



Greater Los Angeles Chapter

MARKET YOUR BUSINESS AND EXPLODE YOUR GROWTH!

May 2009 E-Zine

Chapter Vision

President's Message

Major Media Mistakes...

Write Articles & Develop Your Internet Presence

Speaking Opportunities in Latin America

Chapter Partners

Meet Your Editor!

Coming Attractions

Chapter Vision

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

Board of Directors

• **President's Message**

Thank you Alan Weiss and George Hedley for a full day of business building strategies! Thank you to our more than 100 attendees who shared in the joy and energy of being at CBS studios! If you want to relive this exciting day of continued professional development, contact Lori Akina to order the four-CD recordings for only \$37, produced by our very own Mr. Dave Morton.



WAs we are making final preparations for NSA/GLAC's annual [May Media Mania](#) event this Saturday, May 9th, I encourage you to invite your colleagues, friends and family. For as little as \$ 39 they can join you for incredible networking, see you pitch our top media guests and seize this unique opportunity for pitching their dream themselves!

Your host will be Bruce Gold, introducing us to another stellar line up of media experts, invited by Eli Davidson. Judith Parker-Harris will be producing the day so get your pitches ready because we want to see you getting BOOKED at this year's edition of May Media Mania!

As a reminder to our professional members, we are mailing ballots for our annual board elections in the week of May 15th. This is your chance for getting involved as a leader to keep our chapter thriving. Please declare your candidacy by contacting [Lori Akina](#) right away.

I wish you the best in preparing your pitch.

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GLAC President, 2008-2009

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• **Major Media Mistakes...**

Will Cost You!

By Judy Jernudd

Congratulations! Your pitch captured the media's attention. You just received the call you have anticipated for weeks: "Can you be at the studio in three hours, camera-ready?" Or, can they send a reporter over to your office in a couple of hours along with a still photographer? You're excited. You call your mother and your friends.

"What should I wear? Oh, I wish I wasn't having a bad hair day." Your jubilation fades as you begin to ponder; what am I going to say? Now we're getting down to it. Here's a glimpse of what kind of mistakes interviewees - you - can make.



- Being unprepared. You are eager to see yourself on TV or your name in print. Media exposure can only help, right? It is after all your subject area, isn't it? Or, maybe it is not. Don't say yes, unless you're confident you know what you're talking about and how your information will help the story.

Tip: If it's not your area of expertise, offer to find the perfect resource. You win in three ways. You make a media friend, you help out a friend with the expertise and you save yourself from looking like the flavor of the day. People who try to be all things to all stories don't produce many results. They don't get invited back either.

- Focusing on your history. How you got to where you are today or why your book came about might be a fascinating tale, but you want to get your key point up front. Don't save it for last.

Tip: Your segment might be cut short. You'll never get to the best part, even in print. Don't make the reporter work too hard to find the key points.

- Blaming the reporter: "That ###!@## reporter never asked the right question!" Someone makes this statement in almost every Media Coaching workshop. It isn't the reporter's job to ask you the right questions. Your answers are the key to your media success.

Tip: Make a list of talking points. Read through them and start editing. What does the viewer, reader or listener need to know? What is most relevant to the story? Don't make your talking points sound scripted or canned. Work them into your answers.

- Confusing talking with communicating. As speakers, we are used to audiences and to talking. And talking and talking. You can waste a lot of airtime and ink on long winded monologues. Be careful of this on your telephone interviews as well.

Tip: Start preparing sound bites and quotes from the minute you pitch an idea to the media. You can craft them around each story idea.

I just returned from a meeting in NY with professional journalists from major network, as well as cable, radio, print and Internet, media outlets. They sang the same the song; tell us what your expertise is up front and how it fits in with our format and stories.

One last tip: Deliver what you say and deliver it with energy.

Follow Judy on Twitter for Media Coaching updates - www.Twitter.com/JudyJernudd

- **Write Articles & Develop Your Internet Presence**

By Annette Fix

Online magazines (also known as e-zines) depend on talented freelancers and subject experts to provide them with content-rich articles for their readership. Online magazine editors have a voracious need to acquire a significant amount of content. This is a huge, untapped market speakers can benefit from reaching.



By approaching the right publications, in the correct manner, you'll have a great opportunity to expand your Internet presence, increase your brand visibility, build credibility in your area of expertise, and provide useful information to your target audience.

Although there is a great need for content, higher- ranked publications are selective about what they publish. They aren't interested in you or your platform. They want solid information for their readers. Follow these guidelines and your articles will be published online.

