



Soundly Speaking

AT OUR JUNE MEETING: Lois Creamer

Ever wonder why some speakers “make it” and others don’t? It’s not a big secret. Successful speakers know the secrets of increasing productivity and profits by creating systems. Success systems that work. Systems that are repeatable. Come to the June meeting and learn some of the systems and secrets that successful speakers use in their speaking businesses.



MORNING PROGRAM: Book More Business!™: Marketing for the Experienced Speaker

- Identify target markets—the quickest way to grow your business
- Qualify prospects faster and more effectively and be more productive
- Answer sales objections and close more sales
- Use powerful telephone and marketing skills that will really work
- Increase your bottom line by developing other revenue streams
- Get to the real decision-maker and quit wasting time
- Increase productivity in your office and learn a repeatable process for getting and leveraging results
- And more

AFTERNOON PROGRAM: Positioning and Creating GREAT Marketing Materials for the Emerging Speaker

- Develop a memorable positioning statement that is key to your business
- Create a “kick butt” one-sheet that will capture the attention of clients and prospects
- Create effective secondary marketing materials
- Identify the things you need to be doing to create a real business—
not just go from speech to speech

There is a separate charge for afternoon sessions and lunch. See registration links below.

[Afternoon Session - NON-MEMBER Registration](#)

[Afternoon Session - MEMBER Registration](#)

[Lunch](#)

Lois Creamer speaks from experience! Her clients have adopted her philosophy of concept and outcome marketing™ to Book More Business! This expertise has led her to be called on to participate in programs for six National Speakers Association conventions, plus labs and workshops. She also presented to the Canadian Association of Professional Speakers at their national convention in Toronto.

Her clients run the gamut from those jump-starting a business to many who are already successful at what they do, including Jeffrey Gitomer; John Crudele, CSP; Roger Crawford, CPAE; Karyn Buxman, CSP, CPAE; Marjorie Brody, CSP; and Barbara Thompson, CSP! Her client, Jack Canfield (of *Chicken Soup* fame), is using Lois/ work on positioning in his new workbook, *Success Principles*.

Prior to starting Book More Business, Lois worked in corporate sales and marketing for a Fortune 100 company. She is the author of *Working Smart, Not Hard*, as well as several audio products. Her new book, *Fast Forward Selling*, was released in 2006.

President's Message

Martha Lanier



When the Spark Stays Lit

It was just after lunch when I arrived at the Westin in downtown Atlanta. I had two hours before I was scheduled to speak. The main lobby was busy with guests checking in. I went to the concierge desk and asked for directions to the conference registration area and the meeting room where I would be speaking.

After checking in with the meeting planner, I learned that my room had already been set up. I would be the only speaker using it for the remainder of the day. Staying true to form, I was glad I had arrived early. As I entered the room, I pictured an anticipated audience of 40-50 people, but it looked like the chairs had been set up to accommodate a full room. To me, it seemed cold and uninviting with too much empty space. It didn't take me long to move the chairs closer to the lectern and each other, in Chevron style. Yes, I now liked the warm and cozy feeling. I unpacked my bag and set up my props and giveaways. I tested the audio with the lavalier microphone and then started playing pump-up music on my iPod speakers. I then "owned" this room. I stood just several feet in front of the first row of empty chairs and began to visualize the faces of the young adults who would be attending my session. I started thinking what might be going through their minds when they entered the room and found just the right seat. Would they be ready to learn more or be exhausted from a full day of attending other sessions?

I closed my eyes and focused on the message I would be sharing with them. My goal is always to have every single person leave with at least one idea they can implement to make a difference in their life. I always hope they will have several, but my goal is that each will have at least one. As I write this, my mind wanders to previous audiences. I'm thinking how interesting it would be to learn what changes any of them have taken. If only there was some way to find out. I remember attending conferences myself, being pumped up, and then not implementing what I had learned. Do the people in my audiences do the same thing or do they create and implement a specific plan?

My program was well attended, considering it was the last concurrent session of a three-day event. They seemed to enjoy participating and asked great questions. I had an incredible time and felt they did too. I couldn't ask for anything more. After the last person left, I packed my props and music and turned my focus to the late afternoon Atlanta traffic I had facing me on my long drive back home.

Not paying attention, I literally bumped into an attractive young woman as we both tried to get on the down escalator at the same time. I motioned for her to go first. When she didn't move, I realized she was staring at me with a puzzled look on her face. Then I heard her say, "Oh, my word. I can't believe it's you! Do you have a minute? I need to talk to you." As we both stepped away from the escalator, I could tell she was bursting with excitement. She shared that she had been in one of my audiences nearly two years earlier. Because of what she had learned from my program about making herself her top priority and using her natural skills and abilities, she now has a rewarding job she loves. She is doing exactly what she has always wanted to do. She gave me a big hug, stepped onto the down escalator, and vanished through the revolving doors.

What are the odds of our paths crossing like they did, literally bumping into each other in a crowded lobby. It was so reassuring for me to hear her kind words only hours after wondering what effect my programs have. Do you ever wonder what changes people in your audience will make after hearing you?

As speakers, I believe we have an incredible opportunity to touch lives, even if in a small way. Often our audiences are there by choice or perhaps because they are required to attend. But once they are in their seats, they are all ours. Their time and their minds become our responsibility. It is up to each of us to plant a seed or light the spark that will help them see something they didn't realize they had. What a privilege it is for us to share our stories, our knowledge and our experiences. How lucky I am to have a job that I love and enjoy!

Martha Lanier is president of IGNITE Your Potential, Inc. She speaks to corporations and associations on achieving peak performance, leadership and communications skills. Learn more about her programs and services by going to www.MarthaLanier.com. She can be reached at Martha@MarthaLanier.com or by calling 770-886-6033.

