



Greater Los Angeles Chapter

MARKET YOUR BUSINESS AND EXPLODE YOUR GROWTH!

## November 2008 E-Zine

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## Chapter Vision

*Helping, encouraging and supporting members' professional development to increase their*

### • **President's Message**

Thank you for making the October Marketing and Sales Boot Camp a huge success! We have received incredible feedback on the full day and evening sessions. Contact Lori to pick up the CD if you didn't get a chance to attend. Ford Saeks and Arnold Sanow helped our attendees solve real marketing challenges in order to significantly increase their profit!



One of the most compelling strategies shared during the event came from Ford Saeks. He said if you solve the following three questions in the right order you are well on your way to greater success in properly positioning your products and services.

1. Message- Why hire you or use your product? Define the problem that you solve.
2. Market- Who is your target audience? Be very specific.
3. Method - How will you reach potential clients? Set up a system that works.

We want everyone to solve these questions and see their revenue explode, so we are launching a Marketing Contest. GLAC's marketing consultant this year- Arnold Sanow will be our judge. Attend [December's meeting](#) for more details!

December promises to be an incredible cap to the year. We will finish our trilogy series with Marketing Mastermind **Jennifer Cummings**. KTLA's **Manny Medrano** will join us with an inspiring message on speaking from the heart, and comedian **Lola Gillebard** will bring down the house with her funny wrap ups to 2008. We will celebrate all members of GLAC as well, so don't

revenue and societal impact.

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● **The Secret of a Marketing Makeover**

By Ford Saeks

What's the buzz about . . . No, It's not a new Realty TV show. . . At least not yet, but by evaluating your current marketing strategies you can avoid one of the biggest marketing mistakes.

Now you may be thinking. . . "Oh, not me. I've got years of experience."

Which leads me to ask, "Years of experience. . . or just one year of experience repeated year after year whether it's working or not?"

Or maybe you're thinking. . . "I've been successful for many years and I don't need a marketing makeover."

If you've got too much business. . . great, you can stop reading. But, keep in mind, "profit can hide a lot of mistakes." Maybe you are doing well, but it's still a good idea to make sure that you aren't wasting any profits on poorly implemented and mismanaged marketing efforts.

Let's take a closer look at one of the biggest marketing mistakes- Copycat Marketing-and how to avoid it. . .

NO, this is NOT the end of the article!

**[To read this FULL article, Click Here!](#)**

● **Speakers Showcase**

We are bringing back the Speakers Showcase for only THREE selected chapter meetings. You MUST be a "professional" member status to participate. During the 2008-2009 calendar year, the showcase will be held during our regular monthly meetings in December, January and June. Two speakers will be selected to showcase at each of these meetings. Each speaker will have 5-7 minutes for his/her presentation. Complimentary coaching is available to those speakers who request it. Speakers will also receive written feedback from those in attendance. To be considered as a potential participant in the Showcase, please download the [Showcase Application form](#). If you meet the qualifications of a Professional Member, complete the application and send it in an email to Len Lipton, Chair of the NSA/GLAC Showcase, at [len@lenlipton.com](mailto:len@lenlipton.com).

● **Chapter Sponsors**



Hugh Griffin of [Stuart F Cooper Co.](#)

Mitch Davis of  
[Broadcast Interview Source, Inc.](#)



THANK YOU Mitch for a very successful October chapter meeting.

● **Use It. . . Don't Lose It!**

By Dave Jensen, MS  
GLAC Chapter Director



Have you ever attended an excellent course, seminar, or workshop, then returned to work and failed to apply what you learned? Of course, it happens to all of us. Why? There are a number of reasons why we "lose it and don't use it." So, next time you or your team want to get the most out of any educational endeavor, try the step-by-step system outlined below.

1. Brainstorm challenges and strategy.
2. Write a S.M.A.R.T. (Specific, Measurable, Attainable, Responsible, Timed) goal.
3. Create an insights, ideas, and behaviors page.
4. Review your favorites with a partner.
5. Create a list of four behaviors
6. Link the new behavior with an old habit.
7. Review and celebrate progress

To expand on this step-by-step system (that REALLY works!), please click on link below. . .

P.S. Dave Jensen is a Senior Lecturer in Leadership Education at Emory University's School of Business and president of the training/consulting firm S3, Inc. He and his team help organizations achieve eXtraordinary results using eXpansive thinking. Dave is also a coach and popular speaker at conferences, meetings, and workshops. He can be reached in Los Angeles, CA at (310) 397-6686.

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**[Get the FULL article, click here!](#)**

- **Save the baloney for a sandwich - Don't spew it from the platform!**

I've been a professional speaker/trainer on the platform one short year, but I've lived in the world just over 60, most of which I've worked for myself and had very few J.O.B.s where someone else took the risk and responsibility. Throughout my life I've attended literally hundreds of training conferences in different professions and have noticed that most trainers, in an effort to emphasize the importance of their information, have a list of 5, 7, 10, or even 101 tips to be successful at whatever they're teaching.

The question is how many tips on the list are thrown in to make the desired number and how many are tips the speaker genuinely believes are helpful? How much of the information we spout from the platform do we really believe and how much is stuff we heard someone else say and think it couldn't hurt to throw it in? The problem for our audiences is that they don't know the difference between . . .

**[Finish this article, click here!](#)**

- **Toot Your Own Horn**

Congratulations to our own **Carol Ann Susi**, GLAC Apprentice member and Pro Speak 2008 Participant, for her acting job on Grey's Anatomy last month. Carol, you made a great patient in the ER clinic!

### **Sherry Netherland**

([www.SherryNetherlandConsulting.com](http://www.SherryNetherlandConsulting.com)) has written lyrics for a new musical comedy, "e-love:a musical.com/edy." It's America's first computer musical! Think "Love Letters" meets Match.com.

The World Premiere will be November 15th -21st at the NoHo Arts Center in North Hollywood (11136 Magnolia Blvd., at Lankershim). Call 323-822-7898 for reservations. Visit us at [www.elovethemusical.com](http://www.elovethemusical.com).

- **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](mailto: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 THESE DATES & TIMES:

**[December 13, 2008](#) - Jennifer Cummings** - Marketing Mastermind behind several top earning speakers.

AND. . . our own **Lola Gillebaard** giving us a comedy wrap up for the year 2008. Plus a special **Member Appreciation** Presentation

The day will be facilitated by KTLA's Manny Medrano, a GLAC Chapter Member who will share success tips from the platform.

(9:00am to 1:00pm)

**[January 10, 2009](#) - Current NSA President, Mark LeBlanc**, a Panel of Meeting Planners and Speaker's Bureau Experts - Moderated by **Judith Parker Harris, GLAC Past President**, and this day will be facilitated by **George Thompson, a Financial Expert who will share The Top 10 Money Strategies for 2009.**

(FULL Day Event 9:00am to 3:00pm)

**[March 14, 2009](#) - Alan Weiss** making his ONLY presentation in California in 2009! George Hedley, CSP will also speak, and our Annual Connie Contest, hosted by Peggy O'Neill, GLAC Connie Award Winner 2008

(FULL Day Event 9:00 to 2:30pm)

**May 9, 2009** - 7th Annual MEDIA MANIA

(9:00 to 1:00pm)

**June 13, 2009** - Performance Boot Camp

(9:00 to 12:30pm)

We have added several FULL Day events to our calendar. Hope to see you ALL there!

**[Register TODAY! for the Dec 13th Meeting](#)**

