



# Speak Up!

January 2004

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## [President's Message: It's 2004! How Do You Plan to Kick Start Your Business This Year? by Carol Kivler](#)

As experts who speak professionally, it is imperative that you constantly strive to give your audiences your best each time you stand on the platform. With this premise in mind, I encourage you to attend one of NSA's Winter Workshops.

As the expert, give yourself the greatest gift you can give another -- knowledge. At these workshops you will learn from the masters of our profession while you replenish your own motivational spirit.

I can assure you; attending a NSA Winter Workshop will kick start your business like no

other investment you make this year.

Invest in Yourself!  
Carol Kivler

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**[Editor's Note: "Speak Up!" is Here! by Kirstin Carey](#)**

It's here. It's finally here.

The NSA-MAC ezine is alive and off to a great start.

As you'll see in this premiere issue of "Speak Up", there are many sections -- all written by our own NSA-MAC members. Some will be reoccurring sections such as:

- The President's Message -- obviously written by our current leader.
- Chapter Update -- information from The Board on what's coming up and what we need to know.
- Last Meeting Review -- short review on previous meetings, speaker contact information, etc. Willing authors are encouraged to contact Kirstin Carey.
- A Good Read -- this is a book review. Writing for this section will give you writing experience, chapter recognition and a chance to suggest a book you think others will benefit from. Contact Kirstin if you have a book review suggestion.

Feature articles submitted by NSA-MAC members will be chosen based on length, topic appropriateness and writing ability. We received enough articles (seems that threatening, cajoling and guilt trips from the Newsletter Editor works well to motivate this chapter <g>) to use for this issue and to begin the issue for February.

In conjunction with the ezine, the website is being updated with a FREE ARTICLES section. Articles published in "Speak Up" will also be listed and archived on the NSA-MAC website. This will be helpful to your online marketing, as there will be a free direct link to your website or email from your online article.

Every professional who speaks about success in this business highlights the importance of writing and getting published. Well, here's your chance.

So, stop dilly-dallying around and get your articles submitted.

Articles must be no longer than 400 words, submitted in Word format and edited for grammatical and spelling errors. Send submissions to [kcarey@ottsg.com](mailto:kcarey@ottsg.com).

This is your newsletter, representing your NSA Chapter. Make it a great one!

Kirstin Carey  
NSA-MAC Newsletter Chair  
[kcarey@ottsg.com](mailto:kcarey@ottsg.com)

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**[Chapter Updates](#)**

**[Fundraising Update](#)**

Our schedule of events for the rest of the year includes:

[Virtual Auction:](#)

In February and March we will be doing virtual actions. Watch for details via email.

Video:

In May, *Primeau Productions* will be at our meeting to do Speaker Showcase Videos. You can reserve your spot by emailing Mark Plante at [MPLANTE763@aol.com](mailto:MPLANTE763@aol.com). Cost is \$200 per video.

Want to be published?

Our chapter will put together a book of NSA signature stories. Put your Signature Story to paper and get ready to submit it to me or Terry Wall soon. Approx cost to participate will be \$500 to 600 dollars. Most compilation books have participation fees of over \$2500!!! This is quite a bargain and what better way to help each other than putting together a book and having it available for your audiences.

Feel free to email me if you have any questions

Mark Plante  
[Mplante763@aol.com](mailto:Mplante763@aol.com)

**Show Us Your Stuff!**

We are adding an eight-minute Speaker's Showcase to each meeting in 2004. A speaker will prepare an eight-minute speech and deliver to a monthly meeting prior to the featured speaker. The audience will complete evaluations giving feedback on their presentation. It's a wonderful opportunity to give your peers a taste of your speaking expertise. Speakers must be NSA members. Submit your name to me showing your interest and speaking topic. I will attempt to coordinate dates to suite your schedule.

Interested? Send me an e-mail or see me at our next meeting. Our Chapter R.O.C.K.S. with you sharing your expertise!

