WHAT’S YOUR VALUE PROPOSITION?
MAKE AUDIENCES WANT YOU!

WHEN IS IT TIME TO REINVENT YOURSELF?

WALK, TALK & NEGOTIATE LIKE A CEO

WHAT ARE YOU SELLING?

Mark Sanborn, CSP, CPAE, advises speakers to know what they’re selling to be successful.

EXPAND YOUR BRAND VIA MULTIPLE DISTRIBUTION CHANNELS
PACKING PRODUCTIVITY INTO YOUR TRAVEL TIME

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National Speakers Association is a member of the Association of Media & Publishing. Speaker magazine has been honored with a gold award in the prestigious 2011 EXCEL Awards for “Magazines: General Excellence” for best writing, content, graphic design and overall packaging, and a silver award for “Best Single-Topic Issue” in the 2012 awards competition for the April 2011 “brain issue.”
“Tell me who you walk with and I’ll tell you who you are.” — Esmeralda Santiago

In the speaking business, as with countless others, who you associate with matters. Many start the professional path by seeking out the guidance of successful colleagues. Fortunately, these same people eventually become mentors themselves, giving back to the speaking community in the same capacity as they once received. And it’s this cycle—one of both development and generosity—that constitutes the purpose of the National Speakers Association.

Forty years ago, NSA’s founder, Cavett Robert, assembled some of the country’s most successful professional speakers to share best practices for becoming better speakers, better business owners and to create a better profession. This meeting wasn’t about competing with fellow speakers; instead, the group worked together to promote the value and quality of professional speakers. They realized that with more speaking opportunities available, they each could have a bigger slice of the speaking pie.

Those early meetings were the catalyst to the opportunities available for you today as a professional speaker. Decades later, you can influence the growth, development and leadership in individuals, groups, businesses and governments through speaking engagements around the world.

Speakers bring unique perspectives, stories and experiences to influence change in the world around them. However, speaking is the easy part. To promote these influential ideas, professional speakers must create, market and deliver their products and services—no small task. NSA is here to help. With our meetings, events, webinars and publications, you’ll wrap your unique approach to speaking around tried, true and successful business practices.

No matter your expertise, NSA can help you:

- Be more eloquent on the platform;
- Build a sustainable speaking enterprise;
- Refine your expertise so you can help others accomplish their goals; and
- Maintain a standard of ethics that promotes sustainable growth and professional development.

As exciting as speaking is, the job can be a lonely one. Consulting, coaching, training and facilitating opportunities can send you across the country—or world—often on your own. But NSA creates a one-of-a-kind professional community so you are never in business alone.

As an NSA member, you’ll develop relationships that transcend simple professional responsibility. My colleagues have become my friends, and I’m not the only one who has experienced this. I’ve heard countless stories of speakers who have stepped in for friends across the country when an emergency arises. The help you need is never more than a phone call, email or text away.

The speaking bond is a strong one, as I learned after a recent NSA Convention. Three first-time attendees—who have been professional speakers for years—approached me simply to say, “Thank you, I finally feel I have found my professional home.”

For more than two decades, I have watched—and experienced—the growth and development of speakers and the speaking profession. But luckily for us, the best is yet to come as we create these new “good old days of speaking” with you. So come take a walk with NSA, and tell the world who you are.

Stacy Tetschner, CAE, FASAE
Chief Executive Officer
National Speakers Association
Must-Read for Professional Speakers

Cut Years Off Your Learning Curve

Thirty-four NSA members who have built thriving speaking businesses weigh in with valuable insights and proven strategies on an array of topics, making Paid to Speak essential to any speaker’s list of reference materials.

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Dealing with Discount Mentality

The long road to economic recovery in the meetings industry is based on several factors. Business and government leaders who continue to discourage meetings aren’t doing us any favors. The growing hassles associated with air travel aren’t helping either. And the efforts to replace face-to-face meetings with technological substitutes are doing a disservice to everyone involved. However, there is one frustration that many speakers encounter every day … the discount mentality of the average meeting planner.

Since this the economic downturn is hurting every aspect of the meetings industry, everyone seems to be willing to negotiate. Hotel operators are reducing room rates. Convention facility managers are discounting meeting rooms. Food and beverage deals are being negotiated every day. Even meeting planners with plentiful budgets speakers to reduce their fees.

Accepting a lower fee without any concession on the meeting planner’s part hurts the speaker who accepted the deal and every speaker who is considered for subsequent events. The easy way out is to lower the fee and take the deal. The challenging way is to engage in a true give-and-take negotiation. You benefit your business—and the speaking profession—when you engage in fair negotiations.

Perhaps the best argument for fair negotiations is the need to maintain fee integrity. To maintain fee integrity, I knew I needed to reduce value when I reduced my fee. It became obvious that it’s hard to reduce value when the only thing I was offering for my fee was the keynote presentation.

My first step was to establish a new fee, which included my non-negotiable speaking fee and additional, negotiable activities before and after the keynote. This “keynote package” included several elements I can now eliminate to accommodate a request for a lower fee (without even considering a reduced speaking fee). For example, my “keynote package” includes a personalized introductory audio recording the client can e-mail to participants one week before the event.

In my experience, participation increases when audience members connect with a presenter before a program, so I place an actual dollar amount value on this part of the package. I also offer e-mail reinforcement 30 days after the event challenging participants to reflect on the life changes they’ve made as a result of the program. Again, I place an actual dollar amount value on this part of the package.

Now I’m not concerned at all when a client asks, “Would you consider reducing your fee?” The response is simple, “Let’s take a look at what value we can eliminate in order to get the investment closer to your budget.” The meeting planner wins because he got a deal, and I win because I just maintained fee integrity by not negotiating my actual speaking fee (and I can justify the reduction to any future prospects).

Membership Has Its Privileges

I met a funny guy recently when I spoke at a showcase. We chatted about the speaking business and the conversation eventually turned to the National Speakers Association. He said he had considered joining, but he heard some negative comments that were holding him back. I looked him in the eye and, with absolute conviction, told him that every positive opportunity that I have ever had in the speaking business resulted directly or indirectly through a relationship that I created through NSA.

That seemed to impress him and, as far as I’m concerned, it’s the absolute truth. I would not enjoy my success as a speaker today if were it not for NSA. But now I have a new reason to shout from the mountaintops.

I booked a speech with the Findyourownleads Association in Nebraska, which resulted from a cold call. When I made my travel arrangements, I decided that I could fly into Omaha on the morning of the event with a couple of back-up flights to ensure that I could make the 8 p.m. speech. However, I wasn’t counting on the 140 tornadoes that hit North Alabama and Western Tennessee and destroyed my connections in Memphis. For the first time in a decade of speaking, I was going to miss a speech. I was horrified. Not only was I going to lose the fee, my client would have to refund the attendees’ money.

What was I going to do? Call the client? Hide in the bathroom? Or call NSA? I called Nikki Harris at NSA headquarters to explain my predicament. She didn’t hesitate to say she would fill in for me. Then, I phone the client to present my problem and a solution for it. Thanks to the power of NSA connections, I found a replacement only 15 minutes after I realized I could not fulfill my commitment.

Yes, it stinks that I lost the money, but what I gained was a reaffirmation of my commitment to my continued investment in NSA. This is one of the advantages of membership. Occasionally, we all find ourselves in negative circumstances beyond our control. It is reassuring that in the solitary business of speaking, there is a network of professionals and friends who will come to the rescue at a moment’s notice.

In our association, thousands of hands lift us up, pat us on the back or slap some sense into us. Sure, there are some who get upset when they don’t receive enough recognition or opportunities to be in the limelight and quit. There are a few head cases, too. But, for the most part, we are professionals who are diverse in topic, nationality, ethnicity, religion and personality, bonded by the desire to grow the speaking profession, our businesses and help each other succeed. So, you see, membership really does have its privileges.

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Patrick Henry, CSP, is a former Nashville songwriter who delivers entertaining, funny and engaging keynote speeches that show audiences how to create extraordinary customer experiences. He is what happens when keynotes, comedy and concerts … collide! Visit www.PatrickHenrySpeaker.com
Who’s Selling You?

As you endeavor to increase your annual speaking revenue and ponder the thousands of ideas and opinions from other NSA members on how to get more bookings, vend more products and generate more revenue, two things are inevitable: You need a first-class product and an end user for the product.

Those alone, however, will not guarantee your success or your income level. As you speculate about creating annual revenues in excess of $1 million as a professional speaker, it is possible to accomplish this without consulting, coaching, webinars, or utilizing every technological thingamabob invented, including Twitter and Facebook. That is not to say that multiple revenue streams or social media are bad. It is only to put forth an idea that makes it possible to earn a lot of money annually with the accent on “Speakers” in the National Speakers Association.

If your business still isn’t growing after having a first-class product and an end user, what are you missing? Common practice is to first hire an office assistant or marketing person. Given a choice between an organized assistant, an excellent marketing person or a skilled sales professional, who should you select? Who do you believe has the most potential to increase your bookings? Perhaps an even more imperative question would be in what order do you hire one of these three people to help grow your business?

