

# Greater Los Angeles Chapter MAKE YOUR BEST MOVE Branding, Expertise, Sales, Talent

September 2007 E-zine

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## Chapter Vision

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

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## • **President's Message**

What would you most like to accomplish this year? What do you think is stopping you? Those are my two questions to all GLAC members. In an effort to make this a meaningful year to all of you regarding business growth, we are offering the Branding Contest. My goal is for all of you to enter. Nothing like this has ever been done in NSA before, but believe me, other chapters are waiting to copy us. Sometimes we have to be pushed out of our comfort zone to achieve our next important reinvention. Think what it means to have a whole chapter working together and pushing each other? We should all have a workable, compelling, memorable, repeatable, unique and marketable brand. If you think you're not ready - we'll teach you!



Why? Because I don't want you to be hooked on *hopium*. This term means addicted to hope, and was coined by Scott Bailey who led the Sales Boot Camp at our recent Summer Symposium. I want you all to be hooked on ACTION that leads to sales and increasing your visibility and expert status. (Translation - hooked on BRAND.)

Let me share with you a few more definitions of brand learned at the Summer Symposium:

From Sandra Sellani, "A brand is a proprietary, visual, emotional, rational or cultural image associated with a product or service." "Brand is what people say about you when you're not around." As Sandra says, "Your brand gets attention, makes the connection with your buyer and inspires them to respond. Brand is how people feel about you and that's what generates action."

Peter Montoya, the author of **A Brand Called You**, gave us these thoughts: "Everything influences your branding. It is a total experience. Your brand must find an unmet need and fill it. Your brand must move your target market from pain to power in some way." Montoya then laid out the steps necessary to build an ideal speaking business:

1. Strategic Plan - Outline your goals and the strategies you will use to meet those goals.
2. Specialization - Know your target market and

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#### **BRANDING BOARD OF ADVISORS**

DICK BRUSO, the Master Brander  
CAROL DESMOND, attorney specializing in copyright and intellectual property rights  
GREG GODEK, the book coach and expert on how books build brand  
JUDITH PARKER HARRIS, 20 years spent in corporate

design your products and services to fill one of their needs.

3. Marketing Channels - Identify the road to your client.
4. Names and Slogans - They must be memorable, referable, descriptive and differentiable.
5. Marketing tools
6. Client Service System - How will you service new clients, existing clients and clients you wish to terminate?
7. Time Table
8. Budget - Budget both your money and your time.

In summary, Peter says, "Your personal brand is the powerful, clear, positive idea that comes to mind whenever other people think of you."

If you have ever asked one of the questions posed by Montoya below, then you must join our contest now:

- *Why am I flush with cash one month and struggling the next?*
- *Why do competitors with less ability consistently get more business than I do?*
- *Why am I so dependent on one or two clients?*
- *Why do I never seem to reach my income goals?*
- *Why am I the best kept secret in my community?*

Run, do not walk to enter the contest now. Here's what you need to do:

**Step one:** Get an entry form. You can get it on-line or have Lori Akina mail you one.

**Step Two:** Gather only the branding materials requested that you have currently and send them in along with the completed form and \$35.00. ***(Pay close attention to the submission requirements on the entry form.)***

You have until **December 1, 2007** to submit your Round 1 entry materials, but the sooner you submit, the more chance you have to be selected as a Brand Showcase Presenter.

**Step Three:** Come to all of the GLAC Second Saturday meetings this year. The Brand Opening on October 13 features Dick Bruso, the Master of Branding. You do not want to miss this. He will be doing 3 of his famous Brandstormings at this meeting. Each meeting will then feature another Branding speaker as well as a speaker on related topics such as sales, sponsorship, product development, performance and literally every expertise we need for branding. As we all know. **BRANDING**

marketing, branding and commercial production  
GEORGE HEDLEY, CSP and expert on using brand to drive sales  
JUDY JERNUDD, STARtegitic, expert in personal branding and media coaching  
PAM LONTOS, MA, CSP, specialist in publicity for speakers and authors  
TERRY PAULSON, PhD, CSP, CPAE

#### **EXECUTIVE DIRECTOR**

Lori Akina  
Lori@tjmanagement.com

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.

[details and registration](#)

#### **AFFECTS EVERYTHING IN YOUR BUSINESS AND VICE VERSA.**

**Step Four:** Work during the year to identify, change, grow, improve, expand and/or market your brand - just as you are learning to do. Work with the benefit of the whole group working with you. Do you realize how powerful that is?

Work with these things in mind (which are part of the judging criteria):

1. Is your brand unique, memorable, repeatable, compelling?
2. What is your brand's marketability potential?
3. Is your brand protectable and available for your use as an exclusive intellectual property? (Hint: If you have questions about this, our Branding Board of Advisors attorney, Carol Desmond, will run a quick search for you, if you have joined the contest. How's that for a benefit?)

**Step Five:** Submit your Round 2 Branding materials by no later than April 1, 2008. These will consist of your improvements and progress you have made throughout the year.

**Step Six:** Your Round 1 and Round 2 entries will be judged by the same two judges from the Branding Board of Advisors, which are randomly assigned when your materials are received.