Regards,  
Terry Adams  
NSA/MAC - Chapter Secretary  
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**Meeting Review: "Ka-ching!" by Mark Plante**

The sound of a cash register ringing is almost intoxicating, especially if the money is going into your pocket. In fact, our December speaker for NSA-MAC, Tom Antion, hears that sound on his computer every time there's an online order for one of his products.

Now imagine what his seminar room sounds like when his computer "ka-chings" constantly. Motivating? You bet it is!

In fact, just imagine what it is like to do a body of work one time and hear "ka-ching" day after day. Most of the time we work and get paid. Tom does a body of work and gets paid day after day after day. Nice, eh?

Well if you missed the December meeting you really missed superb content and the most exciting meeting of the year.

Tom shared his internet secrets to a 7-figure a year income. After all it is all about "da money", isn't it?

Among the great things Tom shared with us were the secrets to a great website, keywords that get you to the top of the search page, email lists and using list to generate income. He also exposed the eight different ways to use your current expertise to generate product.

If you missed the meeting you lost the opportunity to see one of the most impactful speakers on the circuit today. But don't feel too bad. You can get Tom's GREAT SPEAKER Ezine by going to [www.antion.com](http://www.antion.com).

Information on Tom's "Kick Butt" seminars held at his home in Virginia Beach may also be found on his website.

Upcoming NSA-MAC Meetings:

March - Max Dixon (presentation skills/storytelling)

April - PR/Media panel

May - Ed Primeau - Video

June -Meet the Pros

Check our website for the latest details!

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### **[Riding High on The Economic Wave: 6 Tips to Help Companies Can Make A Comeback With the Economy by Patricia Gardner](#)**

After two years of despair and some historic economic lows, the marketplace is bustling again. Confidence is up and both employees and employers are hopeful again. Now is a time to get a running start to ensure a company's success.

Customers are spending again so get out there and sell! It's not that easy? Sure it is- here's how:

#### 1. Keep in Touch with Client Issues and Trends

A few months ago, your prospect list may have said they were not ready, but now that the economy is moving steadily they may be interested again. Find out what is going on, what is new in their industry, and what their needs are now.

#### 2. Network Your Way to the Top

Networking is an inexpensive and easy way to get into spaces you may not otherwise have been able to. Don't think of it as a way to spread your business card all over the world; instead, consider joining a very focused group that speaks directly to the area you are interested in and make sure you follow up on all of your contacts.

#### 3. Crack the Code That Lets You In To Fortune 100 Companies

Now is the perfect time to look for Codebreakers- sales people at the top of their game who have established clientele with Fortune 100 companies. They may not have wanted to talk when economy was bad, but may be interested now.

#### 4. Research Your Markets, Products, and Services

A day at the library or your local bookstore is priceless. These are great places to read up on news in the markets and industries. Look for new technologies, products, or services that have been developed in the last six months to see how your products or services fit in or can build on those. Anything new you can bring to the customer has value for them.

#### 5. Research Your Clients, Associates, and Competition

Hit the ground running by doing homework on what's happening in your business arena. If

you have a specific target base, research their plans prior to the economic slow-down. Because the economy is improving, they are going to start programs that may have been put on hold for the last two years.

#### 6. Don't Stop Moving

As the economy picks up, businesses are going to be ready to spend money and you want your team to be the first one they meet with. Get your team trained in new markets so your company can get started right away. If there isn't enough time, create alliances with trained sales forces that can get in while the getting is good, if your team is not ready.

As the market improves, companies are loosening the strings on their pocketbooks. Get your team ready to attack the market and get the sales department moving again. These 6 tips will give them the tools your team needs to be successful.