While marketing is important, and the most obvious choice would be to have someone manage your office, the most overlooked component of your business is the need for a professional, passionate and driven salesperson who can sell you to the end user. The type of person you require is out there, but you must be willing to offer excellent compensation that guarantees both of you success in achieving your desired results. After employing that person, leave him or her alone to sell you and not perform other duties which take time away from what this individual was hired to do—sell you.

Outside of answering incoming telephone calls and delivering outstanding customer service, the complete focus should be on booking you. This may require you to perform the administrative duties and implement your own marketing plan. And remember—marketing is not sales! Your website, one sheet and social media don’t sell you—they promote you.

Regardless of your revenue goals, it takes time, numerous attempts, and the ability to develop a solid client relationship. It takes a rigorous, focused effort to be successful at getting bookings. It takes a knowledgeable salesperson to follow up on every lead that your marketing plan has generated. Your business needs someone who can be an order maker, not an order taker. It may ease your work burden to hire an office manager, or a marketing person who can design and implement a plan to generate leads, but inevitably your increased revenue will be an end result of someone selling you.
Whether you want to grow or sustain your speaking business, reach a wider audience or generate revenue, a professional NSA membership will help you become a master of your market. When you join NSA, you become part the NSA professional member family, and a much larger community of professional speakers who are willing and ready to share their ideas with you!

Exceptional Benefits to Enhance Your Speaking Career

- One-year subscription to Speaker magazine
- Voices of Experience audio magazine
- Listing in our online directory of speakers
- Discounts to NSA meetings
- $100 non-transferable certificate good toward a future NSA meeting registration fee (redeemable within two years of your membership month)
- Access to NSA's Professional Experts Groups (PEGs) and NSA Community Groups
- The opportunity to earn the Certified Speaking Professional (CSP) designation
- Access to membership in your local NSA Chapter
- The chance to earn credit toward a degree based on your speaking experience, serve as faculty, or rent state of the art facilities through NSA's partnership with the University of Phoenix
- Access to exclusive speaker business-building information, including CDs, DVDs, webinars and access to an exclusive members-only website and social media groups

Learn and Network With the Best of the Best

- Belong to a community of Professional speakers that provide a network of professional and personal support and friendship that can last a lifetime
- Access to an evolving suite of innovative benefits designed specifically for the Professional speaker
- The chance to help shape and define the speaking industry through NSA's Committees and other leadership opportunities
- Ideas, inspiration and advice from the best speakers in the business
- Information on how to generate revenue through books, products and licensing
- Professional membership is $465 per year, with a one-time $175 initiation fee.

Take the First Step Towards Becoming a Professional Member

To see if you qualify for Professional membership or for more membership details, visit our website at www.NSASpeaker.org or call Gemenie Babb at 480-968-2552.
BY TIM HYLAND

EVERY SPEAKER IS DIFFERENT. BUT, ACCORDING TO MARK SANBORN, CSP, CPAE, ALL SUCCESSFUL SPEAKERS SHARE ONE KEY TRAIT: THEY KNOW WHY THEIR MESSAGE MATTERS, AND THEY KNOW HOW TO MAKE IT MATTER TO OTHERS.
From a strictly business perspective, it is perhaps the single most important question faced by anyone hoping for a career in the speaking business: What, exactly, are they selling?

Are they selling a product?
Are they selling a message?
Are they selling a service?
Entertainment? Knowledge?
Or are they selling something else entirely—perhaps even an amalgamation of all of the above?

It’s a difficult question to answer, of course, and in the ever-complex, ever-diverse speaking industry—an industry populated by speakers from myriad backgrounds, telling myriad stories, sharing myriad messages—there really is no one, universal answer.

Even still, says Mark Sanborn, much is clear: All speakers must ultimately ask themselves, and answer, that oh-so-important question. Because until a speaker knows what he or she is selling, says Sanborn, they don’t have a business.

And yes, even for those who have a true passion for being on the podium, speaking is a business—and so, it must be treated as such.

“I don’t know why anyone would think that starting a speaking business is any different than starting any other business,” Sanborn says.

For Sanborn, a longtime speaking circuit veteran and renowned expert in business leadership, that key question—“What am I selling?”—was answered in the earliest days of his career, back when he came to realize that, for his speaking career and for the audiences he wanted to serve, he was selling solutions, ideas, and problem-solving. Or, as he puts it, he was selling “an actionable narrative”—storytelling that leads to actionable ideas.
Sanborn has been delivering that actionable narrative for 25 years, and it has served him extremely well. His list of more than 1,500 clients includes such titans as FedEx, Harley Davidson, KPMG and the U.S. Postal Service, among many others. He is the author of seven books and a member of the National Speakers Association’s CPAE Speaker of Hall of Fame.

Now, it may not be entirely true to say that Sanborn has succeeded only because he knows who he is, and what he’s selling. And it may not be entirely true that Sanborn’s career has endured for the past two decades only because he knew the answer to those key questions almost as soon as he hit the podium.

But that knowledge certainly hasn’t hurt, he says.

Speakers who seek similar success would be wise to follow his lead.

“In the world of speaking, we need to provide cherry flavor in the cough syrup,” he says. “You don’t buy cherry-flavored cough syrup because you like the taste of cherries. You buy it because you have a cough. The flavor just helps the medicine go down. So for me, I’ve always tried to make sure that my speeches are not about what I did or what I learned, but what my audiences can learn and what they can do to be more successful. That’s the information the audiences really want to know.”

**FUELED BY FEAR**

To hear Sanborn tell it, getting to the heart of what his audiences “want” to know has been at the very center of his speaking from the very start.

Sanborn had been making seminar presentations for years before he decided to make speaking his career—he made his first speech, at the age of 10 during a 4-H contest—but even though he was an experienced presenter by the time he went pro, he was most definitely not an experienced businessman.

Only 27 at the time, Sanborn says he understood on a very fundamental level that, because of his relative youth, his business-world audiences—men and women with years of managerial experience—were going to question his credentials. Indeed, Sanborn recalls feeling that sense of “doubt” hanging over the room in those early days, with grizzled old vets thinking to themselves, “What can this kid tell me?”

“When I went full time, most of my audiences were older than me,” he recalls. “The average age of a manager has come down over the years, but back then, they were all a bit older, and I always had this fear that somebody would just stand up in the middle of my presentation and say, ‘This is B.S.! He’s 27, I’m 52, and let’s be frank, he doesn’t have a clue!’”

It was, quite justifiably, Sanborn’s biggest fear at the time—the thing that kept him awake at night and kept the butterflies churning right up until show time.

But in the end, it was a fear that served him well. Sanborn anticipated questions he might be asked so that he had solid answers, and he aimed to turn himself into a true encyclopedia on the topic of business management.

His goal, he says, was to make sure that every time he took to the podium, he was giving his audience something they wanted to know. Sometimes, he jokes, he probably gave them more than they wanted to know.

“I had a fear that drove me like a crazy person,” he recalls. “If anything, I probably overwhelmed people with good ideas. I wanted to make sure that nobody left that room and said, ‘You know, I sat through three hours and I didn’t get much out of this.’ I would rather hear them say, ‘I got too much—my head is spinning.’”

As a young speaker, Sanborn says he was acutely aware that his career was on the line each time he took to the podium. He knew he had to deliver,
because with each audience, and each presentation, his name, his brand and, yes, his business, had a chance to grow—or f—.

He was also aware that, in order to get better as a speaker and make more money as a business, he was going to have to keep on speaking. And the only way to keep on speaking, he said, was to keep getting more gigs.

The business of speaking and the passion for speaking, he knew, were intertwined.

“More often than not, the reality is that, as a speaker, you’re just going to have to be out there,” he says. “In those early years, you need income, and you need exposure. It’s through doing more speeches that you get good at this. I don’t care how much you practice. You get good, ultimately, by being on the platform.”

**WATCH YOUR DASHBOARD**

The economy goes up, and the economy goes down.

Sometimes, business is strong. Sometimes, it’s awful.

Technology changes, and the demands of corporate customers change, and the whims of speaking audiences change.

But, as a 25-year survivor of this business, Sanborn is convinced: Once speakers find their niche and understand what they’re selling and how to sell it, they can endure pretty much everything.

The marketing, sales and networking skills may not be the most desirable part of the job. Sanborn understands for some speakers, including those who simply love to speak, the behind-the-scenes, day-to-day business chores probably aren’t fun at all. But those things are just as crucial to long-term success as one’s performance on the podium. They cannot be ignored.

“You may not be passionate about marketing, but you’d better do it if you want to be able to continue to be passionate about speaking,” he says. “That’s the business side of it, and it’s important. In a way, speaking is an art, and we all know people who are wonderful artists who simply can’t make a living. Well, there are plenty of people out there who can make a good speech, but they just can’t make a living off it, either.”

Of course, the question that many speakers struggle with is how much time they should spend on their speaking chops, and how much they should spend on business. As with that key central question—“What am I selling?”—there is no simple answer, Sanborn says, but over the years he’s come up with a handy visual aid to help people—both speakers and his audiences—conceptualize that tricky balance: A car dashboard.

