

NSA Calendar

2003 NSA Convention
 July 26, 2003 - July 29, 2003
 Location: New Orleans Marriott
 New Orleans, Louisiana
 The details are on NSA's website:
www.nsaspeaker.org

We invite your comments and **contributions** for subsequent issues:
 Dianne Schwartz:
eadvinc@comcast.net



"An award winning chapter of the
 National Speakers Association."

Summer, 2003

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June 14, 2003: Jane Atkinson, Calgary, Alberta, Canada

The Truth about Making it BIG in the Speaking Industry: Taking Your Career to the Next Level

Participate in this 2 hour Speaker
 Launcher workshop and learn
 how to:

- Brand yourself to stick out from a crowded marketplace
- The best strategy for getting business and moving your fees up quickly
- Develop demo videos and web sites that rock!
- Develop long term win-win relationships with speakers bureaus
- Turn each presentation into 3 more bookings
- When are you ready for staff

And much, much more.... in a 2
 hour workshop

Learn from someone who has
 been there and successfully done
 it!



Jane Atkinson, Founder of Speaker Launcher, has been taking speakers from 0 to 100 bookings per year for over 10 years. She has represented speakers ranging from NSA's Vince Poscente, Peter Legge and Joe Calloway to celebrities like Sugar Ray Leonard and Jack Klugman. Having worked in a speakers bureau for 6 years, and as a speakers bureau agent, Jane knows what clients are looking for when booking speakers and the keys to successfully partnering with bureaus. Through this one time opportunity, you can walk away with secrets that will take your business to the next level. For more information go to www.speakerlauncher.com

July 26-29, 2003: NSA Annual Convention

by David Humes, NSAT President-elect

**If you're serious about
 your speaking business,
 you will find a way to be
 there!**

There is always a way if you're committed. If you've enjoyed and profited from the guest speakers you've seen at our local chapter meetings, being at a national convention is like that times 1,000!

Why wouldn't you want to super charge your speaking career by witnessing a plethora of outstanding speakers who are all too willing to share with you how they've succeeded?

Workshops galore, meet the pros, keynotes, luncheons, dinners, entertainment. The only problem is deciding which break outs to attend! There are many options and plenty of opportunities to learn, expand your horizons, and "Get Fired Up", as our own Carol Grace Anderson would say.

I can hardly wait! It's more fun with more NSAT'ers. I hope to see you there. Make it happen. (There's no July NSAT meeting.)



August 9, 2003: Joe Bonura

Turbocharge Your Speaking Business . . . NOW! The Real World Consultative Approach

Want to learn how to increase clients one client at a time? Joe Bonura will show you how to dig deeper with this revolutionary sales system. Go beyond traditional sales tactics and discover how to gain more business by viewing the process from multiple angles – three dimensionally.

Learn from a guy who's been selling in the real world for over thirty years.

You will learn how to:

- Become a consultant and problem solver
- Design creative solutions for your clients that reflect their needs
- Sell value over price
- Design strategic plans for your personal sales objectives and for client needs
- Develop profitable relationships

with your clients

- Apply the five empowering principles behind every successful speaker

"The reviews are in, and you hit a home run! Honestly, I can't thank you enough for the fabulous job you did for our Seattle Chapter last Saturday. It was everything I had hoped for (and I had hoped for a lot!)...and more! Our members are going to expect every meeting to be that good, and I just don't think it's possible. You've raised the bar, Joe!"

Bill Stainton, President-Elect/Program Chair,
NSA/Northwest

"I met you at the PSA in London where you blew me away with your talk. I just wanted you to know that I still stand by what I said. You are one of the most dynamic speakers I have ever seen and I have quoted you in every training I have done since."

Aileen Bennett, International
Federation for Professional
Speakers

"Your NSA session yesterday was fabulous! The best of the workshop. I am so inspired that I am going to make the 50 phone contacts a week for 90 days. I'll let you know the results."

Robin Thompson

A note from David Humes:

You don't want to miss this meeting! I met Joe for dinner on April 30, 2003 and was blown away at his positive energy, creativity, and knowledge. This is sure to be a 'best-of' meeting!

Member News

Welcome New Members

John Bracewell:

As a professional speaker, John is known as "The Differentiator," and appropriately so as the President of Winning Attitude Group, Inc., a consulting firm specializing in business development and leadership issues. The company shows how to create messages and strategies that differentiate a business or organization from their competition.

