

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

August 2007 E-zine

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## Chapter Vision

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

### **NSA Convention Keepers:** Dr Brian Grossmans'

1. Simon T. Bailey-  
Create and Find your own Voice, do not be an Echo
2. Randy gage-  
Prosperity Thinking  
There is enough for all of us! Think in Abundance
3. Stephanie Frank-  
Building an information product empire- It's doable, do

## • **President's Message**

In the middle of our long, hot summer, I'd like to generate some heat from you. Twenty-six GLAC members just came back from the NSA Convention. Starting this month, we'll be sharing some of the high impact highlights from the convention. Don't be surprised if you decide to buy a few of the convention tapes or start now to make plans for next year's convention in New York. The experience is always career-changing, peer-bonding and mind-expanding.



Ahh, but you don't have to wait until next year. GLAC is the ONLY chapter with our own Symposium and ours is in September. It's close to home, boasts 18 top speakers on every category you need to kick-start your business, and it's top NSA quality at about one-third of the price. All of the skills professional speakers must master will be represented in this year's curriculum. As part of our **BEST** year ever (**B**randing/**E**xpertise/**S**ales/**T**alent), we are incorporating a Sales Lab into our Symposium.

As NSA Convention keynoter, Ross Shaffer asked, "Are you still relevant? Are you injecting new 'stuff' into your presentations all the time?" Our symposium will make sure that the answer to both of those questions is a resounding, "YES!" Register now, while you're thinking about it by simply going to our website [NSAGLAC.org](http://NSAGLAC.org).

Now, let's talk about our monthly Chapter Meeting on August 11th. We're not offering one top speaker, but four. Call us over-achievers, but we want to help you **make your BEST move**. We've engaged **Jacque Jordan on BRANDING, Jodi Walker on EXPERTISE, George Hedley on SALES and Lola Gillebaard on TALENT**. In addition to an information packed presentation, they will each provide a mini-lab in their area of expertise. Ask your questions, make your plans, get a jump start on the Fall.

Thanks to those of you who completed the recent Branding Survey. Approximately one-third of the membership responded, weighing in with over 70% of the replies positive.

Here are a couple of thoughts from members:  
*"In the crowded world of speakers you must have a*

it in small steps, use the internet, have different packages, priced low to high.

4. Dan Burrus, CSP, CPAE- Step up to technology- Use education to keep up with your audience, especially Gen Y.
5. Bill Brooks, CSP, CPAE and Jim Pancero, CSP, CPAE-Start running your speaking career like a business-create sales, and hire others to work for you- You have a Higher probability of being disabled by age 60 than being dead. Bill Brooks still made money to support his family while not working for a year.
6. Ford Saeks, Wichita, KS- Build your website to Interact, have tons of free stuff, make it easy to work with you.
7. Michael Port - Use a Model to book yourself. Create a system, use a database, get others talking and Listen more!
8. Victoria Labalme- Be Yourself- Let down your own insecurity and be Yourself!

Judith Parker Harris'  
**Convention Keepers:**

Ross Shafer, former  
Broadcaster and 6-time  
Emmy winner:

1. It's your performance that makes your
2. The audience creates your brand. They

*distinctive and value adding brand if you want to prosper. There is no other way, except to be branded."*

*"If you have a good brand, then the brand itself will tell your market who you are, what you do, and how it will help them before they even inquire for more information... sort of an elevator speech on steroids."*

Finally, I challenge all of you to "Hit Me With Your Best Shot," and participate in our **BRANDING CONTEST**. Why? It will give you momentum, direction and a sense of competition (which simply adds a bit of adrenalin and urgency to the process). You'll have your marketing materials reviewed, before and after, by our stellar Branding Board of Advisors: Dick Bruso, Terry Paulson, Judy Jernudd, Pam Lontos, Greg Godek, Carol Desmond, George Hedley and myself. The entry form will be presented for the first time at our August 11th meeting. The sooner you enter, the greater your chance of being one of the Branding Showcase presenters during the year. I'll be available to answer questions and guide you through the process. That's all the news for now. See you August 11th and at our Summer Symposium.

