



Soundly Speaking

AT OUR AUGUST 18th MEETING:

Double Hitter:

Mark LeBlanc, President of National Speakers Association

Bob Danzig, Dean of Hearst Corporation's Executive Enhancement Programs

We hope you'll join us for an amazing start to the NSA Georgia new year. Waldo Waldman, the incoming chapter president, is kicking off our 2007-2008 theme of "You're not up there alone" by welcoming the new NSA national president, Mark LeBlanc. We're also delighted that Bob Danzig, CSP, CPAE, who was recently inducted into the Speakers Hall of Fame, will also be in town and will speak to our group. Don't miss this chance to not only hear what's ahead this year at NSA, but to be inspired by two of the best in our business.

Mark LeBlanc



Mark LeBlanc started Small Business Success in 1992, and has been working with, and speaking for, groups of business owners and professionals who want to grow and sell more products and services. No one has created a more comprehensive business development philosophy than Mark. His flagship presentation, *Growing Your Business!*, contains the wisdom, insights, strategies and ideas for taking a business or professional practice to a new level of success. His strategies, which he'll share with us, are street-smart and practical, and can be easily understood and accessed. His content is driven by 16 core principles and formulas—any of which can have immediate impact. He will also take a few minutes to get us updated on the NSA National Agenda this year—NSA rocks!

Bob Danzig



As an orphan, Bob spent his childhood bouncing in and out of 5 foster homes, but was determined not to become a victim of the system. He began garnishing his corporate career in his teenage years as an office boy at the *Albany (NY) Times Union*. Nineteen years later, the office boy was named publisher of that newspaper.

As the Dean of the Hearst Corporation's internal executive enhancement programs, which includes 2% of the 23,000+ employees/colleagues, Bob is in a great position to engage the destiny shapers/future framers of their organization and true "cream of the crop" talents. While the executives all do different things (editor of *Good Housekeeping* magazine, publisher of *Houston Chronicle*, president of major TV stations, etc.), Bob has observed certain qualities they share in common. During our program, Bob will discuss how to extract those qualities. He will share those "cream of the crop" elements with our chapter, using his amazing ability to cement key ideas through the art of storytelling.



President's Message

Waldo Waldman

In September 2003, I made a choice that changed my life. I decided to attend a workshop conducted by the late Dottie Walters, one of the early members of National Speakers Association. A tremendous businesswoman, a kind and generous spirit, and a gifted speaker, Dottie was instrumental in building the NSA brand.

I was at a crossroads in my life and was exploring different career options. I was unsure of what path I should take and had considered becoming a professional speaker for some time. When my friend told me about Dottie's *Speak and Grow Rich* workshop, I thought that was my chance to really see what the world of speaking was about. So I signed up and made a commitment to dedicate a weekend to the course. Here are some of the things I learned:

Take action.

That workshop was, without a doubt, the best investment I've ever made in my career. I learned the fundamentals of how to grow a speaking business and, to this day, I still implement many of the principles I learned. From how to develop a demo video to what should be on a one-sheet to working with bureaus, Dottie's information gave me the tools to kick start my speaking career.

But there was something even more special than the content I learned at the seminar. It was who I met. I'll never forget the enthusiastic, warm and friendly woman I ran into in the parking lot after one of the days of training. She and I had so much in common; we were both starting our career as speakers and didn't have a clue where to begin! We shared our challenges, the vision we saw for our careers as professional speakers, and what steps we would take to implement what we learned at the course. We talked during the breaks and after every session—excited and energized about our future—and we were often the last to leave the parking lot to go home. She introduced me to NSA Georgia and encouraged me to attend the next meeting. Suffice it to say, I took her advice, and my career has taken off. Her name was Martha Lanier (your past NSA GA president.).

Martha is still my friend and trusted advisor. We have watched each other grow personally and professionally over the years, and we continue to support and encourage each other.

Build relationships.

As I start my year as president of NSA GA, I can't help but think about how my life has changed in the last 5 years, and how fortunate I am to be a professional speaker. It seems like yesterday when I took Dottie Walter's course and met Martha, and now I am helping to run the organization that gave me so much.

Martha is not the only one who made a difference for me, however. NSA GA members like Ken Futch, Max Howard, David Greenberg, Jim Ziegler, Gene Griessman, Rene Godefroy and Dan Thurmon (to name a few) have made a distinct impact on my career. They too have encouraged me and given advice that helped me achieve my goals as a speaker. They are NSA. They are the reason I am president of our chapter.

Give back.

As we kick off this new year, I challenge you to think of ways you can take action, build relationships, and give back to our amazing association. Seek to leave every meeting with an action plan of what idea or tool you will implement. Plan a lunch meeting with an NSA member, associate or guest, and get to know them. And finally, do your part to give back to NSA GA. Let's continue together to build an association based not just on results, but on relationships as well.

I thank you for your support and look forward to working with you this coming year and beyond. And remember: You're not up there alone!

