

Spring, 2004

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NSA Calendar

2004 NSA Convention
 July 17, 2004 - July 20, 2004
 Location: Desert Ridge Marriott
 Scottsdale, Arizona
 Room Rate Available Date:
 Location Phone: (480) 293-5000

2005 Western Workshop
 February 04, 2005 - Feb. 06, 2005
 Location: Hilton Burbank Airport
 and Convention Center
 Burbank, California
 Room Rate Available Date:
 Location Phone: (818) 843-6000

2005 NSA Convention
 July 9, 2005 - July 12, 2005
 Location: Hyatt Regency Atlanta
 Atlanta, Georgia
 Room Rate Available Date:
 Location Phone: (404) 577 1234

Editor Cynthia Jordan
Design/Layout David Humes



Comments about Alan Weiss in April

My comment on Alan Weiss – it was a million dollar session!!!!!!!!!!!!!! Great ideas and he really had our best interest at heart as he spoke, so we can be successful and follow in his footsteps.

Warm regards,
 Mary C. Pankiewicz
 Your Productivity Specialist

Alan was one of the best speakers I've ever heard and he shared more information in 3 1/2 hours than I've received in a two-day training before. He really illuminated the process for marketing services and creating value clearer than anyone I've seen before. The energy in the room- either created by Alan and possibly always present at a NSA meeting was incredible. I thor-

oughly enjoyed the entire presentation and walked away with numerous ideas and tools. I only hope he returns so I can bring some of my colleagues. Thanks for sponsoring him here in Nashville!

Cindy Houston Hazen,
 CEO Sales Executives

Alan Weiss: A message artist who creates a magnificent painting in the mind of his audience by using his palette of experiences in story expression. His zest for living is believable and contagious. I am more because of his sharing.
 Patricia Leonard

Meeting Schedule

Complete program details are on our web site: www.NSATennessee.com

NOTICE: There will be no July 2004 meeting due to the annual NSA convention. All convention details in on the NSA web site:
www.NSASpeaker.org

August 14, 2004:

Valerie Cade Lee, CSP

"From Prospect to Profit with Passion and Purpose"

September 11, 2004

Philippa Gamse, CMC

"eBusiness Strategies that Work!"

October 9, 2004

Joe Calloway, CSP, CPAE

"Creating Your Brand In The Speaking Business: How To Differentiate Yourself From The Competition"



Align With Your Message and Impact Your Bottom Line

by Jane Atkinson

Sometimes I hear speakers complain that business is down. They might blame the economy, or poor marketing efforts, or whatever. But I wonder...could it be something else?

Spiritual guru and author Wayne Dyer was talking at Unity Church in Dallas a few years ago. He was telling the story about accusing one of his children of hiding his keys, when minutes later he found them in his own pocket. He explained to us – and these are his words, not mine, “it’s a very short distance from enlightened to a**hole”. (I wondered if anyone would complain about him swearing in church – but that’s another article). The point he was brilliantly making was that it’s very hard to walk your talk 24/7 – and he was the first one to admit that he’s human.

Okay, so we know that nobody’s perfect, but congruence on and off the platform may be the key to

getting booked that some people are missing. *If your business is not flourishing, you may want to ask yourself if you are completely in line with your message.*

Most audiences these days are sophisticated. They have the “BS” detectors on before you even walk into the room, so you must be conscious at all times. Everything you do and say off the stage needs to line up with your message. Even if an audience doesn’t know that you are cheating on your taxes (or spouse) while giving them a brilliant talk on ethics – they will sense that something is off. Energetically, your talk will be undermined by your actions.

If you are a customer service expert, then you’d better meet your clients’ needs in an above average manner. Team or leadership speakers should have well-trained, happy staff. Stress experts should not be seen at the airport freaking out about flight delays. And people who speak on kindness should not be fighting with the hotel check-in clerk – especially at the venue where they are speaking!

As a speaker, the hassles of travel are part of your daily life and you need to be conscious of how you treat people at every stop along the way. The world is your stage. Even when no one is looking, ask yourself, “is this how an expert on my topic behaves?” If the answer is no – get congruent with your message quickly and you might just see a difference in your bottom line.

