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## NSA Calendar

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

## NSAT Meeting Schedule

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

### 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"*

### November 13, 2004

**Don Hutson, CSP, CPAE**

### December 11, 2004

**Dan Poynter**  
*Turning Speeches into Books. Books 101: The New Book Model Program. How to write, publish and promote your book.*

### January 8, 2005

*A forum discussion with seasoned meeting planners on how to get booked.*

### February 12, 2005

**Scott Friedman, NSA President with observations and humorous message.**

### March 12, 2005

**Valerie Cade Lee, CSP**  
*"From Prospect to Profit with Passion and Purpose"*



## President's Message

We had a great meeting in August, hope you were there. If not, you missed a good one! After our fill-in speaker, Ken Futch delivered a fantastic program about how to stay fresh, current and viable in the hard business of speaking, we had a rare afternoon session titled "How to quit your day job and speak full time".

Eleven members or guests that want to speak more and become full-time attended and gave positive comments on the value of the program. Maybe you can be there in September on the 11th and catch Phillipa Gamse when she shares the same secrets she has shared around the world about how to turn your website into a marketing machine! If you don't make plans now to attend, everybody will be there but you! Hope to see you soon. If I can be of service to you, please feel free to call or e.

Gary Minor,  
 NSAT President 2004-2005

## Free Publicity and Another Revenue Source—Too Good to Be True?

Does the idea of free publicity make your mouth water? Would you love to get free publicity in the media, but you don't know how? And would you like at the same time to create revenue-generating products?

*(Continued on page 4)*



## Reinventing Your Speaking Business

By Vickie Sullivan, Speaker Services, Inc.

“Reinvention” has become the buzzword among many NSA meetings. Are you considering such a big, bold move? If so, consider these shifts while on your reinvention journey to bigger speaking fees and a full calendar.

### From Message to Identity

What do Dr. Phil, Tom Peters, and Zig Ziglar all have in common? Beside huge speaking fees, every one of them has become “bigger” than their message. Their identity and personal style--not their message--have become the reasons they get selected. “Who they are” allows them to say just about anything.

Similarly, experts who want big speaking fees must go beyond their message and focus on identity and personal style. Identities like these are hot (and will continue to be): Cool person with a cool message

(Zig Ziglar); voice of a demographic (Dr. Phil); leader of a movement (Tom Peters).

### From Stealth to Momentum

The booming economy helped many speakers get enough business within their inner group of clients and advocates. It fostered a “stealth” marketing strategy based on personal relationships rather than momentum from leveraging visibility. Not any more--experts now focus on creating momentum through media and books to carry them to the next level. Their new best friends: a publicist and a publisher.

Yet many publicity campaigns will fall flat. Here’s why: no strategy behind the identity or the message. The strategy must get tested in the marketplace first to create initial momentum (and if it doesn’t, the strategy gets refined). After that happens, THEN books are launched and become best sellers.

### From Bootstrapping to Serious Business

Are these transitions difficult? You bet they are. Which is why you shouldn’t do this alone. It’s time to invest in your speaking business like business owners invest in theirs.

Many experts seek help “on the cheap” by asking other speakers for advice. One of the best things about speakers is their willingness to share advice with their colleagues. One of the worst things about speakers is assuming that this advice will work. Reinventing your business by polling your speaker friends is dangerous for

two reasons: a) their advice is based on who you are now, not who you could be, and, b) their reactions are based on their experiences, not on future trends or market intelligence.

An in-depth market analysis of your unique situation is needed, not a collection of opinions. If you’re going to reinvent your business, get serious and get outside help. That old saying about lawyers who represent themselves applies to speakers and consultants, too.

Since 1987, Vickie Sullivan has helped thousands of speakers get more speaking dates at higher fees. To sign up for free market intelligence, visit her site at [www.sullivan-speaker.com](http://www.sullivan-speaker.com)

## Get ‘em On Stage

Good public speaking should use attention-gaining devices. Here is one that works every time: Virtually every speaking presentation I do, I find some excuse to get someone on stage with me. When an audience member is on stage, the rest of the audience is glued to the action for the following reasons:

1. They want to see what is going to happen to one of their own.
2. They are priming themselves to be up there.
3. They are worrying to death that they may be asked to be up there.

Reasons 1 and 2 are good and reason 3 is not so good. For 1 and 2 the mindset of the observing audience member is that, “I want to watch to see what my colleague or other audience member will do when they are on stage. No matter how exciting you are as a presenter, you cannot compete with the excitement generated by someone

*(Continued on page 3)*

who is on stage who is not “supposed” to be on stage.

The other mindset is, “I BETTER watch what is going on in case I am asked to go up there.” This mindset is good too, because it forces the audience member to actually think about the point you are trying to make.