Judith Parker Harris  
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#### • **SUMMER SYMPOSIUM** **Indian Wells, Sept 6-9**

The Summer Symposium is all about insights, inspiration and how to produce INCOME. We will show you how to convert your passion into business income. You will receive practical tools that every speaker and entrepreneur needs to know in order to build their business. You will practice skills that are guaranteed to increase your sales, learn the lessons it has taken experienced CEOs years to conquer and still have time to laugh, cry, talk and connect with your peers.



Some of our outstanding presenters include Steve Pavlina. He has been using the Internet to communicate with over 1,500,000 people every month. He will show you exactly how he built his site and how you can do the same thing

3. Say something BOLD and believe it.
4. Sweat the small stuff - all the details!
5. Be nervous.
6. Make sure you're given a proper
7. Break your rhythm.
8. Stack your speech. Start with the second
9. NEVER end on Q&A.
10. Your audience remembers the emotion you

David Markovitz'  
**Convention Keepers:**

MindIQ has developed a program called Design-a-Course, which is a very easy-to-use program for creating e-learning products. Anyone who currently has any type of training program can easily convert it to an e-learning product using Design-a-Course. You can import video, audio, and just about any type of file. You can create quizzes and test questions. Students' scores are captured in a built-in Learning Management System. I've already purchased their system and had a demo up and running within one hour. Finding this product was worth the price of admission to the NSA Convention.

Dave Balchs'  
**Convention Keepers:**

Susan Friedmann talks making it big in a small market, and branding is a big part of doing just that. She has a book titled "Riches in Niches: How to Make it Big in a Small Market"

His real gift is that he speaks plain English: "He puts the cookies on the bottom shelf."

In addition to the main speakers, we have eight dynamic breakout sessions that will teach you exactly what to do to master: writing a book, using direct mail, getting publicity and much more. You will enjoy lots of entertainment from professionals who have done Oprah, Carnegie Hall and Broadway. This is truly a first class weekend.

David Rohlander  
[www.DavidRohlander.com](http://www.DavidRohlander.com)  
[www.MoreThanTalent.com](http://www.MoreThanTalent.com)

David Rohlander, has been a member of NSA since 1990. He enjoys helping speakers figure out how to turn speaking into a real business. That's why he volunteered, when Ed Poll twisted his arm, to head up the Summer Symposium. "You have got to bottle your passion to sell it. It's absolutely a business." That's exactly what you will learn how to do when you come to Indian Wells on September 6-9, 2007.

IF YOU'RE LOOKING FOR THE BEST VALUE FOR SOME OF THE TOP SPEAKERS NSA HAS TO OFFER, YOU DON'T HAVE TO LOOK VERY FAR.

IF YOU WANT THE BEST ADVICE, PROVEN PROCESSES AND INSPIRATION TO GROW YOUR BUSINESS AND YOUR INCOME YOU CAN FIND IT RIGHT HERE.

A FACULTY OF 18 -- SIMILAR TO A WESTERN WORKSHOP BUT OVER \$200.00 LESS.

A BEAUTIFUL RESORT DESTINATION -- AN EASY DRIVE AWAY.

NETWORKING AND MASTERMIND POSSIBILITIES TO MAKE SURE YOU DO WHAT YOU DECIDE YOU'RE GONNA DO!

All the other chapters of NSA are jealous they don't have one. NSA points to the Symposium with pride as another jewel in our crown. HEY, GLAC, IT'S YOUR SYMPOSIUM, based upon feedback of what you said you want and geared to make you the most successful speakers in NSA! So-o-o-o-o

IF YOU HAVEN'T REGISTERED, WHY NOT??? DO IT NOW BEFORE THE PRICE GOES UP ON AUGUST 1. (THAT'S



She has become quite the celebrity in the trade show market, helping businesses be more effective when they exhibit at trade shows.

Keepers from her session (it was one of the Expert Exposition tables that wasn't recorded)

7 Keys to Create a Solid Niche Marketing Strategy:

1. Create a name that says what you do (this is the branding part)
2. Build your media muscle
3. Speak and network at industry events
4. Catch writing fever - write lots of articles and have them proliferated on the Internet
5. Produce educational materials
6. Develop "systems" for accomplishing things in which your market is interested
7. Offer services

Hans Nordens'

### Convention Keepers:

Dale Anderson:

I am in control of my own chemistry/happiness. We can produce a happy chemistry by acting cheerful, laughing, etc. That chemistry will shine through in our countenance when we enter the stage. People will react positively to our energy.