Jane Atkinson
Speaker Launcher
403-241-6367
<http://www.speakerlauncher.com>

Speaker Launcher

by Cynthia Jordan

Have you checked out Jane Atkinson’s service for speakers? I had the privilege to participate in a conference call hosted by Jane Atkinson with Joe Calloway and it was excellent. She handled the call smoothly and the information was very good. I took notes and here are 10 things I found to be particularly helpful.

1. Everything is about the speech. Delivery, passion, humor, and most of all, being unique is key. Make it entertaining and you’ll get the big bucks.
2. It is important to have a method in place to acquire “spin offs”. Referral sheets, evaluation forms and collecting emails are some ways to get leads for more speaking gigs. Many times Joe will get hired for another speech right on the spot.
3. Be relevant to the audience by learning what their issues are. Make sure that what you are saying is important to them.
4. Joe customizes for his audience and uses notes, sometimes changing them from ideas he gets through the night. He always makes his speech “about them.”
5. Establish trust with your audience right away. Complimenting them is good.
6. Get their full attention. You want them to think, “This is unique!”
7. Listen intently to the language your clients tell you. Listen for

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and use phrases like, “trying to go to the next level.” Then use them.

8. Read, read, read. Joe reads Wall Street Journal and business magazines everyday.
9. BRAG ON THEM! Do this by learning what’s “hot” with them. New projects, recent accomplishments etc.
10. Make it FUN!! Making the audience feel good will bring you back and get you referrals.

Joe gets 90% of his bookings from Speakers Bureaus. He said it is good to start local. A good site to check out is iasbweb.com.

Jane says that if you are a speaker who charges \$5000+ it is imperative you have a great video and one sheet.

Joe’s comment on videos, “You want it to be that in the first 90 seconds the committee chairman pushes PAUSE and runs down the hall to his colleagues yelling, “You gotta come see this!”

Jane’s business name is speakerlauncher.com. Check it out. She is awesome! I was very impressed. It is truly an honor to have Joe Calloway in our very own NSAT.

Achiever’s Circle

Any of you who are thinking about participating in Mark LeBlanc’s next Achiever’s Circle in Murfreesboro I have two words for you... DO IT!!

For the speaker who is serious about their business, Mark is the man. He will give you a track to run on that is flawless when put



Mark LeBlanc

into action. Consistency and discipline are his main focus. He gives great suggestions on how to establish and a daily regiment to achieve your 30-day goals. One of Mark’s key lessons: “Pick 3 things you can do everyday that will help you hit your optimistic number.”

Mark has great ideas for marketing and he will help you with your identity statement. This is a simple, concise sentence that describes what it is you do in 25 words or less: “I work with people who want (to) _____ and _____.”

Over and over Mark emphasized, “The process works.” I am still jazzed and it’s been weeks since his workshop. The good news is, he will be back in September 2004. By the way, Mark is a genuinely nice guy. Don’t miss it!

For more information check out, www.SmallBusinessSuccess.com.

Victoria Labalme

For those of you who attended the June 2004 NSAT meeting, wasn’t Victoria a treat? The best way I would describe her would be, “DYNAMITE”. She gave us an amazing demonstration, with some simple tips on how to invigorate and add new life to our speech.



Victoria Labalme

Victoria gave us some wonderful suggestions on how to improve our story-telling skills by using body language and voice inflection. She even gave us helpful hints on how to position your self on the stage. I can’t remember a NSAT meeting that was that “fun”. We all stood in a big circle saying our names with gestures and then the whole group would imitate what we did. It was great! Victoria demonstrated how we could learn a lot about each other just by doing this simple exercise.

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If you plan to go to the NSA Convention, Victoria is doing a breakout session that you won't want to miss. This is the kind of talent we are getting at our NSAT meetings. For those of you who missed this event and want to learn more on "How to make your speech come alive," log on to victorialabalme.com and check out her coaching services.

"What an incredible return on my investment! Within one hour you took my standard keynote opening story and expanded it to a completely new level of impact.

"I took what you had taught me into a keynote program an hour after our session and got an incredible audience response beyond anything I'd ever achieved before in my fifteen years of professional speaking.

