

Greater Los Angeles Chapter Make Your **BEST** Move Branding, Expertise, Sales and Talent

November 2007

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Chapter Vision

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

President's Message



WHEN A HELPING HAND IS NEEDED

Last week, I was given yet another reason why anyone who speaks for a living should be a member of NSA and GLAC. After a restless night due to raucous winds outside our windows, my husband Jack and I woke up to an unsettling report about the Malibu fire. Normally confident that we would be all right no matter what was happening, I was surprised when Jack said, "I think we better pack up and go." Roads were closing faster than we could pack. We finally proceeded north through Oxnard and drove right from one fire into road closures from another fire, but 2 hours later we arrived in town safe and sound. (We were fine and as it turns out, our home would be fine, too)

Sunday afternoon, as we watched the news of all the Southern California fires, I began to wonder who I knew that might be affected. Were Sheryl Roush and our friends in San Diego OK? Did we have members in Big Bear, in Santa Clarita in the Inland Empire. . .

Less than 24-hours after the fires broke out, I heard from Stacy Tetschner, Executive Vice President and CEO of NSA. *"Everyone at NSA is saddened to hear of the destruction of homes, businesses and lives that are resulting from the fires in your area. We want to extend our most sincere condolences for any of our Southern California members who have been displaced, lost homes or places of business. Please know that your NSA community, through the NSA Foundation, stands ready to help where it can."* He then went on to inform of the NSA Foundation Professional Speaker Benevolence Fund, and how any affected members could apply for help if needed.

In the San Diego chapter, Rodger Price took on the role of central communications person for those wishing to donate or to request help. Almost immediately, numerous generous offers of condos, offices, supplies and more started to roll in. At GLAC, we immediately sent out an Eblast to members to see who in our network might be affected and alert everyone that help for our members might be needed.

My point is this - human beings need networks of other human beings. It's nice to know when you need a hand that there is more than one hand out their ready to grasp yours and help.

In 1992 I joined NSA because it was THE organization for professional speakers and I was making the transition from Ad Agency Owner to author and speaker. It took me a few years to join GLAC and that was a mistake, because it was only after I joined the local chapter and got active that real CONNECTIONS started to take place for me.

Count the connections you can make from friendships to road warrior sympathizers, to supporters in new ventures, to referral sources, to mentors, to mentees, to fellow authors, to experts searching for their niches, to teachers, to pros trying to stay ahead of the curve - to helping hands when you need them the most.

We're reaching out to bring new members into their GLAC home right now. Bring in a new member and come to your next meeting for free. Bring in 5 members or more and we'll pay your GLAC membership for one full year.

MAKE YOUR **BEST** MOVE and bring in some new members. Who knows, one of these new members may be exactly who you are looking for - just open your eyes and put out a hand.

Judith Parker Harris
President NSA/GLAC 2007/2008

P.S. There is still time to join the Branding Contest. You have until DECEMBER 1, 2007 to enter the Branding contest. Your entry and all materials must be postmarked by December 1, 2007. See the [website](#) for the entry form and all requirements.

BrandStorm Winners

Congratulations! To our THREE winners from last months Brandstorming raffle with Dick Bruso. Here is what they had to say and how Dick changed their focus:

Winning the Brandstorming draw was nothing short of transformational. I'd been working on a brand for the past 2 years with mild success. Within 30 minutes of working with Dick Bruso and the GLAC members, I was able to see that my true message was deeper, broader, more courageous and heartfelt than I was willing to show. I left with courage to step into my true potential and vision.

Alana Pratt, Apprentice of GLAC

The "Connies"



How to Craft a Three-Minute Speech for the Connie Contest.

There are at least three ways for potential participants in the April 12, 2008 Connie Contest to approach preparing their three-minute or less contest speech.

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.

Now, let's get back to how to craft a three-minute-or-less speech for the Connie Contest.

Approach # 1: Take 2:45 to 2:55 minutes from your regular keynote speech or breakout session speech and use it as is. In the past, some contestants have tried this approach with varying degrees of success - and failure. This approach is not recommended. It's the last-minute, lazy approach to participating in the contest.