On every dashboard, there is a series of dials and indicator lights, each of which offers a small window into the internal workings of your car. None of those dials can be ignored, of course, because if they are ignored, the car will eventually sputter, cough and die.

It’s the same, he says, with business.

Once you figure out what your “dials” are—whether those dials track sales or happy clients or gigs or anything else—you have no choice but to keep tabs on them … and make adjustments when things go wrong.

“It’s all about those dials on the dashboard,” he says. “There are many different metrics in business—a lot of things to measure. But ultimately, you’d better be looking at those dials. If one of your dials is your number of bookings, for instance, you’d better be tracking what kind of effort is required to maintain that level of bookings. Maybe the question you need to ask yourself is, ‘How do I make sure I’m top of mind for people who could hire me?’ There are many tools out there for people in our business, but I would say that one of the tools you should use is the idea of the dials on a dashboard.”

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Tim Hyland’s work has appeared in numerous publications, including Fast Company, Philadelphia City Paper and Philadelphia Life. Hyland lives in Flourtown, Pa., and can be reached at timothyhyland@gmail.com.
ADDRESS THEIR PROBLEM WITH YOUR VALUE PROPOSITION

BY PAUL DU TOIT, CSP
Whether or not you use presentations to persuade, sell, market or showcase, consider this simple question: *If you’re presenting to a group of people, is it because you ultimately want them to do something?* Even if you’re not selling a product or service, at least you want to persuade them to the merits of your point of view. You may want them to think differently or try a new approach.

Still, if you’re trying to convince people about something they’re not interested in, they won’t listen to you. So, when will people listen to you? They listen when you address their interest or their problem.
When and why do people buy? They buy when they are convinced that your solution or value proposition will solve their problem. They take action only when they are convinced.

In certain cases, you may need to create or highlight the problem for them. For example: “People don’t like to admit they’re living beyond their means. But if more than 10 percent of your household income is financing bad debt, then I’ve just alluded to you.” You’ve just created a problem in the mind of someone who may have been in denial one minute ago.

Remember, saying how your solution will solve their problem is far more enticing than describing what a product or service can do. Be sure to build your content based on this time-tested concept called “sell benefits, not features.” To help you do that, you can design your presentation using the following five steps:

1. Outline the problem that audience members are dealing with.
2. Describe both the current situation and the ideal situation.
3. Show that the current situation can be improved.
4. Outline how your solution creates the ideal situation.
5. Show how adopting your solution will solve the problem.

The logic is quite simple. Why would people change their behavior or part with their money unless you’re solving their problems or satisfying their perceived needs? The rate of change or amount they spend is in proportion to their perception of the size of their problem, the consequences of not taking action, and the value of whatever solution they find.

Why do people spend money on luxury items when a basic item usually performs more than 90 percent of the required functions (for example, buying motor vehicles, TV sets and cell phones)? The answer is the same as above—that is, the more luxurious item satisfies their perceived need, even if that need is the desire to be seen as successful. Your ability to find an audience member’s “hot button”—in this case, a need for a high-end product—is your key to a decision in your favor.

The same principle applies in non-sales situations. For example, the young man who asks for his lady-love’s hand in marriage needs to satisfy her father’s desire to know that he’ll keep her safe and happy. His relationship with his future parents-in-law rests on his ability to persuade them of his intent and ability to do that.

The CEO needs to convince employees who are implementing a new strategy that they’ll overcome glitches in the production process (their problems), facilitate smoother operations (thus reduce their stress), and foster increased productivity and higher profits (bottom line).

By offering a value proposition that solves their problems, you’ll get your audience’s buy-in.

What Is Your Competitive Edge?

Two speakers are pitching for an engagement. They seem to offer exactly the same product of exactly the same quality at exactly the same price. You can only choose
SELL YOUR KEYNOTE WITH THE VALUE PROPOSITION PRINCIPLE

You receive a web enquiry. You have several possible outcomes:

- You’re not booked.
- You’re booked at a discount.
- The client agrees to your full fee.
- The client agrees to your fee and a copy of your related product for each delegate.
- The client agrees to your fee and a copy of a related product for each delegate and a back-of-the-room table.
- You agree to no speaking fee, but a per delegate fee for a package of your products.

Apart from the first scenario, you’re in business. It is possible that at various times you may agree to every one of these options depending on the circumstances, context and stage of your career. You may be building your keynote and you want to speak as often as possible. Or you may want to build a relationship with the client for a training contract. Alternatively, you may want to pitch at your top rate to create a high-value perception up front.

It is important to clarify your objective to yourself before you name your price.

Once you are confident that you have a compelling value proposition, you’re in a position to decide the outcome in advance. If you ask the right questions and delay naming your fee until you have all the information you need, and you have found out the real reason they need you, you can solve their problem easily and put forward your sales proposition, because you now understand their problem.

Your fee must be commensurate with the value you provide. This is where you can “test the value” of your proposition. Whenever I conclude a contract, I state in writing that if my speech was not worth the fee in the client’s opinion, they can pay me only what they felt it was worth.

Did It Deliver on Your Objective?

It’s wonderful to pull off a slick presentation knowing everything went well: You finished on time, you made emotional connections, and you felt people liked you. These are all good, but did you succeed in achieving these critical outcomes?

- Did the audience understand your central point?
- Did you clearly state your key objective?
- Did you ask attendees to take action (ask for the business)?
- Did your audience buy you and did you convince them?

Many seemingly good presentations actually fail to get the sale or persuade listeners to take the desired course of action. That’s why it’s critical to put a strong “outcomes strategy” in place before you start.

Put simply, at what stage will you ask people for your desired outcome and how will you close if they say “yes”? Prepare your presentation using these important steps—begin with the end in mind—and you’ve set a clear objective.

Paul du Toit, CSP, is a leading presentation skills coach, author of You Can Present with Confidence and a blogger at http://blog.presentationskills.co.za and http://www.presentwithconfidence.co.za. du Toit is the managing director of Congruence Training operating from Sandton, South Africa, which he founded in 1995. He speaks on mindset shift, service and presenting. Visit www.pauldutoit.net.
Ahhhh, the good old days. When a speaker could build a keynote business and speak 80 times per year for a $10,000 fee.

The new economy has forced many speakers to look at their business models and re-tool. Many don’t want to put all of their eggs in the speaking basket anymore because they’ve been burned.

Shake-ups like SARS and the Wall Street bailouts rocked the speaking profession. Each time something happens with the economy, the effects ripple across to speaking calendars. And it hurts!

So, how can speakers insulate themselves? Diversification! Speaker and Olympian Cary Mullen was a very successful keynoter when he sat down and crunched the numbers. “Delivering 50 to 100 speeches a year means 100 to 200 days on the road. With a wife and three small children at home, I realized my business model was flawed. I was only making money when I was away from my family.”

Mullen decided to go back into real estate development, his field before launching a speaking career. Now he spends six months of the year on a beach in Mexico with his family and he speaks in the spring, summer and fall.

Sounds sweet, doesn’t it? What’s your version of the perfect business model? As a newlywed, my business model isn’t about being on the road at all. Because I speak mostly to NSA audiences, I choose to speak only a few times each year and it’s typically very strategic. I think of it like a waterfall. Those speeches feed product sales and those feed my individual and group coaching businesses. Although the speeches are not well paid, the results are terrific. My goal has always been not to trade time for money. So, having recurring income or product sales as a large percentage of the revenue stream is perfect for me.

What’s perfect for you? Let’s explore.

**EXPAND:** Move away from trading time for money.
Although we are the National Speakers Association, speaking is just one way to share your expertise. Randy Pennington, CSP, CPAE, once referred to it as the difference between the Coke® and the Coke machine. The pop machine is just one distribution channel for Coke, just like speaking is one way to distribute your knowledge and expertise.

Here are some ways you can develop other distribution channels.

**REPACKAG E:** Repackage your keynotes and training.
All speakers have gold within their training and keynote services that can be mined and turned into other products.

Perhaps your content could be turned into an assessment tool or audit? How about an iPhone app? If you videotape your training or your keynote, you can add some in-studio video (you talking to the camera one-on-one) and turn it into an online training series.
I’ve never had a desire to sell just one book at a time. So, I developed a book, a workbook and an audio, which increased the price point from $20 to $77.

**DEPTH**: Go deeper within a client’s organization.
When you are prepping for an event, ask your clients, “How long would you like my message to last?”

Of course, they are going to say as long as possible, which tees up your conversation on how you can effect long-term change. And having the tools in place to offer your client is essential.

- Consider a series of short video vignettes that the client may purchase to drive the message deeper within the organization.
- Provide group coaching via a webinar or teleseminar after the program.
- Follow up with one-on-one consulting with the executives to ensure that the message stays focused.
- Drive your message deeper with a series of promotional products; for example, coffee mugs, posters, screen savers, and door hangers.

**BUNDLING**: Sell a package or system rather than one book at a time.
Think about how you can develop a book and a few pieces that complement the book. I’ve never had a desire to sell just one book at a time. So, I developed a book, a workbook and an audio, which increased the price point from $20 to $77.

