



Greater Los Angeles Chapter

MARKET YOUR BUSINESS AND EXPLODE YOUR GROWTH!

## October 2008 E-Zine

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## Chapter Vision

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

Board of Directors

### • **President's Message**

What a fantastic meeting we had in September! Judith hosted one of most informative discussions on where the speaking business is today and where it is heading. Our CSP panel offered insightful strategies on branding, reinvention and business growth. (I would pick up the CD if you missed it.) Also Misty Williams gave us the nuts and bolts on how to launch a successful marketing game plan. Some members shared with me after her program that Misty saved them time and money and helped them focus their efforts.



**On October 11th we have our full-day Sales and Marketing boot camp!** Part 2 of the Trilogy is guaranteed to be one the highlights of the year. If you want **profit rich** ideas to advance your business, then don't miss Ford Saeks and Arnold Sanow. Ford is the mastermind behind best-selling author/speaker Randy Gage's marketing, websites and events. Participate in one of Ford's famous **hot seat** marketing makeovers at the boot camp. Arnold Sanow, CSP will share the strategies that he has used to obtain over 2,500 bookings in corporations and associations. We have also added **2 (bonus)** evening sessions to help you apply what you learn during the day and turn it into \$\$ right away. Arnold will also lead one of the evening mastermind sessions. (Sign up for the meeting by **October 7th** and we will email you the information on the free bonus sessions.)

**December is member's appreciation month and we are celebrating!** We hope that you are planning to attend the meeting. (Please register by **December 1st** so that we know to include you in our celebration plans.) Jennifer Cummings will be sharing some of the key strategies that she has used to help top speakers like

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**EXECUTIVE DIRECTOR**  
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Les Brown and Dr. Sue Morter explode their business growth. Our own GLAC member and popular comedian Lola Gillebaard will be giving us funny wrap-ups for 2008 during the program so don't miss it!

Be a part of our outreach efforts! Tell your colleagues and friends about this great organization and invite them to our October and December meetings. (There is no GLAC meeting in November due to the National Fall Conference in Arizona.) We want to help more people advance their speaking career and we have a goal to add 70 new members to GLAC between now and the summer of 2009. Email me your comments or suggestions. I will see you on October 11th!

Kelly Hill  
GLAC President, 2008-2009  
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(310) 740-5886

• **Get More Speaking Opportunities, NOW!**

By Arnold Sanow, MBA, CSP



1. **Seek Out Busy Speakers/Trainers And Offer To Assist Them.** Mix and mingle with successful speakers and let them know that you are available to assist them in their training programs. Also, offer to do it for a small fee. I always find it's great to add in another trainer on some of my training programs. . . especially if they offer to do it for a low fee.
2. **Get An Agent.** Always seek out people "independent agents" who are interested in getting a fee in order to market you to their contacts. My ideal "agent" is a successful salesperson that already has a number of good contacts. For example, I once found a person who sold business insurance to CEO's of companies. I told her that I would give her a percentage of my speaking fee if she could get me a speaking opportunity with her clients. Her clients already liked and trusted her and within a very short time I had a number of engagements.
3. **Seek Out Alliances.** All alliances must be "win-win" situations for both parties involved. Seek out individuals or groups who can gain something from your speaking or training. For example, a few years ago I was speaking at an American Society of Travel Agents meeting. In my research on travel agents I found out that their incomes were being cut by the airlines. With this information in mind I contacted a number of travel agents and I offered to increase their income by forming an alliance with them to offer a moneymaking program. The program I developed was called "Cruise and Learn". The agents advertised my program to their clients and not only did I get cruise business, but I also received the benefit of quick jobs as a

result of their third party introduction of me.

4. **Check Out Adult Education Opportunities.** Many of the Universities, School systems, Recreation departments and others offer continuing education programs and are always looking for instructors. This not only keeps you speaking, but is great visibility. For example, I used to be an adjunct professor at Georgetown University in Washington DC. I delivered one day programs about 5 times a year. When companies are looking for a speaker, the first thing that comes to their mind is to call the local University.

Join me on [October 11, 2008](#) at the GLAC meeting I will share more tips, tools and proven solutions that work! For free articles, tips and tools to build your business please see [www.speakingcoach.com](http://www.speakingcoach.com), e-mail: [speaker@arnoldsanow.com](mailto:speaker@arnoldsanow.com) and his phone # is 703-255-3133.