#### *About the Author:*

*Patricia Gardner has closed million-dollar sales deals in two sales calls, and has trained others to do it, in a career that spans 30 years. She is now President of Maximum Sales, an executive management and sales training consulting firm, and has now written a new book Codebreakers: How to Close a Million Dollar Deal in Two Sales Calls (TM) - designed to help sales professionals unlock the five secrets of strategic sales. For more information on her services or her book visit [www.maximumsales.com](http://www.maximumsales.com) or call 610.584.0443.*

#### **Making Dreams Happen by Marsha Egan**

I'm sorry I haven't gotten back to you sooner. You wrote such a delightful letter, and I put it aside for a moment when I had time to respond to you.

You asked what "wisdom" I might have which might benefit you down the road as you pursue your dream of becoming a motivational speaker? Well, here goes! I'm not sure that I would call it 'wisdom', but more appropriately, "lessons I've learned".

First, become an expert at something you are passionate about. Professional speakers aren't just speakers; they are experts who speak. There is a big difference. As you decide on colleges, make sure you go to one that will allow you to blossom in an area you are passionate about.

Second, take advantage of every opportunity to speak. The more you speak, the more you speak. Get it? Organizations like Toastmasters are great places to sharpen your skills. You can't do it by reading about it -- you've gotta DO it! When people are paying you money to hear you speak, you've GOTTA be good. And with your theatre and debate background, I'm sure you'll be great.

Third, learn about business. Being a professional speaker means running a professional business. You will have to get involved in everything related to your speaking business from soup to nuts. Marketing, sales, networking, budgeting, accounting, taxes (ugh), business planning, and even product development! And more and more business is being done on the Internet, so make sure you are "Internet savvy". There is so much more to being a professional speaker than just giving GREAT presentations.

Fourth, develop your writing skills. Experts who speak have a message to share with others. They can do it in many ways, not just from the platform. Books and magazine articles are some of the ways speakers share their messages with others, so are CDs, tapes, and teleseminars. Someone once told me that there are only two kinds of speakers: those who have written a book and those who are "gonna".

Finally, enjoy your life and your work. People want to hire experts who are positive, well balanced, and happy. Be patient with yourself as you learn more about this profession. I hope some of the "lessons" I've shared with you don't sound overwhelming. You will learn what you need to as you go. You have a long wonderful life ahead of you -- live every minute of it.

I was impressed that you got my information from the NSA website. The NSA is the premiere organization for speakers, so I knew that you had done your homework before writing to me. Their website has tons of great information that will help you with your career. The NSA has great workshops -- every time I go to one, my head swims with all the new information! If you ever go to one, let me know and I will be happy to host you around.

I was honored that you chose to contact me, as I have been in the business only 3 years. Now I have finally found my passion, (too) many years after graduating from college. Not many high school seniors really know what they want to be when they "grow up" -- it's great that you do. Half your battle is already won. The other half is right before you. Go at it with a passion! Oh, and let me know when you make it to Oprah, ok?

Best of luck,  
Marsha

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### **[How Did That Happen? Become Your Audience to Make a Difference by Karen Friedman](#)**

If you're looking for another article about the dos and don'ts of interviewing, perhaps you should stop reading. Almost any savvy public relations person can spout off a few helpful and memorable techniques, but that will not make you a media darling.

Since I covered local and national news on ABC in Philadelphia, the media hasn't changed much. They still speculate. They still try to beat the competition. They still ask tough questions and they still want to interview real people. The only change is the speed in which the news can be delivered.

#### ***Don't Blow a Good Opportunity***

That said; you might assume that I'm another one of those coaches big on teaching people to talk in sound bites. Actually, for starters, I'm just big on getting people to talk period. Over the years, I've stood at the scene of many stories and asked how did that happen? People had such a great opportunities to tell their story, but either declined comment, letting the media define the story for them, or failed to address the reporter's audience.

#### ***Who Cares?***

For starters, try thinking like a reporter and ask yourself the questions a reporter asks when covering a story. Who cares and how does this story affect my audience?