Perhaps you design a “playbook” to go with your book. And put some video with it? Your strategy behind this may alter based on how you plan to distribute your book. If bookstores are a main part of your strategy, it’s often hard to get them on board with anything but a book. But, keep in mind, audiences are the best consumers of our products, so focus on back-of-the-room sales rather than selling one book at a time.

**UPSELL**: Offer your time to enhance a product.
Volunteering your time to a system (if coaching is your thing) can increase the price point substantially. Consider adding a one-hour coaching or consulting session via phone to add several hundred dollars to a product or package price in perceived value.

If you do a significant amount of coaching in your business, then this “trial hour” can also feed business into your other larger coaching packages. You offer the “add on” coaching at a special price and everybody wins.

Scott Ginsberg offers a “Rent Scott’s Brain” service, which gives his clients access his brain for a finite period of time. Everything Ginsberg does has some interesting spin on it. What’s your interesting spin?

**MEMBERSHIPS**: Group people together for learning.
Membership clubs are a brilliant way for people to continue learning from you in an affordable manner. Imagine this....

You deliver a keynote for ABC Company. The client loves you and wants to know how they can do more with you. You invite those most interested to your “Inner Circle” club which
meets regularly by phone and offers short videos, emails, a Facebook group and other perks that reinforces your messages with members each month.

The company agrees to add 50 people to your Inner Circle at a fee of $50/person each month (or whatever price point you choose).

Now, imagine that you duplicate this offering with other companies and associations and your club grows to 5,000. You’ll need to ensure that you have the systems in place to manage the group, but just do the math:

$$5,000 \times \$50/\text{month} = \$25,000.$$  

If you’re like me and you know your groups are going to want a lot of individual attention, then you might set a higher price point and limit the size of the group.

What’s perfect for your audience?

**THE NON-SPEECH: Deliver your message in mediums other than speeches.**

Find other creative ways to parlay your knowledge. Kris Young, of Martin Bastion Productions Speakers Bureau (of Martin Bastian Productions/Martin Bastian Speakers) has been providing speakers, entertainers and content (speakers, thought leaders, entertainers and content design) for meetings for more than 20 years. She says, “Corporate clients need to focus on multiple modes of communication. (Audiences learn best when they are given multiple modes of communication). A parade of talking heads no longer cuts it.”

Take Joe Calloway, CSP, CPAE, for example. Rather than give the same old speech time after time, Calloway started offering a new “interview from the platform.” He’d go on stage with the company’s CEO or key members of the sales team and interview them. His clients love this idea because no one is better at making people look like heroes than Calloway.

So, what does that look like for you? How can you provide your content in a different way before, during or after a conference? Perhaps it comes in an executive brainstorming session or roundtable. Think about what goes on at traditional conferences and then flip it upside down. How can you attract people who don’t attend conferences into this using technology?

Technology speaker Scott Klososky uses a new technology from the platform called “Join Speaker” that enables the audience to ask him questions live. Perhaps there is spin on that for creating some buzz around your program.

Meeting executives love new ideas. Show them how you can make their events different and more effective, or how your training can go deeper into their culture and you are gold to them.

Whether you deliver your speech more uniquely, add on services before or after the speech, develop your content into video training modules, rent your brain, or develop a membership club, you will find at least one idea to expand your brand.

The whole purpose of being an entrepreneur is to control your destiny. If you are living on planes, or working your tail off on the ground, these ideas can help you move into a business model that is more ideal for you.

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When Is it Time to Reinvent?

Step back periodically to view your business and seize opportunities for change.

By Joe Calloway, CSP, CPAE

In challenging economic times, many speakers ask, “What should I do now?” They could throw everything out, start over and completely reinvent themselves. But, based on the collective wisdom of some of the best minds in the speaking business, a complete overhaul might not be the most productive approach to reinvention.

Some people consider me the grand master of the dramatic reinvention. One person asks, “What’s Calloway doing now?” Another replies, “I don’t know. I haven’t heard him speak in over a week. I’m sure he’s moved on to something else.”
It might come as a surprise to many that I have been speaking on improving business performance for more than 20 years. Before that, I was a motivational speaker. And before that, I was a trainer on a wide range of topics. Even then, my programs were designed for business audiences, so I haven’t reinvented myself away from my established groove. But my expertise and the delivery of that expertise has evolved over the years. This reinvention process has been natural, ongoing growth, rather than a series of dramatic events in which the old is discarded in favor of something shiny and new.

Focus and Reinvest

Jane Atkinson of Speaker Launcher, who has worked as a business development coach with some of the top speakers in the business, views reinvention as a process.

“The process I see with the top 3 percent of speakers is to focus and then reinvent,” Atkinson says. “Focus on one brand, one lane, one idea for three or four years (the time frame varies) and then shake things up.”

Atkinson’s timeline closely matches my own reinvention process. In one major reinvention, I changed my focus significantly from motivational speaking to business speaking. Since then, I have stuck with—as Jane says—“one brand, one lane and one idea.”

I shake things up every three or four years with subtle shifts; for example, I moved from speaking on how businesses deal with change to the topic of improving customer experience. That evolved into branding, which shifted into culture, mindset and innovation. All of this occurred within the “brand” or “lane” of improving performance in business.

“Reinvention may not mean scrapping your existing lane altogether,” Atkinson says. “It could be subtle shifts: A leadership expert hones in on steering change or building innovative culture. A sales expert chooses to focus on closing skills.”

Reframe versus Reinvent

Sometimes reinvention can take you too far from your roots, as in the case of leadership expert and speaker Wendy Mack. For eight years, Mack ran a successful training firm, but was bored with teaching the same courses over and over. She was using other people’s ideas more often than her own, and she felt she had limited influence as a “trainer.”

“Since my goal is to be one of the 100 top thought leaders in the field of leadership, I started writing books, articles and blogs,” Mack says. “I stopped doing most of the training classes I was known for, and emphasized speaking in my marketing materials.”

Was Mack’s dramatic reinvention successful? Well, not exactly.

“The phone stopped ringing,” Mack says. “Even people who praised my writing didn’t know what to hire me for. “Only recently have I realized that I threw the baby out with the bath water,” Mack says. “Ninety percent of my supporters and advocates are in learning and development! My favorite forum is not the main stage; it’s working on real issues with 50 to 100 leaders from one company in a workshop setting. I’m learning that the key to my success is not complete reinvention as much as it is reframing.”

Grow Where You Are

Randy Pennington, CSP, CPAE, agrees with the idea that the best place to reinvent or grow is right where you are.

“Before you run off and reinvent what you offer to the market, invest some time and energy reinventing how your current offering provides usable and visible value,” Pennington says. “It seems to me that the really successful folks continuously evolve to better serve their clients and who they are at that time.”

Pennington believes that reinvention “is simply the continuing process of discovering your strengths and bringing them to market in the most effective ways.”

“Some of what we think of as ‘reinvention’ may be just finding the space in which you are most effective,” Pennington says. “If you are constantly evolving in a way that serves your clients and positions you for the future, reinvention is a natural evolution. If you are not being intentional about growth and positioning, you have to ‘reinvent’ to catch up.”

Visibility and marketing expert David Avrin has a similar perspective. “Reinvention is not about throwing out all the old and starting over,” he says. “It’s about building on past insights, bolstering content, infusing presentations with timely references, and enhancing your perspective to make it imminently ‘fundable.’ You are smarter and wiser today than you were last year. You know more, you’ve experienced more, and gained fresh insight based on your ongoing experiences of what works and what doesn’t in life, love, work and relationships.”

The Market Demands It

Speakers who have high bookings in a changing economy are constantly reinventing and evolving, according to Brian Palmer, National Speakers Bureau. “The people we book over a generation are constantly evolving what they say and how they help customers achieve their event aspirations.”
Reinvention is not about the next “hot topic” as much as it’s about continuing to develop your expertise. Rich Gibbons, Speak Inc, says, “I’m always circumspect about the speakers who ask, ‘What are the hot topics these days? What should I speak about?’ I feel that’s the tail wagging the dog. I want to respond, ‘Shouldn’t you know what subject matter is most personal to you?’”

Gibbons adds, “The reason a company hires a speaker in the first place is to glean insight from that person’s optics and wisdom on a given topic based on his experience and conviction. The speaker is passionate on the topic when he cares about it. Audiences have a nose for someone spewing hollow platitudes versus someone leaning into an idea because he believes in it.”

It is a mistake to reinvent simply because your business is down or you are on a quest for that next hot topic. “Reinventing rarely works as a reactive strategy,” Pennington says. “If you are reinventing because you don’t have any business, that is probably a sign that you didn’t make your focus relevant to customer needs from the outset or you haven’t kept growing.”

What’s in it for me?
For many successful speakers, the evolutionary reinvention process is as much for personal gratification as for market positioning. Reinvention is not so much a question of “Why should I reinvent?” as much as “Why shouldn’t I reinvent?”

“Reinvention is as much for the speaker as the client,” Atkinson says. “We need to breathe some new energy into our businesses. And it’s a good reason for a website makeover.”

