Print

Use the CSP logo and list your Certified Speaking Professional designation on your:

- Letterhead
- Business Cards
- Web site
- Hand-outs
- Brochures
- Written introductions
- Written by-lines
- E-mail signature
- Fax sheets
- Written biographies
- Power Point slides
- One-sheet and other collateral materials.

Put It in Writing

- When you sign your name, write Certified Speaking Professional or CSP after it.

Be a Show-Off

- Include CSP as part of your license plate.
- Show your medal on your video demo.

Talking Points

Here are some talking points about the CSP designation. Use this language in your introductions and promotional materials.

- The Certified Speaking Professional (CSP) designation is the speaking profession's international measure of speaking experience and skill. Established in 1980, fewer than 10 percent of the speakers who belong to the International Federation for Professional Speakers hold this prestigious earned designation.
- The Certified Speaking Professional (CSP) designation is conferred by the National Speakers Association (NSA) and the International Federation of Professional Speakers (IFPS) only on accomplished professional speakers who have earned it by meeting strict criteria. Certified Speaking Professionals must document a proven track record of continuing speaking experience and expertise as well as a commitment to ongoing education, outstanding client service and ethical behavior.
- The Certified Speaking Professional (CSP) designation is the International Federation for Professional Speakers' indication that you are booking a committed professional who has a history of success with many audiences.

Stick it to 'Em

- NSA produces CSP stickers for your stationary, envelopes, invoices, promotional materials, etc. These are free and can be ordered on the NSA Web site or by calling (480) 968-2552.

Use NSA's CSP Promotional Materials

- In addition to free stickers, NSA offers a downloadable one-sheet and printed brochures. NSA also has sample news releases that you can personalize and send to your media contacts. The CSP logo is also available. You can order all of these materials on the NSA Web site or by calling 480-968-2552.
- You can also produce your own CSP promotional piece. Use the talking points above to create your own one-sheet.

Phone Tag Lines

- When you or your staff leave a phone message, mention your CSP. For example, "This message is from CSP Connie Gordon."

Be Proud

- Make sure your office staff or anyone you hire to help you with your business knows the importance of a CSP designation so they can feel proud working with one.



NATIONAL SPEAKERS ASSOCIATION & INTERNATIONAL FEDERATION FOR PROFESSIONAL SPEAKERS

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