How to Select the Right Magazine:

- Study previous issues.
- Familiarize yourself with the style, tone, and content of the magazine, and the structure of the various editorial sections.
- Once you have a feel for the publication, consider your own expertise and interest to determine if it is a good fit.
- Request the editorial calendar to see what topics and themes are slated for upcoming issues.
- Review your stock of articles for an appropriate submission, or write an original article specifically for each publication.*

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*A reprint is when an editor purchases an article that has already been published elsewhere and the editor doesn't require any changes to the piece-they purchase and publish it as is, usually at a lower payment. A repurposed article is essentially the same article that you have changed in some way (tone, structure, angle, etc.), so it suits a magazine's specific needs.

How to Submit Your Articles:

- Review the magazine's submission guidelines and follow them verbatim.
- Check the masthead/editor's desk for the name of the editor to address in your email.
- In the subject line you **MUST** use the word "Submission." Include a powerful, topic-appropriate title for your article.
- Format your submission in single-spaced lines, block paragraphs, with one space after periods and other ending punctuation.
- Submit your completed article pasted into the body of an email.
- **DO NOT SEND ATTACHMENTS** (unless asked to do so).
- Submit a well-written and proofread article that has useful take-away information* for the e-zine's readers.
- Include your bio and links to your website.

* You can also use the "hard facts" in your articles to create short filler pieces, sidebars, tips tables, etc.

By following these online magazine selection and submission tips, you'll have a greater likelihood of having your article published.

For credibility purposes, it is always better to publish articles on high-traffic online magazines, but if you are just looking to wallpaper the Internet with your articles, there are numerous article syndication sites you can use. A few of the best include:

Ezine Articles - <http://www.ezinearticles.com>
Articles Base - <http://www.articlesbase.com>
Go Articles - <http://goarticles.com>
Idea Marketers - <http://www.ideamarketers.com>
iSnare - <http://www.isnare.com>

It's not difficult to have your articles published in online magazines. Just give the editors what they know their readers want.

Annette Fix is the author of *The Break-Up Diet: A Memoir*. She is Senior Editor and co-owner of WOW- WomenOnWriting.com, an online women's writing magazine. Annette is a freelance editor, publishing consultant and speaker. She will be launching her online workshops in Summer 2009.

For more information, you can visit Annette's Paper Trail at www.annettefix.com or *The Break-Up Diet: A Memoir* at www.thebreak-updiet.com.

- **Speaking Opportunities in Latin America**

Arnold Sanow CSP (www.arnoldsanow.com) brought the following

opportunity to our attention. Arnold, who is based in Washington, D.C., spoke to the GLAC in October, 2008, and served as our Marketing Advisor for the Chapter. Thanks Arnold!

If you are interested in this opportunity, please contact the International Speakers Bureau directly.

International Speakers Bureau is reaching out to a select group of speakers/trainers/consultants that are traveling to the Latin America Region over the next 12 months. We would like to know if you are traveling to the region and if you would be available for additional work while there. International Speakers Bureau has a large concentration of Latin America companies that are looking for the top thought leaders in the United States. We are specifically looking for those traveling to:

Brazil
Argentina
Chile
Colombia
Mexico
Puerto Rico
Dominican Republic

If you are interested, please provide the dates of travel along with the city/country you will be traveling to. It would also be beneficial to know what amount of time you would have available on the front end or back end of your trip. And, lastly, if you would be available for speech only and or training and consulting.

Thank you.

The iSB Team

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- **Chapter Partners**

YOUR NAME AND AD HERE!

[Chapter Partner Agreement](#)

- **Meet Your Editor!**

Executive Consultant and Author **Hans Norden**, is an expert in connecting business functions in order to form unique integrated business systems that adhere to corporate strategy, values and ethics. Hans has made his career in change operations for the service industry and he is the author of "Authentic Solutions to Solving Business Problems". Hans Norden has lived and studied in The Netherlands, England, France and The United States. Hans currently lives in San Diego, California where he runs his own consulting practice under the name [Anticipated Outcome](#).



***Please note:** 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 hans@anticipatedoutcome.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 June MUST be received no later than June 1st)

- **Coming Attractions**

SAVE THE DATES

Get ready for one of the most important events in our chapter. [May Media Mania](#) will be held on **May 9th at the Doubletree in Commerce**. Hosted by Comedian Bruce Gold.

Media experts from The Huffington Post, Los Angeles Business Journal, "Making It" Television Show and TV Producer from Dr. Phil. These media experts will be ready to book you on the spot- so get your pitch ready!

Everyone will be eligible to pitch at May Media Mania so get ready!

(9:00 to 1:00pm)

June 13, 2009 - Platform and Performance Boot Camp with Judy Carter and Dianne Legro. Also Get Noticed/Get Referrals with Jill Lublin

(9:00 to 12:30pm)

[Register TODAY for the May Media Mania Event!](#)