Approach # 2: Identify the essence, the core, the heart, the thread of your main message in your keynote or breakout session speech and create a new speech that fits within the three-minute-or-less time limit. A short version of your "signature story" may, in fact, work very well. Remember, it is more difficult to craft a three-minute speech than it is to craft a 30-minute or three-hour presentation. This approach will require some time and effort on your part, but will pay dividends for you that go beyond the scope of the Connie Contest itself. Think how comforting and confident you will feel when you are able to communicate the essence of what you speak about in a concise yet comprehensive way.

Approach # 3: Begin from scratch to craft a three-minute-or-less presentation specifically designed for the persons sitting in the audience observing the Connie Contest. Your audience consists of experienced professional speakers, newcomers to the speaking business, speaker-want-a-bees, guests and contest judges.

What kinds of topics, anecdotes, personal stories, metaphors, acronyms, and bits of humor might connect well with the members of this particular audience? It's not about being a stand-up comic for two minutes and 59 seconds. It's about being real, authentic, taking who you are and your experience in the speaking business and sharing a small part of that with the audience.

If you do decide to weave in humor, allow time for the audience's response (hopefully, laughter for the right reasons). Trimming your presentation to two minutes and 30 seconds to two minutes and 45 seconds will allow precious seconds for laughter. It's no good having the best or funniest presentation if you exceed the three-minute time limit. If you are timed at 3:01, you are disqualified.

While taking the third approach will not guarantee winning the contest, it will guarantee you becoming a better speaker. Why? Because it will teach you the process you need to pursue to custom-tailor your presentation for a specific audience - something you need to be doing anyway.

Whatever approach you decide to take - you may invent other approaches than the three outlined here - don't embarrass yourself in front of your peers by attempting to design your contest presentation the night before or even the week before.

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 Lipton by emailing him at len@lenlipton.com or by calling him at

310.451.5670. Don't wait until April 11th. Do it now!

Editor's Note: Next month, Len will focus on the judge's criteria. He will let us know how they judge the contestants and how much weight is placed on each category.

Ask Bob

"What should I DO or NOT DO to protect my voice and maximize its effectiveness?"

I talked with NSA member and voice guru Joni Wilson, www.provoicecoach.com for this one. She works with speakers, singers, business professionals, and most anyone else who depends on their voice to make their living. While preparing to interview Joni, I read her enlightening book, "The 3-Dimensional Voice."

Over the course of several conversations, the underlying theme I picked up from her is this - People judge you by your voice, especially during an all-important telephone interview. Your voice can make or break your career! Learn to play it like a fine-tuned instrument.

In addition to the general rules below, I asked her what I should do before an upcoming speech where I'll be traveling by air the day before. Here's what she said;

On the airplane - Don't get in a long conversation with your seatmate. Leave the alcohol and coffee alone; drink lots of water to keep your vocal chords lubed up.

In the hotel - Don't use the air conditioner unless you need it. The A/C dries the air. Turn the shower on HOT to humidify the room while you warm up your voice. Some of the warm-up exercises are - pant like a dog - do a series of yawn-sighs - and several others that don't lend themselves to the written word. Joni cautions that you should do these into a towel to prevent a knock on your door by hotel security officers.

At breakfast - NO coffee or fruit juice - drink decaffeinated herbal tea instead.

With Joni's permission, I copied the following rules from her helpful website.

1. **Do** drink plenty of water. Liquids are vital to hydrate dry vocal cords, especially in air conditioned or heated buildings.
2. **Don't** clear your throat with a vengeance. The more you clear the mucous, the more mucous you'll have. The vocal cords are mucous membranes and need the mucous to moisturize and protect them.
3. **Don't** use cough drops or throat lozenges with menthol. The "coolness" of the menthol is irritating to the membranes of your vocal cords. Herbal drops work great, or better yet, have a lemon drop and create your own saliva. It's the natural healing "elixir" of the voice.
4. **Don't** whisper if you find your voice becoming tired and weak. Whispering causes more vocal damage than speaking in a normal voice.
5. **Don't** take a decongestant if you plan on using your voice. Decongestants are designed to dry up mucous and they do not care where the mucous lives. Because the vocal cords survive in a mucous atmosphere, if anything dries up that precious mucous, the cords will also dry up, affecting the voice "Big Time."
6. **Do** drink herbal teas and warm liquids to pump-up those tired vocal cords. Avoid ANYTHING with caffeine in it. Your precious cords need moisture and caffeine dehydrates.