John spent 27 years with Genesco, Inc. He advanced from executive trainee to Vice President of an operating company. Most recently, he headed the Wholesale Sales Division for Johnston & Murphy Show Company and previous to that, he served as Director of Sales and National Sales Manager as a Key Account manager and won "Salesman of the Year three times.

Keron Clark:

As a native of Nashville, Keron earned her Bachelor of Arts Degree from The American Baptist Theological College. She has been in the corporate world for fourteen years and at O'Charley's offices for almost four years.

Clarks' passion is fulfilling her divine purpose by leaving a legacy through impacting the lives of people in a positive way,

which includes her thirteen year-old son, Parris.

Dianne Schwartz:

New to the Nashville area, Dianne is the founder and president of Educating Against Domestic Violence; a non-profit organization that assists battered women. She is also the author of The Hay Foundation Book of the Year, "Whose Face is in the Mirror?" She won The Mayor's Peace Award as well as, Victims Rights Advocate of the Year 2002 for Youngstown, Ohio.

Schwartz' website has been utilized by women from all over the world who need support and validation as victims of domestic abuse. She also speaks frequently on issues that females as a whole seem to face daily.

Editor's Viewpoint Keep it Pure Dianne Schwartz

When my manuscript was accepted for publication by Hay House Publishing, I asked my agent why it had been chosen. He said that there were many reasons but mainly because it had an ending and didn't leave the reader hanging or questioning the how or why and although I had a topic that is written about often, I gave a different perspective. In a nutshell, he told me that publishers are looking for a different approach to any topic.

Perhaps we could use this

valuable information in our speaking. Are we relying on the thoughts of others or words that have been used for years in books or speeches, instead of having our own sole ideas that will inspire the audience? Do we offer something that will cause the listeners to rethink how they approach a task or give them new options on how to reach its accomplishment? In other words, are we piggy-backing on another speaker's success instead of developing our own? How unique are we?

My agent also told me that my manuscript showed that I truly wanted to help other women and that I was willing to share intimate details and lower my privacy standards to do so. My intentions could be read between the lines.

Gary Zukav says, "Intent is the greatest force behind any endeavor we undertake." In speaker's words, what are our intentions when we attempt to inspire others? Are we simply trying to entertain or show the world how talented we are or do we have a burning message in our heart that we believe needs to be heard because it has helped us and will assist others in their walk? Was our first intention to be a star in the entertainment industry and having failed, decided to become another form of talent? Audiences can read us so this is an important question.

Our real essence and nature comes out before or after we've given our talk or seminar. Are we living our message, following the dream we speak about or willingly helping members of the audi-

ence who approach us afterward? How do we treat those in charge of making us sound better by setting up and monitoring microphones or cameras? Do we practice what we preach or are we just preaching to collect a check?

Like writing, speaking is a wonderful tool to assist others or spread an important message. May our love for this opportunity to reach and motivate others always remain pure.

NSA Tennessee Meetings are always the 2nd Saturday of each month unless otherwise notified. ***There is no July meeting due to the annual NSA convention.***

Location: Brentwood Courtyard Marriott. Phone: (615) 371-9200. Time: 9 a.m. - 12 p.m.

Directions to the Courtyard Marriott: From downtown Nashville or I-40, take I-65 South. Take the Old Hickory Blvd. exit. Make a right at the light. Get into the left lane but go through the next major intersection, Franklin Road. Make your first left past Franklin Road (you'll see O'Charlies on the left). After you make the left turn, you'll see the Courtyard Marriott on your right.



Join the National Speakers Association

Option One: Have you received monetary payment for at least 20 presentations within the last 12 months? You are qualified!

Option Two: Have you given at least 20 presentations to audiences of 15 or more as part of a salaried position within the last 12 months prior to application? You are qualified!

Option Three: Have you made at least \$25,000 giving presentations during the last 12 months prior to application? You are qualified!

Remember: you only have to meet ONE of these requirements to qualify.

We need more content! Please email your stories, happenings, events, successes, etc., to Dianne Schwartz: eadvinc@comcast.net

www.NSATennessee.com
(615) 227-2872
National Speakers Association Tennessee
P.O. Box 1941
Brentwood, TN 37024-1941