Vicky Sullivan:

"The problem is not lack of genius, but application of brilliance" It's no longer about having a bright idea but having done something cool

TODAY!!)

IF THE BEST VALUE IN NSA ISN'T ENOUGH TO CONVINCING YOU. HOW ABOUT WHAT THESE PEOPLE HAVE TO SAY.

*Thank you soooo much for a fabulous event. I was delighted to be a Sponsor and look forward to participating again next year. Please keep me on your list for chapter meetings and events.*

Ann McIndoo

*It was my first Symposium so I have nothing to compare to except to other speaking seminars/conferences that I have been to. It was better than the best of what I have attended!*

Beverly Tillman

*Thank you very much for allowing me the opportunity to speak at your annual meeting in Palm Springs. From the comments I received it seemed like everyone enjoyed all the sessions and also learned some things.*

Arnold Sanow

If you were unable to attend the NSA convention in July, you'll get the same kick start at this symposium which we lovingly call our "MASTERS IN A WEEKEND." If you did attend, this is a great follow-up to keep you moving with your goals.

Here's another reminder of the great faculty and their topics. These are the people who can teach us what we need to know. One-half hour of any one of these speaker's time would cost more than the whole symposium. This is one event you really can't afford to miss.

### • Make Branding A Priority

To be successful in the speaking business, you must make time for business development - branding and marketing yourself and your business. While servicing customers is very important, it's selling the work not doing the work that pays the bills. To reach the next level in business you must learn to brand, market and sell.



In the beginning of my speaking career I spent a lot of time developing my skill and talent as a speaker and not enough time developing the business aspect. After joining NSA, I learned a great deal about the business side of speaking and spent a lot of time learning, perfecting and putting into practice strategies and techniques for

and finding an application for it. Tell people how they can use your knowledge in their lives/business.

NEXT GLAC CHAPTER MEETING

**August 11, 2007**

The Wyndham Hotel

Commerce CA

9:00am to 12:30pm

Not one, not two, but FOUR experts! Join us for our first-ever **BEST Lab** - Branding, Expertise, Sales and Talent

successfully running a "speaking" business.

I managed to do quite well as a motivational keynote speaker, writing a book "Loving Yourself First", developing product-CD's, DVD's, videos, etc., becoming a certified coach and NLP practitioner, hosting a radio talk show and a cable TV show, writing a monthly magazine column and a monthly e-zine. Yes, I was doing it all.

The mistake I made is not finding a way to tie it all together under a brand or a niche. I spoke to anyone and everywhere there was an opportunity; however, I had no brand identity or marketing plan. I was always busy and that is what mattered, right? Well, there are two answers to that question. Yes and no.

Yes, because I was traveling, earning, enjoying, and creating a successful business. No, because I was not building a business that could be sustained without my busy travel schedule and could not be maintained without constant sales and marketing to new markets and or clients.

So what could I do and how would I do it so that the income I had created could be maintained? These were huge questions for me. So I set out to find the answers. I became consumed with Branding. I hired experts, took classes, read everything I could get my hands on and began to make changes that would eventually lead me to a brand.

What is a Brand? Simply put, branding is all about telling customers who you are, what you do and how you do it, and your "promise." What they get when they select you.

Using this definition as my road map I set out to "brand" my products and services. The first thing we did was to change the name of my company from LC & Associates to Life Changing Strategies. The name of the company as it was did not reflect what we were doing and it told the client nothing about what we provided. Life Changing Strategies more closely describes what my company provides and what we are about.

The second thing we did was to identify a target market. For us that market is high achieving, professional, business and entrepreneur women. We target organizations across the country whose members believe in personal and professional development and can afford to pay for it.

The third thing we did was to make branding a priority. We created a branding and marketing plan and began to include daily activities into our weekly work schedule. Answering the following three questions will help you arrive at your brand.

1. What makes me different? What differentiate me

from others who do what I do?

2. What do I want to be known for? What do I want to project?
3. What is the one thing that makes me or my company powerfully unique? Something my competition won't or doesn't provide?

