

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

October 2007

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## Chapter Vision

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

## President's Message



Are you *Making Your **BEST** Move*? What does that even mean to you? The acronym stands for **Branding, Expertise, Sales and Talent**. The question simply means are you actively involved in growing your business, and are you happy with the results? Can you do better? Do you want to do better?

Now let's break it down:

**Branding:** Is the world beating a path to your door because what you have is so unique they must find you to get it? If not, you need to join our year-long branding contest.

**Expertise:** Are you at the top of your game? Are you secure in your knowledge and your niche and the method of delivery you have chosen to get it to your market?

**Sales:** Are you making as much money as you want to make?

**Talent:** Are you successful in taking the kernels of talent you were born with and harvesting them into a plentiful crop through practice, knowledge and exploration?

This year, we have programs to help you answer all of these questions in the affirmative!

Another question: Why have a year-long branding contest? Whether building a pyramid, finding a cure for cancer, starting a movement or learning to meditate - we all know that the power of the team is greater than the power of one. There is nothing like building off of each other's energy, passion and ideas. Not only do you get immediate response to your ideas, but you also build off of other people's imaginations. Why struggle alone in the proverbial re-creation of the wheel, when you can feed from the power of the team? The team also keeps you going. It's a little harder to drop the ball when you know that others are running with theirs.

I believe in GLAC and I believe that we will be even stronger as a chapter when we have stronger brands, when we know each other's expertise, and when we can promote those brands more effectively.

I challenge you to see how it works at this month's **BRAND OPENING on October 13th**. Dick Bruso, the Master Brander, will be with us throughout the day. Besides giving us all the information we need to be effective with our Brand work this year, he'll be conducting 3 Brandstormings. One could be with you if you join the Brand Contest prior to the meeting and are one of the 3 lucky contestants drawn to participate. But, don't take it from me - take it from the President of the Colorado NSA Chapter, Bill Wittich, who readily admits that Dick Bruso changed his life. After Dick appeared at their recent Chapter meeting, he wrote that he completely rethought his brand and in amazement said, "I spent less than \$100 to attend that meeting, but gained well over \$5,000 in value."

We can do even better than that. The investment you will make to attend the meeting, plus the \$35 to join the **Branding contest** (not required, but it will keep your valuable information working all year long) is less than \$100. A bargain, when the return is over \$5,000 in value from just this one meeting.

I can't move my fingers fast enough across my calculator to get to the total when you add the value of the rest of the year's meetings.

Trust me! Do not miss this meeting. I'm betting my year as President of GLAC on you *Making Your **BEST** Move* and this is where it all begins!

See you there,  
Judith Parker Harris  
President NSA/GLAC 2007/2008

P.S. And, don't forget to pay your dues. You won't want to miss a minute of the membership benefits this year. We'll be running with the ball - don't drop yours.

## The Connie Contest



### **The Connie Contest: *The Toughest Presentation You'll Ever Have to Make***

The toughest presentation you'll ever have to make is a short one. Most of you, with enough experience in a particular field, can speak on your specialty area if you are given enough time - an hour or more. However, if you were limited to 10 minutes, how many of you would be able to deliver a clear, concise, understandable, and creative presentation - right now?

You're probably saying to yourself, "No big deal. I can give a complete presentation with a beginning, middle, and an end in ten minutes."

For those of you looking for more of a challenge, suppose you were limited even further: to three minutes. Not three minutes and one second, but three minutes - period. If you'd like, you could choose to stop after two minutes and 59 seconds. But you can't go over the three-minute time limit.

Such is the rule of the Chapter's Connie Contest. Named after two-time NSA/GLAC past president

Connie Yambert, it is a prestigious event usually held during the Chapter's April monthly meeting. The 2008 Connie Contest will be held on Saturday, April 12, 2008.

If you are a holder of a Bronze Microphone Pin Award (see requirements for a [Bronze Microphone Award](#) on the Chapter's web site), you are eligible to be considered as a participant in the contest. While everyone who enters would like to win, of course, there is a much more significant prize to be won by all participants: the knowledge and experience gained from crafting a three-minute presentation that connects with an elite audience - your fellow Chapter members. You will become a better speaker as a result of participating in the Connie Contest.

Those of you who are interested in finding out more about the Connie Contest, go to the Chapter's web site, click on: enter site; programs; contests and awards; [Connie Contest](#) and [Microphone Pin Awards](#).

In addition, you can contact NSA/GLAC member Len Lipton by emailing him at [len@lenlipton.com](mailto:len@lenlipton.com) or by calling him at 310.451.5670.

### **Ask Bob**

Our question this month - **"I hear that many speakers record their presentations. Why?"**

That's a great question. I would not have thought it necessary, but since I've started doing it, I've found it to be an effective way to drastically cut down the time it takes to perfect a presentation.

If you watch sports - football, ice skating, NASCAR racing - you'll hear references made to the individual or team "reviewing the tape." What they're talking about is analyzing a video recording of their performance to see where they excelled and where they didn't. The most important benefit is that they have a chance to analyze how to design a better performance.