Unfortunately, too many speakers view reinvention as a daunting and painful prospect, according to Avrin. “In reality, change is a gift. Growth is energizing—not just for you, but for your audiences as well. Continuously sharing new content, new approaches and teachings relays not just what you know, but what you’ve learned.

Create and Evaluate
Whether your personal reinvention process is one of tweaking, or involves a major teardown and rebuilding, it’s a matter of being able to take a fresh look at what you do. You have to step outside of yourself with a new perspective of what you’re doing and why.

Speaker Joy Baldridge, CSP, CPC, sums up the reinvention process: “Reinvention means being open to a new perspective on obtaining and sustaining success. A speaker should stand back and look at what he is doing with fresh eyes. What does he see? What does he like? What would he change? Minor change can result in major impact. The key is to change before it is necessary. Doing this allows more freedom without pressure. Create, evaluate and watch what evolves.”

Reinvention Do’s and Don’ts

**DO:**
- Constantly develop your expertise. In the past year, everything has changed: your clients, the market, technology, society. Your expertise must keep pace with the changing landscape.
- Look at what you do with fresh eyes. Ask colleagues, current and past clients, and clients who chose not to work with you: “How would you describe or define what I do?” Their answers may be the catalyst for further evolutionary reinvention.
- Evaluate your expertise in terms of today’s market. Always ask: “Am I telling this audience anything that they don’t already know?” If the audience can obtain your information from other speakers, you run the risk of becoming a commodity.

**DON’T:**
- Chase the next hot topic. By changing topics in a never-ending quest to be relevant, the market will see you as irrelevant and find a speaker who is grounded in his expertise.
- Abandon everything that you’ve worked years to build unless you are completely burned out. Regain enthusiasm and increase your value to clients by narrowing your focus or changing delivery channels.
- Kid yourself about the value of your offerings. If you think your speech is great but you can’t get work, you may need to reinvent. Listen to what the market says and deliver real value.

[Joe Calloway, CSP, CPAE, is a partner with Engage Consulting Group. He also is a business author and speaks frequently at corporate events on improving business performance. Calloway is the author of several business books, including the best-selling Becoming A Category of One. Visit http://joecalloway.com.]

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WALK TALK & NEGOTIATE

LIKE A CEO

BY LINDA SWINDLING, JD, CSP
As a professional speaker and an entrepreneur, good negotiation skills are critical. When talking to clients and speaking to audiences, it’s up to you to set the stage for a future relationship and more business. After spending thousands of hours with CEOs, it is clear that chief decision makers think differently when on the threshold of making decisions. Not only do they have “WIIFM” (“What’s in it for me?”) running through their heads continuously, but they also know how to analyze a potential opportunity quickly and determine if they should move forward or back away.

Many speakers say they have something great to offer but they just can’t negotiate well. Really? These are some of the traits of good negotiators:

- Confident, yet approachable and warm
- Knowledgeable, yet willing to learn
- Prepared, yet flexible
- Motivated, yet empathetic
- Big-picture focused, yet mindful of details

Do these qualities sound familiar? They should. They describe a majority of professional speakers. Here are ways chief decision makers think and what you can do to improve your negotiation outcomes overall.
DON'T BE A ROOMBA®
Believe or not, one of my favorite anniversary gifts from my husband was a vacuum cleaner. This clever, self-automated robot device is called a Roomba®. Punch a button and it does the work. Our family enjoys watching it vacuum upstairs and how it safeguards itself when it gets close to the edge of the staircase. It has a height sensor that protects it and it backs away when it gets the top stair of the staircase. When we installed hardwood floors, there was a one-quarter inch height difference where the wood met the tile floor. Like the top of the stairs, the Roomba would back away when it got close to the threshold. The Roomba couldn’t distinguish between a one-quarter inch adjustment and a 20-foot fall!

Does that happen to you when you are negotiating? Are you afraid to tell a potential client your fee for fear it will be too high and they won’t hire you? This is a mistake I made early in my speaking career. When people inquired about my fee, I would ask, “What is your speaker budget for this event?”

This question implies that my fee might be negotiable and I avoiding the question. Even if you have ways to negotiate your fee to accommodate your client’s budget amount, they need to know what your fee is. The client still needs to hear your value in the marketplace to quantify your value. Now I say, “My fee is $X,XXX. What is your speaker budget for this event?”

ASK QUESTIONS
CEOs know the power of questions. Top-level decision makers continuously make decisions, and questions help them funnel the truly important matters, such as:

- **What do I want?**
- **Why?**
- **Is it worth it?**

**WHAT DO I WANT?**
This question clarifies your position so that you can communicate it effectively to others. It is one of the first questions that most decision makers ask. Know what constitutes a “win” for you. For instance, is the “win” in booking a spin-off, creating back-of-the-room sales, doing an awesome speech on video in front of a large audience, or getting your articles published in association promotional materials?

- **WHY?**
What are the good business reasons for considering this opportunity? CEOs listen for ideas that can increase market share, retain people, increase profit, enhance the bottom line and offer other beneficial outcomes.

- **IS IT WORTH IT?**
This may be the most valuable question you can ask CEOs. Is this course of action worth your time and effort? Is this the right thing to do, right now?

  In many ways, questions are the language of CEOs. They use questions to determine the strength of your beliefs and to decide where to focus their attention. When talking to those decision makers, you should know what you want and articulate it succinctly. Talk in bullet points instead of offering the unabridged version of your programs and expertise.

ASK OUTRAGEOUSLY
One of the main reasons people do not achieve a successful outcome is that they don’t ask for what they want. Ask outrageously—CEOs make outrageous requests all the time and get increased outcomes as a result.

  If asking for what you want makes you nervous, start by making small “safe” requests. For example, ask for a recommendation or request the names and contact information for all attendees, or seek another night’s stay at a great location. What is the worst that can happen? You might hear “no” or “not at this time.” However, you’ll be surprised at how many times people will say “yes.”

MAKE DECISIONS
CEOs like to make decisions. When possible, try to offer two or three options. Allow yourself the time to ask the right questions and get them answered before you invest money or time. Many speakers learn the details after they booked with clients, or find they cannot get out of a business relationship that is not delivering what was promised. In many negotiations, the devil truly is in the details.

Olympic skier-turned-professional speaker, Vince Poscente, CSP, CPAE, knows how to get the input of the decision maker when he is presenting. In addition to the pre-conference phone call, he schedules a breakfast with the CEO, vice president or decision maker who is championing the program on the day of his keynote. As Poscente explains it, “Excellence and customization are expected at this level. However, hearing what decisions they face goes the extra mile and allows the decision makers to make sure their message is heard.”

COMMIT RESOURCES
After your questions have been answered to your satisfaction, then you can commit your time, talent, energy and finances. Smart negotiators record their agreement in writing. People’s memories fade. Even with the best of intentions, disagreements occur regarding exact points of the negotiation. Put the basics in
ASK OUTRAGEOUSLY—CEOs MAKE OUTRAGEOUS REQUESTS ALL THE TIME AND GET INCREASED OUTCOMES AS A RESULT.

writing as soon as possible, preferably while all parties are still together. Clear up any misunderstandings before they can become deal breakers later. Don’t sign anything until you understand all of the language in what you are signing.

To know how to best commit your resources as a speaker, keep the following in mind:

☐ Realize the other side’s limits.
☐ Identify where approval is needed.
☐ Don’t flaunt a favorable power imbalance.
☐ Assist the other side in “selling” the deal to others.

Once you’ve answered these questions, separate the essential from the desires and figure out what will make the arrangement work for all parties.

If you are going to consider negotiating, don’t itemize the package.

“Negotiate the package, not the point,” says Dianna Booher, CSP, CPAE, who is a prolific author and a brilliant CEO. Don’t itemize the package. Typically, a client will say something like this:

“I don’t have your fee of $X,XXX. Will you accept $XXX? Of course, we plan to buy books for the group of 300 to 500 people, and we expect that you’ll probably charge us some sort of customization fee. My boss also said we’d like to license the audio recording for overseas groups. If this first program is well-received, we’d like you to keynote three more conferences in the fall.”

“You might be tempted to accept the lower fee, thinking that you’ll make up the difference on the sale of your books, etc., but once you agree to the lower keynote fee, things could change,” Booher says. “In later conversations, lo and behold, the client decides to buy only 50 books, needs no customization, and cuts two conferences in the fall. But once you’ve already agreed to a lower keynote fee, it’s difficult to take it back.”

BULLET PROOF YOUR POSITION

Perhaps renowned author Dr. Seuss said it best, “You have to be smart and keep watching their feet. Because sometimes they stand on their tiptoes and cheat.” In other words, develop a contingency plan to prevent negotiations from getting derailed.

Successful CEOs always have a back-up plan. What’s the worst-case scenario and how would you handle it? What is the other party’s worst-case scenario? Write down the percentage of likelihood that either scenario could occur.

Know your BATNA (best alternative to negotiated agreement) gives you power. The term BATNA was coined by Roger Fisher and William Ury, researchers with the Harvard Program on Negotiation. It is also a fancy term for having a “Plan B.” A backup plan allows you to evaluate more logically and to walk away if needed.