"If you're serious about connecting with your audience at depth, I highly encourage you to make the time and the investment with Victoria LaBalme."

Bill Karlson
Past President, NSAT

"Victoria's presentation was incredibly engaging, instructional, and inspiring. In fact, I was so inspired, I spent the whole afternoon after her session re-working my keynote. With the tools she provided us I was able to make small but significant changes in my speech to make it more enjoyable – both to me and the audience. I knew immediately that utilizing her as a coach would be useful as well – and was it ever! She built on the changes I had made after the session and added even more gestures, timing, comedic effects, phras-

ing, choreography, and emotion. I delivered my keynote twice last week – and what a difference! My own enjoyment was so much greater, and the audience's response was much, much stronger. Her contribution has been both immediate and phenomenal! Thanks, Victoria!"

Bill Lindsley, PhD.
www.BillLindsley.com



Cynthia Jordan

Toastmasters Corner

By Cynthia Jordan DTM

OK. I know different speakers have different opinions and sometimes, even make fun of Toastmasters. However your editor just received her DTM (Distinguished Toastmaster) which is the highest level a Toastmaster can achieve. Yes my friends, I just got my black belt in Toastmasters, therefore, I am giving it a plug.

This year I have been assigned chief in charge of Speakers Express, the Tennessee, Toastmasters Speakers Bureau. It's a community service where Toastmasters who have achieved their CTM (10 TM speeches) give free programs for organizations who need

a speaker or MC. You can sell as well as promote your product and get great "spin offs". I got my last paying gig from a free speech to a Rotary Club. Yeehaw! These free speech presentations can pay off and it's a great way to get local exposure. You never know who's sitting in that room! Log on to SpeakersExpress.com and check it out.

I heard Joe Calloway tell the story of how he once did a speech where a lot of Toastmasters were there. He asked the question, "How many of you who are Toastmasters think I need Toastmasters?" He laughingly said, "They all raised their hands!"

Personally, I find Toastmasters to be fun and very helpful. I have really gotten more out of the TM experience than I ever imagined. Next time you watch a speaker, count how many times they say "Ahhhhh" or "aum". It might surprise you. Aums show lack of certainty and can distract from your message. This is important to know, especially if there are Toastmasters in your audience and you are speaking for the big bucks. There are always things we can learn to improve our craft and TM is designed to encourage you.

For information on joining a TM club you can visit toastmasters.org. In Nashville, may I suggest you check out Heery International. They are a fun, new club that meets at noon twice a month, and they need speakers!! Call me (Cynthia) for info at 822-8256.

Cheers!

NSA Overview:

The National Speakers Association (NSA) is the leading organization for experts who speak professionally. NSA's 4,000 members include experts in a variety of industries and disciplines, who reach audiences as trainers, educators, humorists, motivators, consultants, authors and more. Since 1973, NSA has provided resources and education designed to advance the skills, integrity and value of its members and speaking profession.

NSA's Vision

NSA, the recognized voice of the speaking profession, sets the benchmark for platform excellence worldwide, impacting how people work and live.

NSA's Mission

NSA is dedicated to advancing the art and value of experts who speak professionally by:

- Enhancing platform excellence;
- Facilitating business development opportunities;

- Fostering community;
- Increasing NSA's brand identity; and
- Developing strategic partnerships.

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 Cynthia Jordan: emeraldeagle@comcast.net

All NSAT Meetings are on the second Saturday of the month unless otherwise noted.

NOTE: There will be no NSAT meeting in July 2004 due to the national convention which will be held on July 17-20, 2004 in Phoenix, AZ. For all convention details, visit NSA's web site: www.NSASpeaker.org

Monthly Meeting Location: Brentwood Courtyard Marriott (615) 371-9200 (just South of Nashville off of I-65).

Time: 8:30 AM. - 9 AM: Registration and networking; 9:00 AM to 12:00 PM: NSAT Meeting.

Directions: From downtown Nashville or I-40, take I-65 South. Take the Old Hickory Blvd. exit (West). Go through the first 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'Charley's on the left). After you make the left turn, you'll see the Courtyard Marriott on your right.

For the most up to date information and to register online for an upcoming meeting, visit NSAT's web site: www.NSATennessee.com