Waldo Waldman builds team unity within organizations as a high-energy inspirational keynote speaker. A former combat-decorated fighter pilot with real world corporate experience, he brings an exciting and valuable message to organizations by using fighter pilot strategies as building blocks for peak performance, teamwork, leadership and trust. To learn more about Waldo, visit www.yourwingman.com, e-mail Waldo@YourWingman.com, or call 770-333-9867.

Confessions of a Blackberry Addict: Part Two

David Nour, VP of Programs



In the July issue, we printed Steps 1-7 of David's 12-step program to avoid being a Blackberry addict. Here, to help with your own obsession, are Steps 8-12:

Step 8: Enable the "auto off" function. Believe it or not, one of the features that comes with the Blackberry (under Profile) is the auto on/off function, which allows you to have the device automatically turn itself off and on every day of the week. (I have mine set to come on at 7 AM and turn off at 11 PM, because sometimes, when you have an addiction, you need help.)

Step 9: Encourage Research in Motion (RIM) to develop a "junk mail" functionality. If our desktop emails can filter out Spam and other junk mail, why do we continue to receive countless ads for Viagra, Cialis and offers of unprecedented wealth from lost relatives in Nigeria? Dear RIM software developers, please add "junk mail" as a drop-down option for our Blackberries.

Step 10: Mentally separate the work day from after work, evenings and weekends. Remember that what you do isn't who you are. Create intentional delineation between the two.

Step 11: Establish Blackberry-free zones. There is no good reason that anyone should answer their phone or check email while in the restroom, while standing in line at Disney World, while driving in traffic, or during otherwise intimate moments. A fulltime mom/friend of ours actually sends emails from aisles of grocery stores, from the dry cleaners, and while at her kids' soccer games!

Step 12: Get a life! Light a candle. Put on music. Pour a cocktail. See a black-and-white Oscar winner. Watch an animated movie. Read Patricia Schultz's *1,000 Places to See before You Die*. All of these are considerably more interesting!

David Nour is one of the foremost thought leaders on the quantifiable value of business relationships. A native of Iran, David came to the US with a suitcase, \$100 cash, limited family ties, and no fluency in English! Now he is an author, a senior management advisor, and a featured speaker for corporate, association and academic forums, as a change agent and visionary. Contact David at 1-888-339-1333 or dnour@nourgroupp.com.

Don't Cheat when You Greet on Voicemail

Paul Johnson, Past President



If you wanted to cheat in school (not that you would!), you'd cheat from the smartest kid in class. After all, you'd want answers better than your own.

Judging from how similar many voicemail greetings are ("I'm either away from my desk or on the other line"), it seems that many of us cheated by copying someone else's greeting when we set up our voicemail box. Unfortunately, we didn't copy a very smart greeting, as most don't deserve even a C.

First Comes Once

A weak voicemail message blows a prime opportunity. As you know, we never have a second chance to make a first impression. Think about that word "impression." Even though your greeting might be perfectly correct and technically functional, did you use the opportunity to impress the caller?

The impression you leave can be positive, neutral or negative. It can support your image and gain you respect, or it can sabotage you. Much of that has to do with how people *feel* when they get to the "beep."

Now Feel This

Once you choose the words for your greeting that will let people know what you'd like them to do, go back and choose words to evoke feelings. The words you use (and the way you say them) can convey cheerfulness, eagerness and fun. Or you can sound all-business if you prefer. You can help people feel glad they called and/or confident that you'll respond. Maybe they'll feel relaxed after having left a message, knowing that you'll take care of them. Maybe you're the type who changes your message every day and gives the impression that you're on top of things and take care to communicate easily with others. Those can be all positive things.

Or you can copy others and risk being boring, trite, evasive or verbose. Come on, you can do better! Your reputation depends on it.

Get it Write

Write out the greeting you plan to use for your voicemail, and then record it word for word. In addition to providing simple instructions on how to leave a message, get creative and inject your personality in a way that will leave callers with a positive feeling when they hear that beep. Here are some ideas:

- Welcome!
- Thanks so much for calling.
- Don't worry; I'll call you back within 4 hours.
- Sorry I missed you.
- I appreciate your thinking of me.
- Your message is important.
- Wow!
- I'm excited that you're calling!
- Take as long as you like.
- I'm interested in what you have to say.

Grade-A Performance

With your written greeting in hand, you're ready to record it for all to hear. Don't just read it, however—perform it! Use varying emphasis, pauses and changes in pitch so that it sounds conversational. Just because your message will be delivered by a machine doesn't mean it should sound like it.

I don't believe there's a perfect voicemail greeting, although there may be a perfect one for you. If you cheated and copied someone else's greeting for your own, it's probably not the best one for you. Make the most of those precious few seconds when that caller first hears your recorded voice, and don't cheat them out of feeling great about calling you.

If you'd like to hear my voicemail greeting, dial 770-271-7719. You better do it after hours, however, or you might end up talking to me!

Paul Johnson, of Shortcuts to Results, educates, consults and speaks on ways to achieve business breakthroughs using the Trouble Breaker™ Methodology. Check out more shortcuts at <http://ShortcutsToResults.com> or call 770-271-7719.