For number 3, you want to keep shy or sensitive audience members from withdrawing from your program altogether because of the fear that they may be asked to stand up in front of everyone. This chance of withdrawal is easily eliminated by the following statement:

In a moment I’m going to ask for some / a volunteer to come on stage with me. Don’t worry. No one will have to come up if they don’t want to.

If you have a high percentage of shy audience members, you will almost feel the breeze as they breathe a sigh of relief.

Now we will take a look at what things you can do with them once you get them on stage. According to a study done at the University of Wichita, public recognition is one of the top motivators of people. If you claim to be a “motivational” public speaker of some sort, it might be a good idea for you to use your highly public profile while you are speaking to give out public recognition. I find out the good things that particular audience members have done during my extensive pre-program research.

Here are some ways to use the information you learn:

- Recognize a single audience member for a particular achievement, or for a period of high performance.
- Recognize a group of audience

members for a particular achievement, or period of high performance.

While they are on-stage make a custom visual highlighting their achievement, or performance (If you use an overhead you can give it to the audience member or team after you show it. Do not forget to include your company name at the bottom of the visual. Many times these will be hung on the wall in the organization which will give you free publicity).

Another reason to get an audience member or group on stage is for some sort of demonstration. I do one where I’m demonstrating personal space across cultures. The person helping me gets a good laugh from the audience as we interact.

Try to have pre-planned ad-libs ready to go for many of the comments or questions you anticipate from the people on stage. You can also have someone on stage to assist you in writing on the flip chart, changing overheads, or to blow a horn when someone in the audience asks a good question. Use your imagination.

Whenever, someone is up there to assist you, make sure you give them some kind of prize. One of your products is usually good because it gives you a chance to mention it without using a hard sell. And just about always lead the audience in a round of applause for the helper as they return to their seat.

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## Toastmasters Corner

By Cynthia Jordan, DTM

### Organize Your Speech

If your speech is to make sense to the audience and be easily followed, it must be logically organized. Organization is really nothing more than putting your ideas together in an orderly manner.

As a speaker, your business is persuading others to accept your ideas, and success comes only when you carefully organize your approach. You must clearly identify the key point of your subject for the audience and then lead them logically toward that point. Merely talking around the subject in a haphazard manner will leave your listeners confused.

As a persuader, you must always speak from your audience’s point of view. They will be motivated only by what they want, not by what you want. Remember this as you organize your talk. Analyze what will motivate your audience to agree with you, understand you, or take action on your behalf. Then develop your ideas so they supply that motivation. Good organization is the key to success.

From the Toastmasters Communication and Leadership Program #3.

## No One Can Do It Like You

By Cynthia Jordan

Sometimes people give us a one liner that sticks with us throughout our lives. I want to share one with you that I received from the late Pat Buttram. Many people know

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him as Mr. Haney on the Green Acres sitcom. My parents knew him as Gene Autry's sidekick.

My hometown is Redondo Beach, California. This is where I began my career as an entertainer. Because of the local success with my recording of Jose Cuervo, I was one of the token girl country singers in the Los Angeles area and was often asked to do promotions and shows. I met Pat at a local fund-



raiser where he appeared as a comedian and I sang country songs.

Pat used to take me to celebrity parties where he was either invited to speak or sit at dais for some kind of Hollywood function. It was great fun. We were friends but I think some of the folks thought we had something going. I would say, "Pat...I think they think we're doin' somethin' we ain't doin'." "Oh, I hope so," he would answer me in his squeaky voice.

One evening Pat took me to a big Hollywood shindig. I recognized most of the people attending, as major celebrities. There was an 18 piece, big band orchestra playing on stage. Pat talked to them and before I knew it I was being called to the stage to sing. I always

thought of myself as a writer, not a singer. No wasn't an option with Pat and soon I found myself staring at an all too familiar audience.

I was past being scared or nervous. I had never sang with a big band before, let alone to a prestigious audience. I was so out of my league I was past even caring. I figured the only thing to do was to keep it simple and have fun! I sang Kansas City, Jambalaya, Unchained Melody and Bill Bailey as the band blared out. I totally got into the music and we were rockin'!

After I sang Bill Bailey, I said thank you and got off stage. The crowd was going wild!! They loved me, and I'm not even that great a singer. I had just decided to smile, dance and have a great time. Pat was clapping like crazy with a very proud look on his face. Then he said something to me I will never forget. "They loved you Cindy! And you know why?? Cause you didn't give a \$!@\*#!" He was a pro, so he would know.

I learned a valuable lesson that night. He who is in charge of the stage is in charge of the room. People love to watch people having fun. If you have fun, they'll have fun. Find the joy in what you do and that energy will fill the room.

Speakers are the bravest of souls. Don't try too hard to impress people. Just be yourself, with the intention of helping others. If you start bombing, put on a great big smile and break out with a chorus of Bill Bailey and they'll love you. Remember, no one can do it like you and God didn't make no junk!