The bottom line is take care of your voice. No matter how great your information, if you deliver it in a high, strained, reedy voice or sniff and hack your way through it, your credibility will suffer. And so will your bookings!

Bob Walker
The Salvage Master

If you have a question, Ask Bob by emailing me at bobwalker4@cox.net. Each month I'll select a topic and research it thoroughly by picking the brains of the gurus, then make suggestions based on their advice and my own research.

Bob Walker is a Writer, Speaker, and Problem Solver who lives his life as an Adventurer. He weaves his experiences as a Salvage Diver, Alaska Fishing Guide, 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.

News You Can Use



ARE YOU A PROFESSIONAL TRAINER, OR A KEYNOTE SPECIALIST?

A meeting planner recently asked me "Are you a trainer, or a keynoter?" My response? "I am a professional speaker, and a member of the National Speakers Association." How do you identify yourself? Do you identify yourself as a consultant who speaks or a speaker who consults. Are you a trainer or a keynoter?

This issue will define some differences between keynoter and trainer. Of course, you can be both.

I have worked for the past few years as a seminar leader. The usual format is a specific topic covered over a period of one six hour session. Training may also be two, three, or four hours, or half-day combinations. You may also be asked to conduct a breakout session at a conference or convention, which is a 45-60 minute information session that runs concurrently with other sessions at a corporate convention.

Training/Seminars: Here, you have an opportunity to build rapport, specialize the content so it feels customized for each attendee, and possibly sell some of your services. Training needs to be interactive, and fast paces. It is not a lecture. The opportunity exists to use humor, tell stories, provide interactivity, and share golden nuggets of information to grow the skills of your attendees. You may have control over the schedule, break times and lunch. It is *Your* show.

Keynotes: HANG ON TIGHT! Huge differences. The time is fixed - usually 45-60 minutes. Ninety minutes at most. Your topic will be specific. You will be asked to be any or all of the following: Wow us with new information, motivate, inspire, be funny, have a signature story, overcome conflict, bring us together, ignore what our company was in the news recently, and stay for the whole conference.

You may also have attendees eating, drinking, holding mini-meetings at their tables - all during your talk. Your keynote time may be cut short or extended at the last minute due to factors always outside of your control. On the positive side, you get to BE YOUR BEST! Get invited back, get specific gigs from the meeting planner or attendees. Keynotes test your core. Can you entertain, tell stories, motivate, keep attention in a short period of time?

I get the most personal satisfaction from keynote talks. I feel great when people tell me months later my message still sticks. Training seminars allow me to weave and teach learning points that will stick because of the ability to explain, answer questions and build solutions. Keynotes do not allow the time that seminars provide.

So, now, you pick, and let me know what you think.

Be your best and go train and keynote!

If you would like more information, please contact Dr. Brian Grossman by e-mail

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The Corporate Performance Doctor
Consulting/Presentation & Leadership
Coach/ Keynotes/Retreats/Seminars
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I'm doing a special FREE seminar on public speaking at Cal Lutheran on Spirit of NSA Day. Please tell the members about it in case they want to register and attend, refer others to attend or do something similar for their marketplace.

Here is the link to my Blog for details and registration info: Visit Jim's blog:

www.cathcart.com/blog

Registration is required but the event is free.

In the Spirit of NSA,
Jim

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Know Your 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. ilikefitness@gmail.com

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 November MUST be received no later than November 1st)

Coming Attractions

Coming in December -

Dan Siedman, *"The 800 Pound Lie of Guerrilla Marketing"*. Do you believe that, by using brilliant & creative Guerrilla Marketing tactics, business will come flocking to your door? Then why doesn't it happen? Don't miss this fun program where fabulous prizes will be given away.

Eddie Leigh, *"Sponsor Your Way to Success"*

December 8, 2007 chapter meeting. Visit our web site for more details.

NEXT GLAC CHAPTER MEETING

November 10, 2007

The Double Tree Hotel

Commerce CA

9:00am to 12:30pm

Don't miss **Alex Mandossian's** Teleseminar Secrets AND our BRAND GUEST STAR **Carol Desmond** will teach you how to protect your intellectual property.

Sincerely,

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