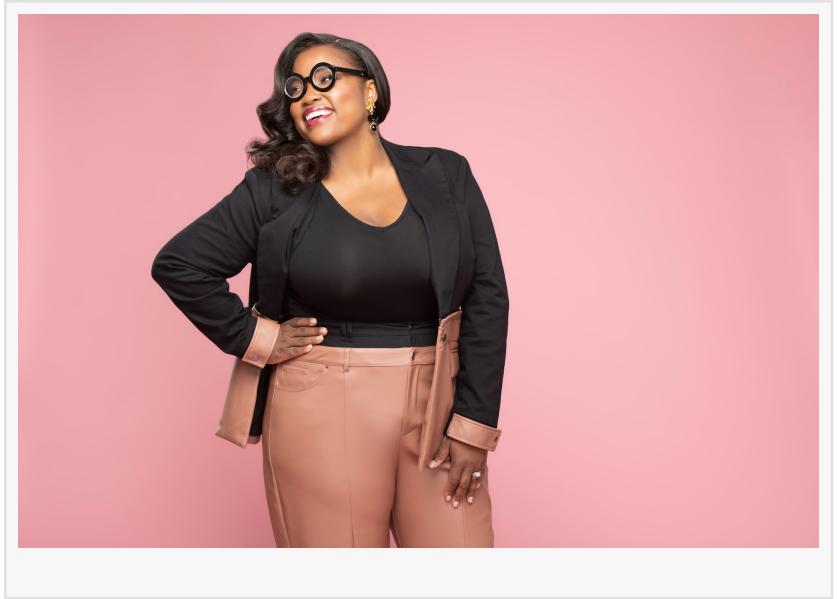


Speak Your Way To Cash® Releases Landmark Report Revealing Secrets of Black Service-Based Business Success

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/EINPresswire.com/ -- Speak Your Way To Cash®, founded by sales strategist and attorney, Ashley N. Kirkwood, has published an unprecedented report unpacking the inner workings of successful Black service-based companies. Based on a survey of over 120 entrepreneurs, "The State of Black Service-Based Businesses" report unveils game-changing data and strategies for exponentially growing service businesses. Speak Your Way To Cash® is hosted a [free summit](#) on

February 28, 2024 to unveil the full report and give entrepreneurs resources to scale using the findings!



One major finding highlighted is the need to target larger corporate clients, with data showing that only 17% of respondents have sold services priced at \$10,000 or higher. Furthermore, 87% reported catering mainly to small businesses (with less than two employees), evidencing a gap in securing more stable, corporate clients.

"There is clear data showing that entrepreneurs who focused on larger corporate clients had more profitable and resilient businesses," said Ashley Kirkwood, Founder of Speak Your Way To Cash®. "One strategic directive this report issues is selling higher-priced, value-driven offers to mid-sized and enterprise customers."

Another major revelation indicates that nearly a third of the most successful respondents had invested over \$30,000 in business coaching. Additionally, over 85% of entrepreneurs who leveraged coaching saw tangible benefits and positive ROI. This busts myths about coaching ineffectiveness, highlighting its instrumental role in scaling companies.

The report also found that business owners valued expertise above all else when selecting coaches and advisors – prioritizing experience and niche knowledge over metrics like testimonials. "This indicates a market still hungry for qualified experts versus casual advisors who make bold claims about their programs without substantial expertise to back it up," said Kirkwood. "For coaches looking to differentiate themselves, establishing undisputed authority is key."

Other strategic insights include:

- Alarming legal vulnerabilities, with only 32% having secured federally registered trademarks to protect intellectual property. This showcases gaps in safeguarding unique business assets.
- Overdependence on social media marketing versus high-yield tactics like paid advertising, evidencing potential for expanded digital strategies.
- The need to graduate beyond service-based businesses' current clientele of individuals and small companies. Data shows the most profitable entrepreneurs focus on larger corporate customers.

"This report lays out a clear roadmap for creating resilient, prosperous service businesses," Kirkwood remarked. "It translates raw data into tactical advice for breaking through new barriers."

As founder of Speak Your Way To Cash® and author of the book "Speak Your Way to Cash®: How to Start at the Top of the Speaking Market," Ashley Kirkwood has empowered countless service-based entrepreneurs to land lucrative contracts with leading corporations and universities. Through the company's coaching programs, educational platforms like their podcast and Facebook group, and Kirkwood's own journey scaling a multi-million dollar service business, Speak Your Way to Cash® has become the go-to resource for selling high-ticket offers to enterprise clients. Their trademarked methodology has helped clients across industries ink partnerships, sign licensing agreements, and win 5-6 figure deals with renowned global brands. After already guiding hundreds of six- and seven-figure entrepreneurs, Speak Your Way to Cash® has bold plans to assist 1,000 more businesses secure milestone corporate contracts in 2024.

About Speak Your Way To Cash®

Founded by Ashley Kirkwood, Speak Your Way To Cash® is on a mission to help entrepreneurs land lucrative corporate contracts. Learn more about their coaching programs, educational platforms, and game-changing methodologies by connecting with them on social media.

Download the full The State of Black Service-Based Businesses report for free at <https://www.speakyourwaytocash.com/report>.

These unprecedented findings are essential reading for any ambitious entrepreneur.

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