*("Free Publicity" continued from page 1)*

It may sound too good to be true, but read on. . . . You can easily:

- Generate free publicity.
- Get your articles and e-books in front of your prospects.
- Create written products for revenue.

Want to save money? I find that my clients can get their name in front of their prospects without spending any advertising money at all. In fact, their target publications will be eager to hear from them.

Here's how:

1. Write an article or special report. About what? When I talk with clients, I ask, "What are the specific problems that you solve for your prospects?" When we answer that question, we have the basis for their article or report.

As a public speaker on a particular topic, you can offer specific, problem-solving points out of your own experience.

- For instance, if you are an organizing expert, name seven things a person can do in 10 or 15 minutes that will help him get organized.
- Do you speak about life changes? Enumerate and discuss the six most dramatic changes a person can face.
- How about those who speak about computers? List the five best ways to keep the computer doctor away.

Offer five to seven solid tips your reading audience—your prospects—can use. Make sure your article discusses what you can do for them. It should not

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(“Free Publicity” continued from page 4)

be a blatant advertisement for your business. At this point your prospects are not interested in you. Later they may want to know your credentials and experience. For now a brief paragraph at the end of the article can list your contact information.

2. Now make a list of the media avenues you want to target: publications and web sites your prospects read or visit most often. Don't know? Ask your favorite clients. Contact the editors at those publications and offer to send your article.
3. Follow the submission guidelines of each publication, and send the article to the editors.
4. Stand back. If you write your media articles correctly, they should move the audience to action—to go to your web site or call or send an e-mail. Even if your article does not set off a flood of inquiries, you can still use copies of it for back-of-the-room sellers or give-aways.
5. Now the biggie. Consider a more lucrative project; convert many articles into chapters of your very own book!

If in doubt about your writing abilities, get professional help to write your articles and special reports. Imagine dumping all your notes and ideas into the hopper (professional writer/editor). Now go do something fun. Check back later and get your beautifully well-written information products: web site articles, journal pieces—ready to submit for publication, offer for sale, or stack up as back-of-the-room products.

What are you waiting for? It's too easy to get free publicity to put it off any longer!



**Jan Martin**

This article was contributed by Jan Martin of Martin Publishing. She helps self-employed professionals get media attention by writing the articles they've been putting off. They can make money at the same time they get their names out there. For more information and free tips visit her web site at [www.redpenedit.com](http://www.redpenedit.com) or e-mail her at [janicegmartin@earthlink.net](mailto:janicegmartin@earthlink.net) for a free estimate. Copyright 2004 Jan Martin, Martin Publishing

## Why Your Office Stays a Mess

by Mary Pankiewicz

Does this sound familiar? You get your office neat and tidy, and next week it is a mess again. As a professional organizer working with clients in hundreds of offices over the past 10 years, I have learned how this happens: people do “surface organizing.” That means they tidy the stacks, throw out some, stick some things in a stack tray, pat themselves on the back, and pray it stays that way.

My average client has 36 hours of work on his or her desk. Most paper stacks are not saying nice

things when we glance at them, and they break our focus.

Here is the problem: you haven't addressed the *real* problem. If you have the courage, you need to dig deeper, because what is happening on the surface is a reflection of what is going on in your desk drawers and files. When my clients pull out the stuff in their file drawer most of it goes into the trash because it is old, or if it has to do with a previous project it is evaluated and possibly archived.

If I were working with you in your office, we would apply these principles to files:

1. If you use them daily, they should be in your desk drawer or within arm's reach.
2. If you use them weekly, you can walk across the room to a file cabinet.
3. If you use them monthly, you could walk to a central file area.



**Mary Pankiewicz**

Buying another file cabinet isn't the solution! Get up your nerve and pull out the files that are bulging your cabinet for a moment of truth—is it still crucial to your

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## The Picket Fence

By Vickie B.

I saw her through the boards of the fence  
As I walked home that night

Her long, matted gray hair clung to her neck  
It was not the beauteous sparkling clean of yesteryear

No. Her dress had never seen a tea party  
Her hands never touched a crystal wine glass

These wrinkled hands didn't wear a diamond  
Her pale, almost invisible blue eyes never saw a cruise ship

She stood there as I strolled by. Our eyes locked  
We saw each other not. or who we were but for who we weren't.

My heart hurt. A tear rolled down my cheek as  
I thought of what could have been

The party, the dress, the love, the family, the care  
that never was and never will be.

So what does this story have to do with NSAT? Good speakers have the ability to see "what is not". Developing an eye for details will make our speaking engagement more successful.

If the girl in this story only looked at the woman she will see only what she always sees. We must look beyond the outer appearances to get the character of our audience. The speaker should take time to interview two or three people from the organization in order to tailor their speech to meet the challenges they face.