In answering these questions we developed the following:

Our "promise": We help you perform at your very best every single day, getting outstanding results in everything you do without sacrificing quality of life to do it.

Wow! What a promise. Remember the most important thing about a promise is that you better be able to live up to it. Once you have firmly established your promise in the minds of customers, make sure every move you make conforms to that promise.

We then shortened our promise to a tagline: "We help you perform at your very best everyday!" Our tagline became our slogan: Live Your Ideal Life Everyday! Or Live Life On YOUR Terms!

**Linda Coleman-Willis** is a professional speaker, success coach, author and a past president of NSAGLAC. She is founder of the Center For Personal Growth and Development and Owner/CEO of Life Changing Strategies, a speaking and training company. Email: [Lindaspeak@Lindaspeak.com](mailto:Lindaspeak@Lindaspeak.com) website: [www.Lindaspeak.com](http://www.Lindaspeak.com)

#### • SURF'S UP SAN DIEGO!

Special thanks to all those who attended and volunteered at the recent national convention of the National Speakers Association, held July 9-12, at the Hyatt Manchester Grand in San Diego. GLAC was present and involved in the Southern California hosted event! NSA staff gave GLAC chapter members who graciously volunteered to help as People Movers and Hospitality Helpers HOST CHAPTER ribbons which we proudly wore on our official name badges.

Rave reviews are STILL flooding in on the success and FUN of Hospitality Booth on Monday, July 9 opening day. Professional members and the Board of Directors commented that it was the best Hospitality Booth area they have even seen. Laura Stack, Co-Chair, National Convention, e-mailed Sheryl Roush exclaimin, "...Sheryl, you were the most wonderful, sparkly hospitality chair in history! You and your team ROCKED! It was the best and made everyone feel so welcomed. Your surfboard and

ocean display were so fun, and your photos brought out the actor in everyone. I have heard nothing but kudos for everything you did to welcome everyone to San Diego..."

Hundreds of locals as well as international delegates stopped by throughout the full day, picking up tourist information on the Zoo, Wild Animal Park, free tour passes to the USS Midway, SeaWorld, downtown dining coupons, walking distance maps, and much more. In addition, they were treated to having their pictures taken in front of the towering, brand new surfboards, graciously loaned by Rory's Surf Shop.

People KNEW there was something fun going on as they stepped off the escalators and could hear the music of Jimmy Buffet.

**SPECIAL THANKS:**

Kristen Crawford for borrowing set items from the Price is Right TV show, making the backdrop so effective. Also for procuring the surfboards and sharing her creativity and effervescent energy to the booth. Thanks to Liz DeClifford for her coordination and design creativity. Our other GLAC volunteers included Blanche Katz and Melody Fleming.

Thank you for such a Sunny Success and Cowabunga Convention!

Sheryl Roush  
NSA 2007 Convention Hospitality Chair  
Member NSA/San Diego and GLAC Chapters  
17-year Professional Member NSA

### • **NSA Convention Reviews**

Thanks to **Scott Hunter** for sharing some of his NSA Convention experiences. He attended Joe Vitale's CSP Only Session. He found the session inspiring. Here are some of the keepers from that session.

Inspired Marketing - Joe Vitale

- His new mantra:
  - I love you
  - I'm sorry
  - Please forgive me
  - Thank you
- With the internet, anything goes. So don't hesitate to try something.

- Write without editing and edit later. Write the first draft as quickly as possible. You'll surprise yourself with what comes through.
- Marketing is sharing my passion about something I love with the people who will be most welcome to hear it.
- When in a negative place, ask for help.
- Stay in the moment. Stay loving. Stay present
- We all have both a fear of success and a fear of failure. So consider nothing bad ever happens to you when you fail. Ask yourself: Can I live with me if I fail? Absolutely!

- **News You Can Use**

Videographer

**SOUNDCHOICE**

**Code of Conduct**

*By Dave Morton*

I have been video taping seminars and training sessions for many years. Over the years I have learned how to appreciate and respect the people who plan and work in the meetings industry. The first thing I recommend to a speaker who wants to be taped, is to connect with the meeting planner. Present your intention, why you'd like to tape this session, and how you might use the taping to add value to the attendees' experience.

