



Soundly Speaking

**AT OUR December 17th MEETING:
Ronald P. Culberson, MSW, CSP**

The FUNdamentals of Humor: How To Make Money With Funny

Do you think your presentations are funny? Maybe, but guess what? They could be funnier if you spend time with Ron Culberson at our December meeting to learn six, maybe eight, maybe seven, simple steps to add humor to any presentation. Ron will show us:



- How to find and use the humor that's all around us
- How to write funny material
- How to make your unfunny material funny
- How to deliver humor in a memorable way
- How to cure Restless Leg Syndrome

This session is guaranteed to be fun, educational and well worth your time. We may even do some live coaching. And no animals will be harmed in this session.

As a speaker, humorist, columnist and author of *Is Your Glass Laugh Full?*, Ron Culberson's mission is to help people lighten up by using humor to minimize stress and maximize effectiveness. He shows people how to have more fun while preserving the integrity of the work they do and the lives they lead.

Ron has spent most of his life appreciating the fun and humor in everyday experiences. Whether as a cemetery caretaker or in the spotlight as an art auctioneer, Ron always focused on the lighter side of his work. More recently, Ron spent 10 years in a large hospice organization as a clinical social worker, Manager of Counseling Services, and Director of Quality Service. Since 1996, he has been the Director of Everything! at FUNsulting, etc.

In 2001, Ron received the Certified Speaking Professional (CSP) designation, the highest earned designation from National Speakers Association. The CSP is the speaking profession's international measure of professional platform skill and has been received by less than 7% of speakers worldwide.

Ron is on the NSA board of directors and a past president of the Washington, DC, chapter of NSA. He is also on the boards of directors of the Art Gliner Center for Humor Studies at the University of Maryland and the Herndon Rotary Club.

Ron's experiences as an author, a speaker, a hospice social worker *and* a senior manager have inspired him to help others realize the importance of finding balance in life. He has provided entertaining, informative and fun programs to over 80,000 people in more than 700 associations, government agencies, nonprofit organizations and Fortune 500 companies.

Visit Ron's website: www.funsulting.com



President's Message

Waldo Waldman

Speaker Business Strategy #1: Pick Up The Phone!

I recently keynoted a national sales meeting for an amazing company: Philips Medical Systems. At a social afterward, I asked one of their top-gun sales performers (his nickname was Opie) what the key to his success is. He simply smiled and answered, "Waldo, I pick up the darn phone!"

He went on to explain how salespeople today fail to do the most critical thing when it comes to closing business: establishing and maintaining relationships. I couldn't agree more.

I have a formula when it comes to business: $B = V * R$ (Business = Value x Relationship). The greater the value and/or relationship, the greater your likelihood of getting the business. In today's world of commoditized products, services and, yes, speakers, it is the relationship that truly earns the business.

After doing business with a client, or when first establishing a personal and professional relationship with an associate at NSA or another professional association, do you do the following wingman actions?

1. Call just to say thank you or hello.
2. Follow up with a personal card or perhaps a gift.
3. Take your new client or business wingman to lunch.
4. Put your phone number in your e-mail signature so people can call you.
5. Ask how you can help them (perhaps with a referral or marketing advice).

Today, with technology, autoresponders, and blackberries (in addition to our hectic schedules), it's so easy to forget to stick to the basics of talking with people. After all, why call when we can send a quick e-mail?

Our fellow NSA GA member Jim Ziegler spends the first part of every day just calling past clients and business associates. He knows the value of personal connection, and his bank account proves it.

I say it at every NSA Georgia meeting and I can't emphasize it enough: It's not the NSA meetings that will make a difference in your speaking career. It's what you do *after* the meeting that counts. It's the lunches and phone conversations. It's when you ask to see another speaker present in town and learn from them. It's when you offer your marketing or platform skills assistance to a speaker who needs some help.

This is the value of NSA. And it starts by picking up the phone. Ask any hugely successful NSA member like Mark Sanborn, Tim Gard or Dianna Booher, and they will tell you the same thing.