ADJUST COURSE

In a coaching session, a CEO named “Bob” revealed some gut-wrenching information about having to lay off 30 percent of his work force. As an empathic negotiator, I immediately assumed “Bob” would need console. Wrong! His response was, “I had to adjust course. I simply don’t have the luxury of second guessing or beating myself up. The rest of the people in this company need me to move forward.”

Speakers often settle for less than they want in a negotiation because adjusting their course seems time consuming, difficult or risky. Or they suffer from “analysis paralysis,” which may cost critical timing. Like Bob, you do not have the luxury of beating yourself up. Dwelling on past mistakes will take you off course and diminish your effectiveness. Make the best negotiation decision you can at the time. Later, review what worked, what didn’t and move on.

GIVE YOURSELF A BREAK

One of the biggest fears is that you are going to leave something on the table or that there could have been a better deal. You might have been able to obtain a better outcome if you had more time or information. But you might also have risked having the deal falling apart, having the party go elsewhere, or having more time to find out better information to use against you.

From the courtroom to the boardroom, Linda Swindling, JD, CSP, knows firsthand about high-stakes communications and selling to the C-suite. A recognized authority on negotiations, workplace issues and persuasive communication, Swindling is a television expert and a former employment attorney. She is the 2010-2011 president of NSA/North Texas, and has authored or co-authored 20 books and spent thousands of hours as a CEO advisor and facilitator. Contact her at linda@journeyon.com.
Professional speakers know that travel comes with the territory—it’s a job hazard, so to speak. But not everyone has the natural ability to live out of a suitcase or do business from a laptop bag. With a little practice, you can make the most of your travel time. If you travel a lot, this primer will be a good reminder. If you’re new to the game, this overview will provide valuable tips on how to be productive while traveling.

THE MOBILE OFFICE

The late Art Berg, CSP, CPAE, who was a pioneer in using technology to help speakers simplify their lives, once counseled the audience during a convention breakout session to “Never waste your time on the plane. The more you get done while you’re traveling, the more time you’ll have available to be with your family when you return.” I took his sage advice to heart and now plan on being able to knock out a bunch of work while I’m away from home.

I don’t sleep, watch the movie, or mindlessly play computer games on the plane—I work. I read client materials, write thank-you notes and articles, complete paperwork, create PowerPoint® presentations, review large reports and board materials, or spend time planning. Take your office into the air and hotel and use the uninterrupted time to work.
pack efficiently

How many times have you stayed up too late with last-minute packing, and then spent the entire trip exhausted and frustrated from having forgotten something? Instead of packing the day before (especially for longer conferences like NSA’s annual convention), start thinking about your trip several days in advance.

Find an out-of-the-way spot to leave an open suitcase and drop things in as you think of them. When it’s time to get ready to go, you’ll be practically done. Keep your obligatory one-quart Ziploc bag packed with duplicate items of everything in leak-proof containers, so you only have to pack outfits.

Rebecca Morgan, CSP, CMC, photographs her assembled outfits—shoes, jewelry, purse, etc.—so she can quickly pull together what she needs at the hotel. She packs the clothing items in outfit groupings (skirt, blouse, jacket), and then puts a dry cleaning bag over that outfit with a tag identifying the day to wear it.

As long as you don’t see the same people over and over again, you don’t have to wear something different each trip. Keep favorite outfits in one location together, so you don’t have to wear the same jewelry and accessories—that I wear for traveling and speeches. I generally wear St. John knits on the platform, because they look great, pack easily, don’t wrinkle, require no ironing, and are as comfortable as pajamas. When I’m flying, I wear the Travelers line by Chicos. Again, no ironing, no wrinkling, and machine wash/dry. Guys, keep your ties, belts, shoes, etc., together in your closet, and wrap your dry-cleaned shirts in the plastic bags they come in, which will help with wrinkling.

Always bring a clean copy of any important documents or a thumb drive in case your laptop crashes. Bring an empty water bottle to fill when you get past security. Take your trusty GPS to avoid stress when driving in unfamiliar places (built in app on most Smartphones).

arrive early

One of my speaker buddies works right up until the last minute he can possibly leave and still expect to catch his flight… IF…there’s no traffic, he doesn’t need to check bags, he can find a parking spot, there’s no line at the security counter, etc. It’s no wonder he’s always the one desperately running down the terminal, bursting on to the plane, pouring sweat, and sometimes watching as his plane pulls away without him. Sure, the airlines tell you to arrive 60 minutes ahead of flight time if you don’t have baggage to check, but give yourself more cushion than that. Check in before leaving and print your boarding pass (or send it to your phone). By giving yourself plenty of time, you won’t be stressed even when there is a long line at security.

Don’t check your briefcase or laptop

Carry on your luggage if at all possible. I can carry on for several days but have to surrender and check for a week-long conference. But always carry your essential business information. Stuff happens. Bags disappear—usually not permanently—but for long enough to make you wish you had them. While there’s not a whole lot you can do if this happens, you can at least be confident your computer and other work essentials are close at hand. Don’t be tempted to tuck a stack of folders in with your suitcase. If there’s a baggage mishap, you can probably handle business in yesterday’s clothes, but not without your materials. My mentor, Dianna Booher, CSP, CPAE, told me to always wear business attire when checking a bag, so that I could speak in those clothes, if necessary.

Have a plan before your trip

You’ll usually have a pretty good idea of how much downtime you’ll have during your trip, so set some goals for your travel time before you leave. How long is the flight each way? How long will you be alone in your hotel room in the evening? Know what you want to accomplish during various parts of your trip. When you sit down in your
airplane seat, you should know exactly what to do next. Maybe there’s a report you want to read or a proposal you want to write. Be ready to dive right in. Until I can turn on my computer, I generally do light reading or review audience evaluations and then I get to work.

**USE A THUMB DRIVE**

What’s tiny, inexpensive and just might save your speech? Answer: A thumb drive. It’s an emergency backup for files essential to your trip. If your laptop is stolen, your battery is fried, or you come face-to-face with the infamous Blue Screen of Death, you’ll have a backup of the presentation you came so far to deliver. I had a computer refuse to start up once, but was able to load my presentation to the client’s laptop and carry on. Or use skydrive.com to upload to the cloud. Also make sure to set up remote access to your office files and programs on your computer with logmein.com or gotomypc.com, just in case. If can get to the Internet, you can operate your computer as if it were right in front of you.

**EMBRACE THE SMARTPHONE**

You don’t need to become a full-fledged Crackberry addict to enjoy the benefits of a Smartphone of some kind. It just isn’t an option anymore. I use a Droid, others love their iPhones, and still others use Blackberry. While it shouldn’t hijack your life, it’s an invaluable tool while you’re riding in a taxi, sitting at the gate, or taking a quick break at your program. Use your downtime to keep up with email and keep up with the office; it’s comforting to know it isn’t piling up while you’re away.

However, I’ve discovered your phone can still leave you hanging when you least expect it. Unable to get reception from my hotel room or an Internet connection (to use Skype), I’ve had to resort to using the hotel land line, which can be absurdly expensive. So grab a $10 prepaid phone card or calling card service to make needed calls from your room without racking up phone charges or wandering around the parking lot searching for a signal.

**SIMPLIFY WITH A DOCKING STATION**

Do you transfer files between your desktop and laptop computers when you hit the road? This was one of my biggest frustrations, until I stopped using a desktop altogether. Unless your work requires some serious computer resources, use your laptop as your CPU with a docking station (Dell has some nice options). You’ll still keep your nice big monitor and full-size keyboard in the office. When it’s time to fly, you simply pop your laptop out of the dock, slip it into your briefcase, and have all your same files in one place. It’s the best of both worlds. Ruby Newell-Legner, CSP, doesn’t dock, but swears by dropbox.com to keep her files synced between desktop and laptop.

**USE THE LATEST TOOLS AND TECHNOLOGY**

Get the necessary tools to stay in touch with your home and office, so you never use the lame excuse, “I was on the road.” By keeping up with phone calls, email, and clients while traveling, you won’t have a pile of work waiting for you when you return. I use a hosted Microsoft Exchange service, so Outlook is the same on my Droid, my laptop, and any computer in our office. My staff can check my calendar and email remotely and add appointments and tasks. With Exchange, you’ll only have to process email once (instead of reading it on webmail and then pulling it into Outlook when you return to your desktop).

You don’t have to pay the outrageous wireless charges in the hotel room! You can get Internet access from anywhere by using your phone as a hot spot or getting an air card through your wireless network. If you pay for connection charges a few times a month in a hotel, the convenience is worth the extra monthly cost (if applicable).