Should there be a vast difference of opinion within a team regarding a contestant, a third judge from the panel will be consulted.

**Step Seven:** Come to the Brand Finale and find out if you won. Awards will be given for: **Most Improved Brand, Best Use of Brand in Overall Marketing, Best Use of Brand in Product Development, The Best Brand/Best of Show Award.**

We want everyone to be ready for MAY MEDIA MANIA '08 and blow the socks off the press. Jacquie Jordan already has CNN signed on.

Let's have GLAC be the most branded, most identifiable, most sought after bunch of experts in all of NSA.

Judith Parker Harris  
GLAC President, 2007-2008  
Challenging you to MAKE YOUR BEST MOVE - NOW!  
[jph@healthesteem.com](mailto:jph@healthesteem.com)  
(310) 858-1272

• **A SINCERE THANK YOU AND STANDING OVATION TO**

David Rohlander and his whole committee, with a special nod to:

Anne McAdoo  
Kristen Crawford  
Liz DeClifford  
Bruce Gold  
Dave Jensen  
Linda Mastromonaco  
Dave Morton  
Sheryl Roush  
Michael Turner

And the ever enthusiastic, organized and inspiring Lori Akina, as well as every single member who helped -

FOR PUTTING ON A STUPENDOUS 23rd Annual Summer Symposium. You ignited our PASSION, now it's up to us to move it to PROSPERITY. You all definitely MADE YOUR BEST MOVES!

Congratulations!  
Judith and the GLAC Board of Directors

#### • Symposium Conference Musings

I believe innovation is a people process; that it requires individual leadership. The 2007 Summer Symposium, From Passion to Prosperity, reinforced my belief, fed my mind and left me with lots to think about. Below are three ideas that captured my attention.

1. "Emotions are 24 times more powerful than logic." Scott Baily of the Sandler Sales Institute made this statement during his presentation. We can have all the facts lined up, the logic is solid and still experience resistance to a useful new innovation. Who hasn't run up against this challenge? Emotions are often messy. They don't fit neatly on a graph or chart. They can be unique to the individual. They can appear illogical. Perhaps some good questions to ask each person on the team once the data is established are:
  - o "What's your hunch right now about how successful this innovation will be?"
  - o "What's your gut instinct tell you about how people will embrace this?"
  - o "What's your feeling right now about what we need to do next to advance this idea?"

These questions can help get below the surface of the data to help guide what to do.

2. NO MORE EXCUSES. Sam Silverstein, our luncheon speaker, trademarked this phrase. Look for companies where too many people are failing.

Here is Sam's list - Ten Reasons People Fail:

- o Make and accept excuses
  - o No space to try new things and grow
  - o Surrounded with weak people
  - o Abdication of responsibility
  - o Don't think strategically
  - o Low expectations
  - o Ego or emotion
  - o Impatience
  - o Stupidity
  - o Fear
3. Glenna Salsbury closed the conference with her powerful presentation, "Leaving A Lasting Legacy". She shared this thought, "A legacy worth leaving is founded upon our standard of life, not our standard of living. A legacy worth leaving is founded upon our measure of giving, not our measure of getting, and upon our simple goodness, not our climb to greatness." Doesn't this strike you as a meaningful screen to help determine new idea power?

It's with pleasure I share my musings with you.  
Lynda Curtin, The Opportunity Thinker/de Bono for Business  
[www.deBonoForBusiness.com](http://www.deBonoForBusiness.com)

#### • **Introducing - ASK BOB**

Do you have a burning question about the mechanics and logistics of the speaking business? Would you like to know how many lumens your projector should have? Or what type of lapel microphone will best interface with equipment at most venues? Or what you need or don't need on your website? Are you curious as to what color clothing will get you the best audience response?

Ask Bob is a new monthly column spawned by my request to President Judith Parker Harris for a forum designed to share valuable advice gleaned from experienced sneakers. Each month I'll select a tonic and

research it thoroughly by picking the brains of the gurus, then make suggestions based on their advice and my own research.

**Our question this month - "I need a projector to show my PowerPoint presentation. Can you take the mystery out of what I need?"**

Great question! For the answer I interviewed NSA/GLAC members Blanche Katz, [www.BlancheKatz.com](http://www.BlancheKatz.com), Marilyn Snyder, our own PowerPoint lady, [www.interactiveconceptsonline.com](http://www.interactiveconceptsonline.com), and Terry Brock, [www.terrybrock.com](http://www.terrybrock.com). I also drew on my recent experience purchasing a projector for my own business.

The projector you need depends on where you'll be speaking and the size of the audience. There are a lot of variables. Lighting conditions and room size are the most important, followed closely by the necessary picture resolution. For most situations a projector with 2,000 to 3,000 lumens of brightness will suffice and unless you'll be projecting engineering drawings, a resolution of 1,024 X 768, called XGA, is plenty. Sherry Netherland has shared that the Marriott Hotel uses the following audience size guidelines for speakers who desire to rent their projector equipment - 1500 lumens for 20-50 people, 2000 lumens for 50-100 people, and 3000 lumens for 100-500 people.

