

Build the Communication Gym Your Community Is Missing

SpeakNess Founding Host Opportunity Brief

THE OPPORTUNITY

Become one of the founding local leaders bringing SpeakNess—the communication gym for real life—to your city.

People Communicate Every Day. Almost No One Has a Place to Train.

Every relationship, meeting, interview, presentation, difficult conversation and leadership moment asks something of how we communicate. Yet most people are expected to perform without consistent repetitions, useful feedback or a community in which to practice.

SpeakNess creates that place.

What Is a SpeakNess Club?

A SpeakNess Club is a local communication gym: part practical training experience, part social club and part opportunity platform. Members strengthen how they speak, listen, connect, tell stories, respond under pressure and lead through real practice—not long lectures.

Experience	Purpose
SpeakStrong	Learn and practice one essential communication skill.
Rep Room	Maximum repetitions with focused coaching.
Scenario Lab	Apply skills to real conversations and professional situations.
SpeakSocial	Develop communication through structured human connection.
Catalyst Night	Share ideas, stories and expertise with the community.

Become the Person Who Creates the Room

The host becomes a trusted local connector at the center of development, relationships and opportunity. Hosting can become a standalone membership business or strengthen an existing gym, coaching practice, consultancy, coworking community, professional service or local brand.

You Do Not Need to Be a Professional Speaker

Strong hosts are credible, coachable people who care about others, follow through and can create a safe, energizing room. SpeakNess provides the system. The host brings it to life locally.

SpeakNess Provides

- Complete facilitator training
- The Communication Fitness System
- Ready-to-run classes and 12-week founding season
- Member assessment and progression
- Launch and promotional campaigns
- Preview-event system
- Monthly Host Kits
- Implementation coaching and host community
- Corporate, workshop, Catalyst Stage and WellSpoken pathways

The Host Builds

- A recurring local membership community
- Trusted relationships and local authority
- Workshop and corporate opportunities
- A platform for ideas, stories and expertise
- A meaningful place people want to return to

Founding Host Model

Term	Founding Standard
Investment	\$347 per month
Commitment	Six months initially
Initiation fee	None
Local revenue share	None
Territory	Active-market priority
Launch expectation	Preview within 60 days; founding season within 90 days
Support	Training, curriculum, marketing and implementation

Illustrative Member Economics

Members at \$47/month	Monthly revenue	After \$347 license*
10	\$470	\$123
15	\$705	\$358
25	\$1,175	\$828
40	\$1,880	\$1,533

**Before local venue, processing, promotion and operating expenses. Results depend on execution.*

The Founding 50

The Founding 50 are the first local leaders helping prove that communication deserves to be trained as deliberately as physical capability. The opening cohort is limited to eight hosts so every participant receives close implementation support.

Could You Be a Founding Host?

- People already look to you to organize, connect or lead.
- You believe communication shapes opportunity, relationships and well-being.
- You want a meaningful local platform and viable recurring revenue.
- You can commit 4–6 hours weekly during launch.
- You are willing to train, practice and follow the operating system.
- You can move toward a local preview within 60 days.

The Selection Process

1. Review the host opportunity.
2. Complete the Founding Host application.
3. Join an exploration conversation with Nick.
4. Confirm city, fit, terms and launch readiness.
5. Complete agreement and onboarding.
6. Begin training within seven days.

NEXT STEP

Visit SpeakNessClubs.com to apply or register for the next Host Discovery Experience.

A Note from Nick

“Communication shapes how people experience work, relationships, leadership, community and opportunity. I have spent years studying speakers, building stages and developing communication experiences. SpeakNess is the place where that work becomes available through practice—not only performance. I am looking for the first local leaders capable of creating that place with us.”

Nick Lambe

Founder, SpeakNess and Catalyst Stage