**CARRY A POCKET FOLDER OR PORTFOLIO**

Conference materials, client notes, receipts and articles can all end up mangled, mixed up or lost if you don’t keep everything together and organized until you get back from your trip. Print a separate envelope for receipts for each gig, so they don’t get mixed up. For multi-day conferences, like NSA, use a seven-pocket folder to keep documents separated by day.
FINISH ONE TRIP BEFORE STARTING THE NEXT

Try not to load up your schedule the morning you return to the office. You need time to unpack, reorganize and process all information through your system and get it into the right place. Refill toiletries so they are ready for the next trip. Immediately reorganize your briefcase and office. Write reports, complete documentation and generate invoices while the information is fresh in your mind. Otherwise, if you have multiple trips, you’ll get confused about what goes with what. As soon as you return from an engagement, immediately enter all business cards into your CRM and schedule follow up. By giving yourself some space and not scheduling too much time to unpack, reorganize and process all information through your system and get it into the right place. Refill toiletries so they are ready for the next trip. Immediately reorganize your briefcase and office. Write reports, complete documentation and generate invoices while the information is fresh in your mind. Otherwise, if you have multiple trips, you’ll get confused about what goes with what. As soon as you return from an engagement, immediately enter all business cards into your CRM and schedule follow up. By giving yourself some space and not scheduling too much upon your return, you’ll feel more confident during your travels.

SPENDING MONEY MEANS SAVING TIME

I don’t drive to/from the airport. Some speakers think it’s a bit lavish, but I create more value working for two hours than I pay the driver. I use inclusive travel, so my clients don’t need to concern themselves. Plus, I avoid the stress of finding a parking spot, walking to the terminal, and paying for parking. Stick with one preferred airline to gain the highest status possible. Pay for airline club access for the best travel experience. The CLEAR card went bankrupt, but its assets were purchased, and it’s back in business at some airports, including Denver and Orlando at this point (good for people who live or fly to those locations frequently). For rental cars, upgrade to gold aisle or the equivalent to avoid waiting in lines. Print an event-detail report with contact information when you return home.

A SECOND SAVED IS A SECOND EARNED

There are many small ways to make life easier for yourself when you’re traveling by laying the groundwork before you leave, spending your travel time effectively, and getting organized when you return. You can become a productive road warrior when you’re away from the office and enjoy time with your loved ones when you return home.

THE PROFESSIONAL SPEAKER’S GIG BAG

PERSONAL ITEMS:
- Two alarm clocks (in case one malfunctions)
- Ear plugs
- Bose noise-cancelling headset
- Melatonin for sleeping when traveling west to east or internationally
- Cough drops, moisturizing mouth spray, chewable Rolaid, cold medicine, ibuprofen, lip balm and Imodium AD
- A color copy of your passport and driver’s license
- Shout towelette or Tide stick for spots
- Extra pair of stockings (for women)
- Tuna packets, fruit, and protein bars
- Reading material and music for plane
- Notebook/journal
- Stamped thank-you notes to write on plane

BUSINESS NECESSITIES:
- Business cards
- Remote PowerPoint controller/pointer
- Extra battery for your remote
- Laptop or iPad
- Extra laptop power supply or a universal charger like a Targa
- Extra laptop battery for long-haul trips
- Extra phone charger that stays in your bag
- Air card for Internet access or smartphone as hot spot
- Microphone headset like a CountryMan
- Small portable mouse
- Flash drive for backing up your presentation
- Portable travel alarm clock or app that doubles as timer during speech
- iPod/iPhone/iPad/Droid/Kindle loaded with your music, books, blogs, MP3s, etc. and royalty-free entrance music
- USB connector cord for above
- GPS or GPS app on phone if driving
- Printed copy of your introduction printed in large type
- Printed master copy of handouts (in case they forget)
- Post-program summary sheet to note stories told, outfit worn, gifts to send, etc.
- Preprinted mailing labels for shipping unsold product back to the office or next engagement
- Printed event-detail report with contact information
- Train whistle (to get audience’s attention after activities)
- Rubber door stopper for crooked projector
- Flip camera or phone for recording testimonials
- 3-outlet adapter plug to share sockets with airport friends
- Copy of your book to “read” from on stage
- Alligator clip to hold drapes together (Crown Plaza gives these away)
- Laminated product signs for books

Members-Only Networking Groups

NSA is a community, where many lifelong friendships and connections are made! NSA opens the door for many networking opportunities for Professional members. Once you join NSA, you’ll have access to various community and social media groups, and Professional Experts Groups (PEGs).

Become an NSA Member & Gain Access to Networking Opportunities
For more information go to www.NSASpeaker.org.

Join the Conversation

Subscribe to the blog at SpeakerMagazine.com
Like us at Facebook.com/SpeakerMagazine
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A Few NSA Networking Groups:
- NSA XY (for speakers born 1964 or later)
- Business Coaching
- Consultants
- Educators
- Health & Wellness
- Humor
- Motivational/Keynote
- Sales Experts
- Storytellers
- Writers/Publishers
- Facebook, LinkedIn, Twitter and YouTube

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12 Tips for Becoming a Global Speaker

As a speaker who has worked on six continents, I’m often asked, “How can I expand my business beyond my native country borders?” Be prepared to invest time, money and effort and follow these tips.

1. Research your topic to confirm its local appeal. Then, customize it to assure your message is relevant to the audience.

2. Find an agent or rep for your target countries. Agents generally charge 25 to 30 percent of your fees, but they can get you in the door. Ask other global speakers who they have used. If they have hired interpreters, ask to contact the interpreter to learn about reputable agents.

3. Call all of your existing or previous multinational corporate clients and ask them to refer you to their colleagues in other countries.

4. Tap into associations you already belong to which have chapters in your countries of interest. Try to speak for their chapters to build your name recognition.

5. Stay up-to-date by regularly reading the front page of your chosen countries’ newspapers online. Set up a “Google Alert” for each targeted country or capital city to avoid missing important news.

6. Plan on early mornings and late nights if your target countries are halfway around the world. Use Skype video or Vonage to reduce communication costs. Cultivate your relationships with consistent email, newsletters, phone calls, etc.

7. Get on a plane and meet potential clients face to face. Shake hands and build relationships. In many Asian, Middle Eastern and Latin American countries, relationships are vital for getting bookings and can take a long time to build.

8. Fly business class, not just for the comfort and the linen napkins, but because you might meet potential international business clients. Speak to your seat mate. If allowed, chat at the galley or near the restroom.

9. Don’t lower your price or offer a reduced-fee program to get in the door. It can negatively influence your brand later when you try to increase your fees. Instead, work on getting relevant speaking experience in your target countries. People are more likely to hire you if you’ve previously spoken there with success.

10. Once you get booked for an engagement abroad, contact all of your clients in that country to let them know when you’ll be there. Make sure your newsletter sign-up asks subscribers to record their city and country so that you can notify overseas subscribers of future visits. Announce your travel schedule in your newsletter and share it via your email auto-responder and email signature. Log your upcoming travels on TripIt.com and automatically link that to Facebook, Twitter and LinkedIn.

11. If you book multiple same-country engagements, offer to split travel costs among clients. This pleases even the largest, deep-pocketed multinational companies and shows you’re looking out for their bottom line.

12. When you’re in a country, extend your trip a day or two and ask your client(s) there to introduce you to five people who might be interested in your services. Use that time to schedule meetings and cultivate new relationships.

It takes time and the occasional short night to build your speaking calendar outside of your native country, but the rewards of speaking beyond borders are worth the effort.

Brenda Bence, MBA, CSP, is based in Singapore and has lived and worked outside of the United States for the past 18 years. Voted #7 Top Branding Guru of the World, she has offices in the United States and Asia and works with clients across 30 countries and six continents. Visit www.BrendaBence.com.
Who is the National Speakers Association?

T he National Speakers Association (NSA) is a not-for-profit association located in Tempe, Ariz. NSA is the leading organization for professional speakers and has thousands of members who are experts in a variety of industries and disciplines as trainers, educators, humorists, keynotes, consultants, authors and more. Since 1973, NSA continues to provide resources and education to help advance the skills, integrity and value of its members and speaking profession.

Which Membership is Right for You?

Professional
Already speaking professionally—and getting paid for it? You may qualify for Professional membership.

Student
If you're a full-time college student who wants to become a professional speaker, this membership is perfect for you!

Service/Supplier Partner
If you supply products or services to professional speakers.

Bureau Partner
If you own a bureau and currently possess a minimum of eight speaker/bureau contracts.

Not Quite Ready to Be an NSA Member?
If you’re an aspiring speaker who wants to make the jump from being a great speaker, to being a paid speaker, The Academy for Professional Speaking is perfect for you!

However you join, you’ll find a welcoming community of other speakers eager to learn, grow and share with you.

Become a Member Today – Join Now!
For more information about membership or to join, go to www.NSASpeaker.org or call 480-968-2552.
Competing Forces

One of your long-term employees—who had in-depth access to your client information and content—decides to branch out and start his own speaking career. You find out he is going to compete with you for speaking business on a similar topic. What would you do?

“I am not threatened because I am me, and he will be whomever he is … If this is a sensitive issue for you, create a non-compete clause in your contract with employees. Otherwise, cheer him on.”

—Jill Koenig
Chicago, Ill.

“I’d plan for it. Assume that the people you will work with will become competitors. I’d definitely not bash my competition whether they worked for me or not. I tell people all of the time—feel free to work with someone else. But I’ll be here if you want a second set of eyes or want someone to keep them in check.”

—Patrick Allmond
Oklahoma City, Okla.