I look forward to seeing you at the meeting!  
Arnold Sanow

### **For complete details on Oct. Chapter Meeting**

- **Speakers Showcase**

We are bringing back the Speakers Showcase to selected monthly 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.](#)

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:: <http://www.nsaglac.org>

:: 866-416-7252

- **What It Takes to Become a Media Star**

**By Judy Jernudd**

Media success requires new skills to learn and develop. Most media stars have received professional coaching, often more than once. The first tip you need to discover is what it takes to become a savvy media guest. It begins with your preparation. We recommend that you answer the questions below before your interviews to help you with the process:



- What do I know about the program or the publication where I'm going to be interviewed?
- Will my information help the viewer, the reader or the listener?
- Is it news worthy?
- How can I position myself as an expert?
- How do I prepare for different types of media interviews?
- When should I pass on giving an interview?
- Is my area of expertise topical?
- How should I look?
- What are the differences in mediums?
- What is the best advice about getting invited back?
- What are your key talking points and how will you work them into the interview?

If you aren't receiving professional coaching, practice your interviews and record yourself on-camera. You want to look for any distractions and listen to your answers. Are you staying on message and delivering your information with clarity and confidence?

During my career in television news and as a talk show personality, I vowed that someday I would be in a position to help people take advantage of the positive publicity media interviews could bring them. Every time someone would unravel during an interview, would try to help them as much as possible to get their message out. Stepping in front of the TV cameras, a microphone or a reporter and delivering a successful interview is challenging for most people. The stakes are too high to waste valuable media exposure.

Judy Jernudd, TV Personality, Speaker and Author of *Media Star Power Coaching Kit* [www.mediastarpower.com](http://www.mediastarpower.com)  
310.215.9975 [Judy@mediastarpower.com](mailto:Judy@mediastarpower.com)

**To read more...**

- **Toot Your Own Horn**

Check out **Eli Davidson's** national media platform  
[Click Here!](#)

It is a terrific venue for other speakers to post comments.  
They can develop their own fan base.

NSA/GLAC's Very Own DELORES BURGESS

Starring in "FIGHTING FOR THE TITLE"

A One Woman Show... A Different Kind Of Musical!

Far beyond the first song, the electrifying voice of award-winning singer, **Delores Burgess** takes us on a healing musical journey in this moving one-woman show: from the little girl with the voice of a grown woman, to the defiant adult forced to face the greatest challenge of her life.

Under the masterful direction of Seven Time Broadway Presenter Bob Garrett (Godspell, Grease) Burgess is irresistible. Her voice soaring in original songs, foot-stomping gospel and R&B hits, this down-to-earth diva reaches into the deepest part of herself to discover the key that unlocks a champion's heart.

SHOWTIMES:

Oct 3-4 8:00PM

Oct 5 4:00PM

TWO ROADS THEATRE

4348 Tujunga Ave.

Studio City, CA 91604

TICKETS \$25: CALL 770-309-6925

### **Sherry Netherland**

([www.SherryNetherlandConsulting.com](http://www.SherryNetherlandConsulting.com)) has written lyrics for the new musical comedy, "e-love: a musical.com/edy."

It's America's first computer musical! There will be only 4 special preview performances, October 11, 12, 18,19 (Saturdays at 8pm, Sundays at 2pm) at the Lonny Chapman Group Repertory Theatre (10900 Burbank Blvd., North Hollywood). Call 818-700-4878 for reservations. The show will move on to its world premiere at the NoHo Arts Center in November.

- **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:

**[October 11, 2008](#)** - Marketing & Sales Boot Camp with **Ford Saeks & Arnold Sanow**  
(FULL Day event 9:00 to 4:00pm)

**[December 13, 2008](#)** - **Jennifer Cummings** - Marketing Mastermind behind several top earning speakers. AND. . . we will be graced with the presence of our own **Lola Gillebaard** giving us a comedy wrap up for the year 2008. Plus a special **Member Appreciation** Presentation (9:00am to 1:00pm)

**January 10, 2009** - Mark LeBlanc,  
(FULL Day Event 9:00am to 3:00pm)

**March 14, 2009** - Alan Weiss and our Annual Connie Contest  
(FULL Day Event 9:00 to 2:00pm)

**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!

**[BONUS SESSION INCLUDED with Early Registration for our October meeting](#)**