

Greater Los Angeles Chapter MAKE YOUR BEST MOVE Branding, Expertise, Sales, Talent

December 2007 E-zine

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Chapter Vision

Helping, encouraging and supporting members' professional development to increase their revenue and societal impact.

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• **President's Message**

What would GLAC have to be in order to be relevant to you?

Would it need to get you jobs?
Introduce you to Speakers Bureaus?
Provide you with a peer network?
Bring you continuing education?
Challenge you? Comfort you? Improve you?
Would you prefer virtual meetings or face-to-face meetings?
Do you like symposiums or one-day bootcamps?
Would you like to be less social or more social?



I would like to invite each one of you reading this column to join with me in the continuous re-invention of our organization. That's what it means to me to be relevant in today's world. The organization or the person, for that matter, who stands still, simply gets left behind.

So, how can we move GLAC forward? I challenge you to join my "Council of Elders," and put your wisdom behind that question.

Richard Branson, tycoon, visionary, knight and founder of Virgin Airlines, has assembled a Council of Elders, 12 internationally renowned statesmen and women whose goal is to stop wars, promote peace, stamp out diseases, and curb global warming. Branson chose the term "Elders" based on African villagers who look up to their Elders as the moral voice of the community. Privately funded to avoid being beholden to any political or special-interest party, it will be chaired by Archbishop Desmond Tutu.

You may ask, what's our connection with Branson's Council of Elders? When I read about Branson's Council of Elders, I decided that's what GLAC needs.

After all, as speakers, trainers, coaches and experts aren't we all involved with these goals in some micro way. And, as we come together as a professional organization, aren't we seeking to help each other do more, reach farther, make a lasting difference?

Perhaps these are lofty goals, but worthy as well. I think of Elders as our wise friends and colleagues and family members, who have been there and done that and who can help us find the next mountain to climb and simultaneously give us the tools to do it.

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Now, while I hate to use "elder" and my name in the same sentence, I love the thought of having our esteemed Professional members be more active in the quest to make us the best we can be. To qualify as an Elder you must be a member, willing to share your wisdom and take action. No complainers-from-the-sidelines allowed. (I'm happy to hear from Apprentices as well, as you are Elders in the making.) Notice, age has nothing to do with it.

So, let's make this an interactive column. There's a link at the end that I would like you to activate. It will take you to a Council of Elders discussion page. Please send your ideas and comments on the questions that I have put forth and feel free to raise other issues that are important to you and we will post them to this page. DO IT NOW.

I would also like you to join me at the December meeting for lunch to further this discussion. We will have a "Council of Elders" table designated.

I leave you with the words of Desmond Tutu describing the Council of Elder's mission: *"Together we will work to support courage where there is fear, foster agreement where there is conflict, and inspire hope where there is despair."* Is there any one of us in NSA/GLAC not involved with those goals? Now, let's roll up our sleeves and help each other do even better.

Happy Holidays,

Judith Parker Harris

GLAC President, 2007-2008

Challenging you to MAKE YOUR BEST MOVE - NOW!

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• **Featured Article by Dan Siedman**

COLD WIND, COPS & A CAR

John is caught rushing to a call

Welcome to winter I thought as I stood inside the Quebec airport terminal. Outside the snow was sideways from a furious wind.

My partner and I had flown in for a sales call - from the sunny south - Alabama, USA. The French gal at the Hertz counter pegged us immediately and began speaking in beautifully accented English.

I gestured over my shoulder to the weather "Do we have



to walk to the shuttle, walk to the Hertz lot, then walk outside again to our car?"

She smiled and shook her head. "Sir, we will deliver your auto right outside that door. It's a blue Ford Crown Victoria."

Five minutes later, a big blue Ford pulled up and a man jumped out and ran into the terminal. We looked at him and he nodded to us as he walked by. My partner and I looked at one another and dashed into the snow.

Thank goodness the car was running and warm. We drove out of the airport and I told my colleague to pull the map out of the glove compartment where the counter woman had said it awaited us.

Paper trash and other garbage spilled out of the glove box as it was popped open.

"This car is a dump!" I couldn't believe Hertz would give us a vehicle without cleaning it first. And then that little light went off overhead. We looked at each other and said together, "It's not our car."

I glanced into the rear view mirror and realized that someone else had come to the same conclusion. Another light was going off, a flashing light from a Royal Canadian Mounted Police (RCMP) vehicle right behind us.

Well, of course we had taken that poor guy's car who nodded to us, thinking he was giving us the "go ahead and get in" signal while rushing in from the cold.

The RCMP were very professional throughout, doing their best to suppress their grins at our stupid mistake. And Hertz apologized for the confusion, telling us we wouldn't be charged for driving the car they intended for us - once we got it.

My lesson was that impatience can have lots of unexpected consequences.