“Of course, the ego would want to fight or get angry or feel manipulated and used, yet what you fear, you draw it near, so I would bless him or her and wish them well. ETE = Enjoy the Experience.”

—Michelle “Corporate Woo-Woo” Skaletski-Boyd
Olney, Mont.

“Tens of thousands of dollars can be lost when this happens. I have a non-compete with a non-transfer clause in my employment contracts. I’ve been able to keep my clients even when they’ve left.”

—Brian Walter, CSP
Issaquah, Wash.

“I require every associate trainer to sign a non-compete agreement. In addition, I’m always improving my programs so if an associate leaves today with my content 1.0 tomorrow, they’ll be competing with my content 2.0!”

—Michael Soon Lee, MBA, CSP
Dublin, Calif.

“Of course, the ego would want to fight or get angry or feel manipulated and used, yet what you fear, you draw it near, so I would bless him or her and wish them well. ETE = Enjoy the Experience.”

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Olney, Mont.

“What Would You Do? is a regular column that presents a real-life dilemma faced by professional speakers. NSA members are encouraged to submit a dilemma for possible discussion in this column. Please submit dilemmas to ethics@nsa-speaker.org. NSA reserves the right to edit submissions for length and style. All dilemmas will be anonymously attributed. Opinions expressed are those of the individual respondents, not NSA.”
You Are **NEVER** in Business Alone

Gain a local connection to the speaking community by joining an NSA Chapter near you.

Join other speakers in your area for networking, education and comradeship at NSA Chapter meetings throughout the country.

Choose from 38 different chapters that each has its own personality and offers a variety of programming such as speaker’s schools, mentor programs, showcase presentations and educational meetings.

Get Up Close and Personal at an NSA Chapter Near You

Connect with Professional Speakers All Around the US!

To find an NSA Chapter near you, go to www.NSASpeaker.org
D-I-Y Audio Production

From podcasts and back-of-the-room video product sales, to self-evaluation, there are many reasons professional speakers should record their own audio. Whether you are a beginner or already have some experience slicing and dicing, consider the following software programs that will help you take your recordings to the next level.

GET STARTED

I'm With the Band
If you are a Mac user, you’ve probably already heard of GarageBand because it came built into your computer. If not, simply download it from the App Store and use it as your one-stop audio shop. GarageBand is accessible from all of your Apple devices, and it boasts a full-featured recording studio with an audio recorder, music generator/sequencer, multi-track editing, and a library of copyright-free sound loops. Sharing is as easy as exporting a digital file or podcast online. $4.99. Apple.com.

Audio for All
Novice audio editors will find comfort in Audacity, an open-source, cross-platform software for recording and editing. Available for Mac, PC and Linux machines, Audacity allows users to import a wide array of audio files, record live audio, convert tapes and records into digital records or CDs, change the speed or pitch of a recording, and mix sounds together. It also offers a modest suite of effects including bass boost, fade out and voice-overs. Free. Audacity.Sourceforge.net.

Studio Sensation
FL Studio (formerly known as FruityLoops) released its first audio software in 1997 and remains one of the most popular production systems available today. FL makes audio editing and manipulation easy with a complete package of tools to help you compose, arrange, record and master professional quality sounds. Plus, program updates are free for life after your initial purchase, so you will never have to pay for an upgrade. Download the demo online to give it a shot. $199. Image-Line.com.

Try Before You Buy
Since most of the software programs shown here were built for music production, they are probably more advanced than you will ever need. But remember, a quality, user-friendly program that offers more features than you have a use for is still better than a basic program that is difficult to use. Do your research and, if possible, demo each one before you make a decision.
Sonar Operation
Ultimately geared more toward music recording and editing than speech, Sonar can handle any audio demand you make of it without breaking a sweat. Each version allows you to record, edit and fine-tune your audio. Newbies might be overwhelmed by the music creation power at their fingertips, but Sonar is available in three levels of performance: X2 Producer, X2 Studio and X2 Essential. Visit the company’s website to determine which version is right for you. Prices range $99-$499. Cakewalk.com.

Pro Series
Pro Tools is one of the most widely used digital editing and recording platforms in the industry these days. It comes in versions slightly more complex than Garage Band all the way up to extremely high-end versions found in pro studios around the world. Expect a somewhat steeper learning curve, but once mastered, you will be able to record, edit and sweeten any kind of audio on the planet. Available for both Mac and PC. Pro Tools 10 features improved audio and performance. $699. Avid.com.

Patience is Power
There is always a learning curve with every new tech gadget or software program you purchase. Remember when you got your first smart phone? Schedule some time to test out your new system and expect some trial and error in the beginning. These are powerful tools that you won’t master overnight. Have patience and be prepared to run into unforeseen technical glitches.

Cu the Music
Touted as the world’s most popular digital audio workstation, Cubase lets your record, edit and mix audio with studio-grade sound quality at all stages of the process. Like systems from Sonar and Logic, most of Cubase’s wattage is intended for music production, but it gets the job done whether you’re a songwriter, producer, film composer (or speaker!) The product family includes versions to fit every talent level and budget. Compatible with Mac OS X and Windows 7/8. From $129. Stainberg.net.

Christopher Bauer, PhD, CSP, is a relevant resource for organizations worldwide who want to build and maintain a culture of ethics. He uses his background in clinical psychology to help individuals and organizations learn how to make and stick to more ethical decisions. He publishes a free Weekly Ethics Thought with subscriptions available at www.BauerEthicsSeminars.com.
Humor Me
Finding the funny in a speaker’s life

Laughing Matters

I was driving down a two-lane country road in North Carolina around dusk. It was early in my speaking career and I was heading to an engagement in a suburb of a suburb of Greensboro. That’s when I smelled something really bad and realized I had either hit a skunk or definitely angered one.

When I reached my destination, I ran into the ladies’ room and threw on some perfume. Heading out the door, I encountered an older woman coming in. I said, “Excuse me. I know this is a weird question, but I hit a skunk when driving here. Do you smell anything?” She smiled sweetly and said, “No, dear. I don’t smell a thing.” Whew, I thought.

As I walked down the hall, I passed some women who were talking and overheard one of them say, “What is that horrible smell? It smells like a skunk in here.” (Eau de Skunk, that is.)

As a speaker, I try to be prepared for everything. And just when I think I’ve seen it all, I get another bizarre surprise. Like the night my keynote was drowned out by a ballroom dancing competition just starting up in the adjoining ballroom. The AV specialist couldn’t turn up my volume nor lower theirs and the meeting planner wanted me to continue. Soon, I realized that the left half of the room could not hear a word I said. And just before I finished, I watched in horror as a couple in the back left corner of the room stood up and started ballroom dancing.

Another time, I almost missed my flight to a speaking engagement in Seattle because the guy in front of me at the airport was checking a javelin. That’s right ... a javelin. He was upset because he had to pay an extra charge. Now, most people have the good sense to leave their javelins at home while they travel, but not this guy. FYI, it costs an extra $100 to check one—another reason you should leave yours at home in the garage.

There was the day I was speaking at a hotel that was being renovated. Fifteen minutes into my presentation, someone in the next room cranked up a jackhammer.

Then there was the time when three canines in training to be assistance dogs attended one of my workshops. Unfortunately, they had not mastered the lesson about not barking while others are talking.

I was the closing keynoter at a Midwest conference. Although my session had appeared plainly on the draft of the program, somehow it was left off the final print version. At the luncheon, a woman turned to me and said, “Well, I just heard some bad news. I thought we were going to get out of here early, but apparently, there’s another speaker after the workshop. They left her off the program by mistake. Can you believe it? We’re gonna be stuck in here with her until 4:30. Sometimes you just can’t get a break.”

My sentiments exactly. Sometimes you just have to laugh.

Emily Ballance, MEd, LPC, CSP, is a Raleigh, NC-based speaker, trainer and author who presents keynotes on positive humor at regional, state and national conferences and meetings across the country. Her breakout topics vary, but her humor is consistent. Contact her at Emily@emilyballance.com or visit www.emilyballance.com
From the intimate setting of the NSA Conference to the electricity of NSA's annual Convention, members and non-members alike return year-after-year to see old friends, gain inspiration and fill their minds with hundreds of ideas they can implement to become better speakers and business entrepreneurs.

**Biggest and Most Exciting Event of the Year**

**NSA Convention:** The NSA Annual Convention will shorten your learning curve, keynote sessions will inspire you, and networking opportunities will help build your network of professional colleagues, mentors and friends.

**NSA Conference:** NSA Conference attendees are able to choose from different interactive learning tracks. Top-tier platform presentations open and close the Conference and registration is limited so attendees can enjoy networking in an intimate atmosphere.

**Global Speakers Federation:** Global Speakers Federation (GSF) events let NSA members connect with, and meet, professional speakers from all over the world, build a network of individuals who can help you prepare for international speaking engagements, learn how to communicate with international audiences, meet new friends you can stay with during your travels, and broaden your own personal horizons.

**Create Your Own Unique Experience!**

**Expand Your Message Globally**

Are You Ready to Start Your NSA Experience?

Visit www.nasaspeaker.org or call 480-968-2552 for a full list of current events and event details.
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