Another consideration when buying a projector is bulb life. A replacement bulb typically costs \$350 to as much as \$600. Blanche Katz was able to negotiate a 50% discount on the replacement bulb by including it at the time she purchased her projector.

Weight is also important since you'll be carrying it in your luggage through airports and hotel lobbies. More powerful projectors are typically heavier.

My experience is that even if the organization you're speaking for has its own projector, it's a good idea to take your own in case theirs is broken, missing, or won't work with your computer.

I bought my Optima EP739 2500 lumen projector from CDW for just under \$800. The account manager asked about my needs and put together proposals for three different projectors at different price points.

But wait! There's more! It's not enough to have the newest, most powerful projector. Marilyn Snyder, who produces high-impact PowerPoint presentations for professional speakers, says "Once you choose the right projector, you still need strong contrast between the background and text of your presentation."

For a more in-depth analysis of variables, go to

[www.ProjectorCentral.com](http://www.ProjectorCentral.com). Click on Buyer's Guide on the lower left and select Business Projectors.

The bottom line is you need a projector that fits your business model and budget.

If you have a question, Ask Bob Walker, The Salvage Master at [bobwalker4@cox.net](mailto:bobwalker4@cox.net).

If you would like to contribute your comments about this subject for possible ezine publication, put them on a WORD document, and send as an e-mail attachment to Sherry Netherland, [sherrynetherland@ilikefitness.com](mailto:sherrynetherland@ilikefitness.com)

### • **NSA/San Diego chapter members AND "Friends of the Chapter"**

From: Greg Godek, chapter Program Chair  
Re: Special September meeting/opportunity

#### YOU ARE INVITED

to a one-time happening! We're moving our September meeting over to the Manchester Grand Hyatt in downtown San Diego, to join-in Jeffrey Gitomer's only Southern California seminar this year.

#### OVERVIEW OF OUR SEPTEMBER MEETING

- Topic: "SALES Connections: 6.5 Assets for Networking Your Way to RICH Sales Relationships"
- This program follows-and expands upon-Gitomer's current bestseller The Little Black Book of Connections
- Speaker: Jeffrey Gitomer, CSP, sales guru, marketing maniac
- The program will include:
  - The secret power of Connections
  - The value of Connections
  - How do I connect?
  - Who do I know?
  - What do I do?
  - What do I want?
  - Who knows YOU?
- Venue: Jeffrey's San Diego seminar

- Date: Friday, September 28, 7am to 11:30am
- Location: Manchester Grand Hyatt, 1 Market Place, downtown San Diego
- Fee: \$49-that's a \$50 discount from the public fee of \$99
- More info at: [www.Gitomer.com/sandiego](http://www.Gitomer.com/sandiego)

TO REGISTER, VOLUNTEER, OR ASK QUESTIONS  
DO NOT register online, as you can't get the chapter discount there.

Call 800-242-5388 or 704-333-1112

Ask for Sara

Or email: [Sara@Gitomer.com](mailto:Sara@Gitomer.com)

### • **A FREE Invitation**

As you may know, our extraordinary singing speaker from Broadway Dianne Legro, is also in the upcoming soon to be blockbuster movie "The Opus". Dianne is alongside colleagues Jack Canfield, Mark Victor Hansen, Dr. Joe Vitale, Dr. John De Martini, and many of the cast members from the phenomenal success "The Secret". "The Opus" takes up where The Secret left off and Dianne and other renowned speakers are spelling out their most successful strategies and actions that will bring you lasting success.

Dianne is also producing and presenting the exciting teleclass series of personal interviews with 15 of her cast members and other giants in the field of self mastery and success. That is 15 hours of unforgettable candid, personal, valuable insights, and information that will help you get ahead faster and easier in your life. Dianne is extending an invitation to all NSA members free membership into the entire series of teleclasses beginning October first with international speaker and producer of the movie, Douglas Vermeeren. Dianne is a top speakers coach and owner of Speaking Success International and in these sessions with master teachers and communicators you will learn their techniques and methods for prosperous speaking success. Learn more=Earn more! Sign up today.

#### FREE BONUS GIFTS

By registering today you will be eligible to receive thousands of dollars in free gifts that the speakers will be offering to you, the live listeners on the calls. This is a one time offer.

To Contact Diianne:

[www.speakingsuccessinternational.com](http://www.speakingsuccessinternational.com) or 805-534-9535

[Click here to register](#)

- **Toot Your Own Horn**

GLAC CHAPTER MEMBER  
inducted into the National  
Speakers Association CPAE  
SPEAKER HALL OF FAME!



On July 12, 2007, Susie  
Vanderlip, received the  
National Speakers Association  
(NSA) CPAE Award and  
induction into the SPEAKER HALL OF FAME!

Each year a maximum of 5 NSA members receive this  
prestigious award. The 2007 class of recipients included  
Jack Canfield (Chicken Soup for the Soul series  
author/creator), Roxanne Emmerich, Bob Danzig, and  
David McNally. John Hammond received an honorary  
award

Congratulations Susie!

- **Know your E-Zine 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](mailto:ilikefitness@gmail.com)

- **Instructions for E-zine Submissions**

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 October MUST be  
received no later than October 1st)