POSTMORTEM: John, a wanted man north of the border! He's right, though. Life is getting too fast. We're always in a hurry. We cram cell phone conversations into our down time during the day. We can't even relax and enjoy television commercials anymore. Our clients and prospects want us to get quickly to the point as well. BUT, if you learn to slow down and calm down - it will increase your energy when you need it most. Be wise about managing your time, take time for yourself. You body, your mind and most importantly, your family will love you for those slowin' down times. So what will you do - today - to decelerate and re-energize?

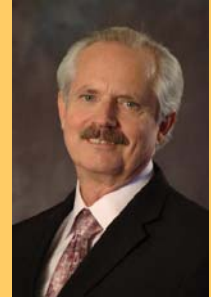
Dan Seidman of SalesAutopsy.com has collected over 600

most embarrassing business blunders. The best 50 are contained in his best-selling book, Sales Autopsy. You will want to see Dan in person on Saturday, December 8th as he opens our Professional Development Program and runs the Super Session as well.

- **Ask Bob**

"How do I get the experience I need to deliver a polished Presentation?"

I had the same question. There's a lot of competition out there and if you want to be paid enough to make a living, you must deliver the goods at the same level as the top 5% of successful speakers. Nothing about your presentation can be merely okay - it has to be Boffo! That sounds great, but how do you get there?



I met Judi Moreo, www.judimoreo.com, at the Las Vegas Writer's Conference a couple years ago. During our conversation I disclosed that I wanted to launch a speaking career. I didn't know it then, but Judi is a long-time member of NSA in Las Vegas, has spoken in 26 countries on four continents, and her client list reads like a Who's Who of top international corporations. She said the only way to get where I want to go is through platform time and even made the statement that after a solid year on the platform I, or anyone else, would probably be unstoppable.

That's fine, but how do I do that? Judi recommended the same thing our very own Dr. Brian Grossman told us in the [October GLAC e-zine](#) - *join a public seminar group*. I encourage you to reread his article under "News You Can Use" in the October issue.

Earlier this year I contacted National Seminars Group which delivers in excess of 13,000 training days per year in all 50 States, Puerto Rico, and Canada. After a short qualification process, I was invited to showcase my ability on November 5 at their main office in Kansas City. I prepared like a wild man for the showcase and nailed my seven minute presentation. Before the airplane wheels hit the tarmac back at LAX the next day, they had emailed offering a contract.

I plan to work with them for the foreseeable future. The money will be more than sufficient to support me while I hone my brand and acquire the platform presence to command higher speaking fees. Like Judi has for more than fifteen years, I plan to work with them even after my own business is up and running. The company encouraged me to book my own business and will not hold it against

me if I have to turn down speaking dates they offer. Knowing I'll have predictable income will help me focus on speaking instead of scrambling for my next mortgage payment.

The bottom line is in order to be really good at something, you have to actually do it - over and over. Zig Ziglar said "Anything worth doing is worth doing poorly. . . until you can do it well!" Working with a public seminar group pays you to learn. It certainly is not for everyone, but it makes sense to me.

If you have a question, just Ask Bob Walker, The Salvage Master at bobwalker4@cox.net.

- **Connie Contest Judging**

How the Judges Will be Judging Your Presentation for the Connie Contest



So, you're seriously thinking about entering the next Connie Contest scheduled to take place on Saturday, April 12, 2008 during the monthly NSA/GLAC Chapter meeting.

Because you've read the article, "The Toughest Presentation You'll Ever Have to Make," in the October GLAC e-zine, you know if you meet the qualifications to be a participant in the Connie Contest. And, because you've read the article, "How to Craft a Three-Minute Speech for the Connie Contest," in the November GLAC e-zine, you now know at least three approaches you may take to prepare your three-minute presentation -- without going over the strict time limit and being disqualified.

Note: For an explanation of what the Connie Contest is, who is eligible to enter, and the benefits of participating, go to the NSA/GLAC chapter's web site, click on: enter site; programs; contests and awards; Connie Contest and Microphone Pin Awards.

So, now you want to know how the judges will be judging your three-minute-or- less contest speech.

There are eight criteria or categories by which contest participants will be judged: (1) speech development, (2) effectiveness, (3) speech value, (4) physical, (5) voice, (6) manner, (7) appropriateness, and (8) correctness.

For each of these separate categories, you can earn a score from 0 to 20 points:

- 0 to 5 points.....Poor

- 6 to 9 points.....Fair
- 10 to 13 points.....Good
- 14 to 17 points.....Very Good
- 18 to 20 points.....Excellent

Speech Development: How well was your speech structured and organized with a beginning, middle and end? Did you include all the pertinent supporting details?

Effectiveness: Did you make clear the purpose of your presentation? Was it interesting? How well did you connect with the audience?

Speech Value: Did your presentation contain original ideas, concepts, or stories? Was your presentation logical?

Physical: Did you present a professional appearance? Did your body language enhance what you were saying? Did your gestures match your words?

Voice: During the course of your speech, did you use vocal variety? Did you project well enough for everyone to hear you? Was your voice crisp and clear?