Confessions of an NSA Lurker

Bill Hickman



They say confession is good for the soul, so I admit it. I am, or more appropriately, I was, a lurker. I was one of those NSA Georgia members who always hung back. I approached the monthly meetings a little tentatively, uncertain of both myself and my message.

The good news is that those days are now behind me. The better news is that I learned an important lesson from them. When I joined NSA Georgia at the beginning of 2006, I thought that, since I was already being paid for speaking gigs, I could step comfortably and quickly into this organization. Boy, was I wrong! I learned very quickly what I didn't know about the business (everything!), but more importantly, I learned how little I truly knew about what I was trying to do. Sitting in the same room with the pros of NSA Georgia was both humbling and intimidating.

At my first Chapter meeting, I heard both the Chapter leaders and the out-of-town speakers say the same thing: This is an incredible organization made up of people who truly want you to succeed. All you have to do to get help is to ask for it.

I took no action after that first meeting, but when I heard the same message repeated by different Chapter leaders and out-of-town speakers the following month, I resolved to ask for help. When I did, I was astounded to discover that the speakers were right. This is an incredible organization.

Virtually every person I asked not only shared their time, but also reviewed my ideas and offered good, solid advice. At their suggestion, I attended the NSA National Convention in Orlando, and was blown away with the quality of the ideas offered ... but even more so by the way in which I was accepted.

Beneath all this positive activity, though, I remained a lurker in my heart because I was fundamentally uncertain of my message. Like many beginning speakers, I would speak on any topic. The result was a mishmash of subjects without a central theme. The harder I searched for it, the more elusive that theme became. I was stuck on Start. My office began to look like a paper blizzard had blown through, and as I kept getting more good ideas and advice, it only got worse.

I signed up for Jim Ziegler's Fast-Track course, but even though I got a lot from the course, I was simply not firing on all cylinders. I was bumping along until Laura Stack came to our Chapter. Although her message was not about messaging, what she said served as the catalyst for me. She said to focus on the space in which I work and clear the area so I could clear my mind. That not only resonated but, when I applied it, it broke open the dam.

In short order, I was able to find my theme, apply it to everything I already speak about, book my first gig with the theme, redesign my business cards, etc. For the first time since I joined NSA, I no longer felt like a lurker.

The impact of this change in my perception of myself was immediate. I began to receive calls and inquiries about my business and was asked to serve on the 2007-2008 Chapter Board of Directors. There are those who will scoff at the association, but I am convinced that, once I stopped thinking of myself as a lurker, my business began to take off.

The lesson I learned from the lean months was this: You may be paid to be a speaker, but you will never be a professional until you **believe** you are a professional.

Bill Hickman is the Fogbuster, the man who helps you "Get Your Stuff Together." Through entertaining, customized presentations and programs, Bill helps individuals and teams identify and bust through the fog that surrounds and inhibits them. Those who think they may be operating in a fog can reach <mailto:Bill@Gystgroup.com>.

Lots on Your Plate?

Christina Parker, Director of Volunteers



To stay energized and focused, learn how to move forward even under the most extreme pressure. Rather than battling your subconscious to eliminate the sensation of being overextended, learn how to put your feelings into perspective given the tasks at hand. Begin this process by teaching yourself to maintain momentum even when you feel overwhelmed.

1. Weave your personality into your discovery process. Enjoy the process of running your business by learning the methods that work for your personality. Start by examining your innate responses when you become overstretched. Do you feel defeated when you look at your to-do list? Realize that whatever you feel at these moments is natural; it's part of who you are. Master the art of moving forward by learning to turn on your "affirmative mindset." Assess your immediate reaction to circumstances. Then decide to work through the chaos by taking action, despite how you're feeling personally.

2. Commit yourself to taking clear action. Don't wait for the right time to move forward. When you own your own business, there are few moments of absolute certainty. Learn to rely on your intuition to obtain clarity and prevent becoming weighted down. Use your experience to divide large projects into realistically achievable smaller tasks. Then take your first action.

3. Energize your efforts by trying something new. There's more than one way to achieve your business goals. When you feel overwhelmed, do something out of character to explore new methods for redirecting your stress. Perhaps do the opposite of what you normally would—a different routine can easily reenergize your efforts. Rather than emailing to follow up with a customer proposal, pick up the phone and call. Even if it feels uncomfortable, taking an unusual approach can produce amazing results and provide you with new options for future growth.

4. Stay focused in the moment, not on the future. When entrepreneurs are just starting out, they often resist taking action because they worry about what may or may not occur in the future. Trust in the ability that galvanized you to become an entrepreneur—your ability to accomplish any task. Your duty is to take practical action, learn from the world, and allow the people in it to support your efforts. As you move forward, those around you will give you insight into developing your next action step or tell you how to improve your product.

5. Give yourself a break. No matter how committed you are to your business success, you need time to recharge. If you overextend yourself, you may actually get less accomplished the longer you work. Reset your positive mental attitude by scheduling time to exercise, take a walk or have coffee with friends. Even a quick stretch can make a huge difference in your outlook and productivity. As you train your brain to adapt to new challenges, the interval between feeling swamped and taking action will disappear.

Maintaining momentum even when you feel overwhelmed is a critical part of the intimate dance of balancing work and personal life. That work-life balance is the ever elusive search for that middle ground where we will be pleasantly busy and challenged, and yet able to enjoy life as it comes. It is a constant work in progress and there is not just one way of achieving it. What three things can you do to achieve more balance for the next 30 days?

In addition to being a speaker, Christina is senior VP of Operations for Bruster's Real Ice Cream. Her passion is teaching others how to build resiliency, so that, when adversities in life come, people will be prepared to survive. Christina has been featured in many media outlets and published in over 40 health and educational journals. Contact her at cparker@brusters.net.