Create a check list for the "Meeting Planner". Our basic list of "to do's":

- Arrive early to be sure the conference room is set up properly - Have time to get the room rearranged if necessary
- Audio/visual check and microphone check
- Review the itinerary to see who is speaking before and after you
- Listen to other speakers on the program so you can reference them into your speech
- Greet a few people as they come into the room to get a feel for the audience
- Be aware of the schedule for the day - have a small clock to set on the podium to be on time - if the meeting is running late, you may need to condense your speech. As Bill Karlson says, "A good speaker always ends on time." "When I speak, they know the speaker cares enough to take the time to see through their eyes." Tim customizes his songs for the event." Tim Bays
- "Be sure to smile, be friendly and open." Cynthia Jordan.
- "Understand the theme of the conference and blend the



theme into your speech." Bill Karlson  
As you become successful and book more speaking engagements, be sure to keep your eyes trained to see beyond the everyday vision into the unique details of your audience. This vision provides your connection to success.  
Article by Vickie Majors

## The Cookie Thief

by Valerie Cox



A woman was waiting at an airport one night,  
With several long hours before her flight.  
She hunted for a book in the airport shops.  
Bought a bag of cookies and found a place to drop.

She was engrossed in her book but happened to see,  
That the man sitting beside her, as bold as could be.  
Grabbed a cookie or two from the bag in between,  
Which she tried to ignore to avoid a scene.

So she munched the cookies and watched the clock,  
As the gutsy cookie thief diminished her stock.  
She was getting more irritated as the minutes ticked by,  
Thinking, "If I wasn't so nice, I would blacken his eye."

With each cookie she took, he took one too,  
When only one was left, she wondered what he would do.  
With a smile on his face, and a nervous laugh,  
He took the last cookie and broke it in half.

He offered her half, as he ate the other,  
She snatched it from him and thought... oooh, brother.  
This guy has some nerve and he's also rude,  
Why he didn't even show any gratitude!

She had never known when she had been so galled,  
And sighed with relief when her flight was called.  
She gathered her belongings and headed to the gate,  
Refusing to look back at the thieving ingrate.

She boarded the plane, and sank in her seat,  
Then she sought her book, which was almost complete.  
As she reached in her baggage, she gasped with surprise,  
There was her bag of cookies, in front of her eyes.

If mine are here, she moaned in despair,  
The others were his, and he tried to share.  
Too late to apologize, she realized with grief,  
That she was the rude one, the ingrate, the thief.

How many times in our lives,  
have we absolutely known  
that something was a certain way,  
only to discover later that  
what we believed to be true ... was not?

www.storybin.com - a good resource for stories and metaphors .

*(Newsletter continues on next page...)*

*(“Mess” continued from page 5)*  
business *today*? If not, purge, purge, purge. File cabinets are NOT storage cabinets. One client thought he should get another big file cabinet. After we worked on his large, three-drawer cabinet, only half of one drawer was filled with current business. No need for an expensive, space-taking file cabinet now!

Are you afraid you will forget files if they are out of sight? The safety measure is to make a note in your date book or PDA of when these projects need to be worked on.

According to many of my clients, the organizing methods I teach help them to address the root problem of a messy office—postponed decisions. So spend some time getting to the bottom of the problem *and the stacks* and enjoy the feeling of having a Clutter-free & Organized office.

This article is contributed by Mary Pankiewicz (Clutter-free & Organized), Professional Organizer and Speaker. ([www.clutter-free.biz](http://www.clutter-free.biz)). Organize your mind by organizing your stuff. Get help and quickly cross your organizing projects off your list. Call Mary at 865-607-9460 or 435-581-9460.

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### Announcement:

David Humes just published his first book to edit photos on your computer, **Photoshop EZ: Top-40 Most Requested Techniques Even YOU Can Do!** Check it out: **[www.PhotoshopEZ.com](http://www.PhotoshopEZ.com)**

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### 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.

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*One of my goals as your 2003-2004 NSAT President was to win an award for our chapter. Because we had the most chapter members attend, we won the “Chapter Attendance Award” for the 2004 National Convention, thus we continue to be “An award winning chapter of the National Speakers Association.” Thank you, to all of you who attended the 2004 NSA convention and continue to contribute to our success! David Humes, Immediate Past-President*



**David Humes**, Newsletter Design/Layout, Webmaster



**Cynthia Jordan**, Editor

Thank you all for contributing to this effort. Please continue to submit your rich content so this newsletter will continue to be a valuable keep sake for our members.

We need more content! Please email your stories, happenings, events, successes, etc., to Cynthia Jordan: [emeraldeagle@comcast.net](mailto:emeraldeagle@comcast.net)

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## 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.*

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

**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](http://www.NSATennessee.com)**

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