Manner: Were you confident in your presentation? Did you display enthusiasm and high energy? Were you direct? Did you get to the point(s) quickly?

Appropriateness: Were your remarks and content appropriate to the purpose of your speech? Was your topic, story, slant, or thread appropriate to the members of the audience (veteran, experienced, beginning speakers and their guests, as well as speaker-want-a-bes)?

Correctness: Was your use of grammar, punctuation and word selection correct for this event and this audience? Content must be "G-rated" for this contest.

Special efforts are made to invite judges who are speaker bureau representatives, meeting planners, and others who are in the position to hire speakers. Who knows? By participating in the Connie Contest, you could be "discovered" by someone who could hire you for a paying speaking engagement!

If you are serious about stepping up to the next level in your public speaking career AND you qualify to be a contestant in this prestigious event, you owe it to yourself to enter the April 12, 2008 Connie Contest – not necessarily for the sole purpose of winning, but so you can become a better public speaker sooner.

If you have questions about the April 12, 2008 Connie Contest, contact NSA/GLAC member and Connie Contest Chair Len Linton by emailing him at len@lenlinton.com or

by calling him at 310.451.5670.

Before you know it, the holidays will be over. You need time to properly prepare for the Connie Contest. Don't wait until April 11th to begin the preparation process. Do it now!

- **Advice From the Trenches**

The Weave vs. The Dump & Run: How to Sell Product without Dumping on Customers.



The workshop was perfect. Three hundred employees were rockin'! They were motivated, excited and thrilled that they received concrete, applicable information to take back to work. Each attendee was provided with a template with action steps for twelve weeks, and follow up sessions were scheduled at regular intervals.

As an attendee, I felt inspired and ready to handle anything at work. You could sense that everyone wanted the speaker to come back for the annual conference. The sense of power, energy, and enthusiasm was contagious throughout the hotel!

Then, it happened. As the presenter was winding up, mud streams were pouring all over the attendees. Everywhere we turned, mud was slinging from the stage and being dumped all over everyone. YUCK!!

Actually, what happened was the presenter, who had everyone in the palm of her hands, began a simple sentence. "Let me tell you about my products and services." Or, it could have been "It's time for me to offer you...", or "You need these to be successful."

Haven't you just been telling us about your services? What was happening for three hours, one hour, or 45 minutes? You see, what this speaker did was the DUMP AND RUN.

Any spellbinding presentation can be ruined by the DUMP AND RUN. If people like you and learn from you, they will buy from you. After spending years selling other companies' products from the platform, and now my own services, I want to recommend a method for selling from the platform that I have found successful and doesn't alienate your audience.

DO NOT DUMP YOUR INFORMATION, WEAVE IT

When you make subtle hints at your tools and resources, people will ask you about them. One of the best techniques I have learned from sales came from Eric Lofholm: Sell the Benefit of the Benefit. I will drop a sentence about a service I offer with its benefit. Then I explain the benefit of that benefit.

I might mention a special offer, the benefits, and multiple benefits of the benefits, then continue my presentation. I will include two sentences about how to get my resources at the end of my presentation with reminders and benefits.

Some tips of the WEAVE:

- Why are your resources or services needed?
- How are YOUR services customized to your audience?
- How many benefits can you mention within your presentation?
- What is the benefit of the benefit?
- End with a call to action.

If you would like more information, please contact Dr. Brian Grossman by e-mail DrBrian@DrBrianGrossman.com
The Corporate Performance Doctor
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• **Toot Your Own Horn**

We want to know what our members are doing out there! Don't be embarrassed... Oh what am I talking about... Speakers don't get embarrassed, right? So let's here about it. We want to congratulate you, give you a pat on the back, hoot and holler at your accomplishment.

Let us be your support and cheering section!

• **Know your E-Zine Editor**

Sherry Netherland, M.A. is a health and fitness expert who provides keynotes and educational programs about baby boomer health care issues and creating a fitness lifestyle. She is also a professional comedy writer and performer who can coach speakers to optimize their presentations with humor.
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All submissions for the e-zine, no matter how large or small, must be typed in WORD and sent as an e-mail attachment to sherrynetherland@ilikefitness.com. Put E-ZINE SUBMISSION in the subject line. Use Times New Roman, 12-point type, single space, and do not do any formatting. Deadline for submissions is the FIRST of every month (e.g. submissions for January MUST be received no later than January 1st)

Brian Grossman's article series, previously in the News You Can Use section, has focused on topics of interest to the newer professional speaker. We will feature his articles in a new section called Advice From the Trenches. If other members would like to submit articles for this section (or can suggest a better title), please contact me. We will include this section in future ezines as we have material to fill it.

• **Coming Attractions**

Coming in January -

Ron Culberson, *HumorPalooza - How to Discover, Develop and Deliver Rock-Solid Humor.*

Our Monthly B.E.S.T. Guest Star **Greg Godek**,

January 12, 2007 chapter meeting. Visit our web site for more details.