One recent experience defined for me how poorly videographers are viewed by some people in the meetings industry. A client contacted a meeting planner to arrange videotaping and was turned down. This was the planner's response: "We discourage people to video tape their sessions because the camera crew is a distraction from the session." Normally, I would think, that's fine, they are entitled to their opinion, but I was stunned

because the response came from the National Speakers Association (NSA).

My first thought was disbelief. After that I could only assume the behavior of other videographers prompted the response. If the one association that should understand the value of taping, and whose members pursue taping opportunities at every meeting and seminar is saying no, what happened? A few long time members of NSA told me how video crews would show up with way too much gear, take over the meeting and serve the needs of their client over the needs of the audience.

I understand how the moment and the event could lead to some over zealous ambitions. What disappointed me is that an opportunity to establish guidelines was missed. Eliminating or dramatically reducing unprofessional behavior, wherever videographers and speakers come together, is a worthy goal.

I have operated with my own code of conduct for many years and it has served me well. I hope that some of the things I have found to be of value will help to establish guidelines for speakers, videographers and meeting planners to open the doors of opportunity a little more often.

#### Videographers Code of Conduct

1. Choose wisely. Sometimes the timing, environment or personalities in play make for a very obvious choice. If it seems like a strain, look for the next best opportunity.
2. Time is of the essence. Plan as far in advance as possible. The subject of video should be addressed at point

of contract, not the week before the event. Your motives and needs cannot be expressed or heard when it's crunch time. Why would they want you to tape their meeting? You need to have an answer that serves your client.

3. Be respectful. It's always about the audience. Make sure their contribution to the event is not compromised by your actions. Position your equipment and frame your shots in a way that appreciates their feelings and concerns.
4. Be transparent. Arrive early, before anyone is in the room, to facilitate your setup. Leave late, do not disrupt what follows your shoot. Wait for a natural break in the event to teardown and make your exit.
5. Be considerate. How does what you're doing effect the people who precede you or follow you? Know how the room will be set-up before your shoot and after your shoot. Find out what those speakers expect, who they are and communicate with them.
6. Be agile. Make sure your technology and your staging mix well with what is already planned. Nothing is more embarrassing than having your videographer's microphone on the same channel as the room next

door.

7. Be empathetic. Know who everyone is at the event that will appreciate your help or hate you for being in the way. Then make certain you communicate your understanding and willingness to be of service. The A/V staff, banquet staff, hotel management, meeting planner, etc.
8. Say thank you. Thank every person you come in contact with during the shoot. The next time you see them, they will smile.

How great would it be if the response to, "Can we tape our session?" was, "We have a code of conduct and if you are willing to abide by the guidelines, you are welcome to tape your session." These guidelines work even when I get the, "if we let you tape, we'll have to let everyone tape" objection. Plan as if everyone is going to videotape their session and be part of the solution. A meeting planner is judged by every detail of an event, these guidelines will keep you under the radar and on the "good guy" list. They might even ask for the name of your videographer for their next event.

#### • **Toot Your Own Horn**

Our e-zine editor, Sherry Netherland, is proud to announce her acceptance into the Lonny Chapman Group Repertory Theatre. Watch for announcements of her one woman show. She has also had two articles published in the recent edition of the Case Management Society of America Newsletter, "The Fight for Independence: Hiring a Caregiver," and "Communication Issues with the Older Adult Client (or Parent!)" [www.ilikefitness.com](http://www.ilikefitness.com).

- **Know your E-Zine Editor and Roving Reporter**

**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.

**Bob Walker** is a writer and speaker who lives his life as an Adventurer. He weaves his experiences as a Salvage Diver, Alaska Fishing Guide, Motorcycle Racer, Screenwriter, and Eagle Scout into presentations designed to teach problem solving, teamwork, and other valuable business skills. Possessing an Adventurer's Heart himself, Bob speaks with authority and good humor on the topic in a series of keynotes.

- **E-Zine Contributions**

**Material for the e-zine must come to [sherrynetherland@ilikefitness.com](mailto:sherrynetherland@ilikefitness.com) as a WORD document attachment. The deadline to submit materials is the first of every month.**