For example, I recall covering a space exhibit and asking a scientist to explain a certain process. Rather than spouting off data that was relevant to him, he told me that tomorrow's

technology ?would save the lives of my grandchildren.? Reporters don't care how great your technology is, but rather, they want to know how that technology can improve someone's life.

### ***Become Your Audience***

The next time you prepare for an interview, close your eyes and imagine you are your audience. Then ask yourself the following questions:

1. What would you, the reader, care about?
2. What would you, the radio listener, ask?
3. What, would you, the television viewer want to see?

Reporters ask questions they think their audiences want answered. In reality, you're not even talking to a reporter. You're talking to the reporter's audience. So, don't assume the reporter knows what you're talking about. If you do, you've left it up to them to interpret, communicate and translate for you. Reporters want:

**PASSIONATE:** To see what you saw, hear what you heard and feel what you felt.

**CONCISE:** Stay away from too many details. Use simple descriptive words and analogies that help illustrate your point.

**SINCERE:** If someone helps craft your messages, deliver them in your own words and style.

**INFORMATIVE:** Interviews are opportunities. Answer the question, then transition to your key points.

**CLARITY:** Forget jargon.

**PREPARE:** Know what YOU want to say in advance.

**CONTEXT:** Talk in concepts and ideas that mean something to the audience.

When you begin to implement these suggestions, you will find yourself talking in those sound bites or quotes that once seemed so elusive. Reporters are simply storytellers. But they can't tell a story that they don't understand.

*Karen Friedman brings 20 years of on-air television experience to media and communications training and consulting. Her Philadelphia area company, Karen Friedman Enterprises, Inc. prepares people to take advantage of media interviews, presentations and public appearances. Friedman is an international consultant and frequent speaker who can be reached at: 610-292-9780 or through her website at [www.karenfriedman.com](http://www.karenfriedman.com).*

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### **[Book Review -- The Tipping Point: How Little Things Can Make a Big Difference](#) by Deanne G. Bryce and Andrea E. Sullivan**

In December, Malcolm Gladwell, a former business and science writer for the Washington Post, and author of [The Tipping Point: How Little Things Can Make a Big Difference](#), visited Philadelphia. If you haven't read his powerful book, here is an excerpt of a book summary published in the February 2003 issue of an ezine from LeaderStrength Systems, Inc. Here, we've slightly customized the summary for professional speakers.

A professional speaker's purpose is to communicate ideas that ultimately move people to take action. Gladwell's perspective on epidemics can provide ideas to stir your audience to

action and in turn increase your demand for speaking engagements. He says, "Ideas that make a difference grow like epidemics."

Typically epidemics are considered widespread growth of something negative or even catastrophic. In the book's introduction, Gladwell uses the epidemic analogy to explain the positive expansion of an idea. He shares the details of how Hush Puppies (the classic American brush suede shoes) went from 30,000 pairs sold in the early 1990's to 430,000 pair in 1995. The tipping point is the point in an epidemic when the number of people "infected", in this case, the social virus of a fashion behavior, jumped dramatically between 1994 and 1995.

Intuitively we think the factor that causes an idea to grow like a social epidemic is the idea itself. We think that good ideas like new technology spread through our culture because they make sense. What matters more than the idea itself, is how the idea is spread.

Once you get clear on an idea you want to spread like an epidemic, you can easily apply the following tips:

1. Become or hire what Gladwell calls a connector, a maven and/or a salesman. (We have a few of these in our NSA-MAC Chapter)
2. Tweak the delivery of your message, not the content, to make it more memorable.
3. Make sure the message is communicated in an environment that will move the message forward.

Do you want to stay up to date on the latest leadership books? If so, check out [www.leaderstrength.com](http://www.leaderstrength.com) and click on "ReaderStrength".

*Andrea Sullivan, M.A. and Deanne Bryce are principals in LeaderStrength Systems, Inc., [www.leaderstrength.com](http://www.leaderstrength.com), a learning and performance organization that works with leaders to improve business performance and results.*

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