As speakers, recording our performance shows us our strong points, which stories were effective - or not, and how our gestures added to our presentation or distracted the audience. In a recent recording I found myself repeating certain phrases that were distracting. If you've ever watched Emeril Lagasse's cooking show, you'll know what I mean about repeating phrases. In a one-hour show, he said "Oh yeah, babe" 47 times. He might as well have been showing the finer points of baking cow pies because I was so engrossed in counting I have no idea what he cooked.

Recording your presentations does a few other things. If I know my performance will be recorded, I work a bit harder to make it perfect. Not that I don't try to always be perfect, but the knowledge that my performance will be preserved adds an extra level of accountability.

While not inhibiting spontaneous comments, I tend to pick my words more carefully when "shooting from the lip." When I review a performance I'm occasionally embarrassed by some of my off-hand remarks. Seeing them in full, living color helps to make sure I don't make the mistake again.

The video also provides a chance to brainstorm new ways to twist words or tell a story in a more interesting, exciting, humorous way.

Dave Morton, [SoundChoiceUSA.com](http://SoundChoiceUSA.com), is a videographer who excels at helping speakers develop products and programs. He suggests running your recording at twice or four times normal speed to reveal patterns in your body language and gestures. I tried it and it's really scary. Let's just say I learned a lot.

Dave gave a couple other great reasons having to do with legal issues and evaluations. I'll interview him about it in more depth in another column.

While you won't be able to record every presentation, it's worth it to your career as a speaker to do it as often as possible.

Bob Walker  
The Salvage Master

If you have a question, Ask Bob by emailing me at [bobwalker4@cox.net](mailto: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.

## News You Can Use



### Should Working for a Public Seminar Company Be Your Next Move?

Are you booked regularly as speaker? Do you have experience dealing with different types of audiences? Are you used to heavy travel? Are you comfortable with back-of-the-room sales?

If you answered, "No," to these questions, joining a public seminar company may be your best option.

Are you new to the speaking industry, and seek experience in front of small and large groups? If you answered, "Yes," a seminar company position may be a good fit.

I started in the speaking industry in 1997. I had a niche topic, "Conflict Resolution in the Workplace." I had experience talking in front of groups. What I lacked was speaking in front of employees of different backgrounds and speaking to sell products. My first mentor in the industry, the late Roger Herman, a guru of workforce retention, gave me this advice, "Join a public seminar company."

Working for a public seminar company is the best way to become accustomed to travel, learn speaking with diverse groups and cultures and gain experience with back-of-the-room sales. If you make a mistake with a public seminar company, you go back the next day with another audience and improve. If you make a mistake with a corporate audience, you are not rehired.

The seminar company work week is set up in the following manner:

1. You leave on a Sunday or Monday and head out to your first stop. (Driving or Flying)
2. You present a six hour training seminar on a pre-selected topic.
3. You finish the day at 4:00 pm, pack up you materials, and head to the next city.
4. Friday night you head home.
5. You receive a workbook, but you will add your own stories and activities.

There are many advantages and disadvantages of working with a public seminar company.

PROS: You will learn the following skills with a public seminar company:

1. How to speak for six hours. You create segments of 90 minutes, then take a break.
2. How to keep an audience engaged and entertained for an entire day.
3. How to think quickly on your feet.

4. How to handle difficult people and make them feel welcome and wanted.
5. How to sell products.
6. How to create products.
7. How to deliver on seminar brochure promises.
8. How to consistently receive high evaluations.

You will travel to different cities across the country and learn how audiences differ from state to state.

#### CONS:

1. You will not have control of topics you teach (e.g., one week communication, one week leadership).
2. You do not choose where you are going.
3. You will sell, sell, sell.
4. The show must go on. If you are sick, you are training.
5. Some days 100 attendees, some days five.
6. If something can go wrong, it will - lack of workbooks, the hotel puts you in wrong seminar room, etc. You must be the fixer.

I am grateful for my time with the public seminar circuit. It has given me another Ph.D. in diversity. I have the confidence to fill in anywhere if a speaking engagement comes up. I can speak to any type of audience with confidence. I am more flexible, bendable adaptable. I laugh at challenges, rather than shrink. I am also closer to meeting my CSP (Certified Speaking Professional) requirements.

If you would like more information, please contact Dr. Brian Grossman by e-mail [DrBrian@DrBrianGrossman.com](mailto:DrBrian@DrBrianGrossman.com)

#### **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.

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](mailto: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**

In November one of the most popular sessions from the last NSA Convention is coming to you. Alex Mandossian will share Tested Methods that can Transform Your Annual Income into a Monthly income by Unlocking the Revenue Generating Power of Your Telephone. And on the BRANDING Track, Attorney Carol Desmond will teach you how to own and protect your brand.

NEXT GLAC CHAPTER MEETING

**October 13, 2007**

The Double Tree Hotel

Commerce CA

9:00am to 1:00pm

Come to the BRAND OPENING! Featuring MASTER BRANDER: Dick Bruso  
This is the Official KICKOFF to GLAC's Year-Long BRAND Experience and BRAND Contest.

Sincerely,

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