Bottom line: People like to be treated as human beings first and businesspeople second. Many of us think calling is simply a luxury we can't afford because we're just "too busy." However, when you go the extra mile and pick up the phone, you strengthen your relationships and distinguish yourself from average businesspeople and speakers. This can make a huge difference—not only to your business, but to your personal life as well!

Finally, as we approach the new year, don't forget to pick up the phone and tell those you love how much they mean to you. Have a wonderful holiday season!

And remember: You're not up there alone.

Waldo Waldman, The Wingman, is a former combat-decorated fighter pilot who builds team unity within organizations as a high-energy leadership inspirational speaker. To learn more about Waldo's seminars, visit www.yourwingman.com, call 770-333-9867, or contact him at waldo@yourwingman.com.

One Man's Mission To Make Nice – Reputation Capital® at Work

David Nour, VP of Programs



In a recent visit to Atlanta, Ed Whitaker, retiring chairman and CEO of the new AT&T, captivated several hundred employees in a wonder of a pep talk about the rosy future of the world's largest telephone company. Those who have heard him speak describe his demeanor as commanding, coupled with charm. You see, Whitaker managed to close an \$86 billion acquisition of formerly Atlanta-based BellSouth, tapping a string of unprecedented "megadeals" and making AT&T a classic case for Return on Integration™.

Although charmed thus far, having endorsed the acquisition strategy by sending the stock on a 2-year rise, Wall Street remains cautiously optimistic. A handful of questions are of a particular concern, specifically those of AT&T's broadband strategy foray into interactive TV and whether the string of takeover deals has obscured the company's fundamental vulnerabilities.

Plenty of promoters credit Whitaker with transforming Southwestern Bell (one of the smallest of the seven "Bells") into SBC when he took over in 1990. SBC ultimately swallowed AT&T and adopted its global brand.

The results of combining both organizations and inorganic growth often take time and may play out after the current leader of the organization is no longer in charge. Whitaker's term as CEO ends in early 2008 and he has already announced that he will take the title of chairman and disconnect from day-to-day operations. But that did not deter from his Reaganesque style of, "Think big, surround yourself with competence, and scale fast."

What makes Whitaker such a good, effective, convincing speaker? He has a statesman-like presence and a down-to-earth sense of humor. He empathizes with broad-based audiences and addresses their concerns of short-term confusion and turmoil in search of longer-term prosperity.

Similar to Joe DeAngelo, COO of Home Depot, who emphasized Home Depot's "return to the basics" at the Association for Corporate Growth dinner Whitaker's fundamental request to the audience was to, "Make nice with customers. Don't let them go until they're happy. You just can't let them go. Hang on until it's done." Any speakers dealing in customer service, sales, relationship management, or many other topics, should spread the same philosophy.

In an organization of 300,000 employees—or 3 employees like many of us—it is easy to become disconnected. Whitaker understands the importance of relationships to personal and professional success, and has made the journey from mahogany row to the mailroom. His success is based on the fact that he realizes the importance of internal communication, which is critical to the organization, as well as external relationships with suppliers and clients. In turn, his bookings are up and more profitable. In short, Mr. Whitaker is putting his Reputation Capital® to work. Are you?

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@nourgroup.com.

2008 Meetings

Saturday, January 19, 2008

Eric Saperston: Storytelling

Saturday, February 9

LeAnn Thieman, CSP

Saturday, March 15

Phil Van Hooser, CSP, CPAE:

Customer Acquisition and Retention

PM Session

David Greenberg, CSP

Presentation Best Practices

Saturday, April 19

Ford Saeks: Internet Marketing

Saturday, May 10

Speaker's Academy, 8 AM-6 PM

Saturday, June 21

Mike Rayburn, CSP

How to Get a Bazillion Bookings

Saturday, July 19

Darren LaCroix: Product Portfolio

Saturday, August 16

Sam Silverstein, CSP, NSA national president



Effective Paragraph Structure

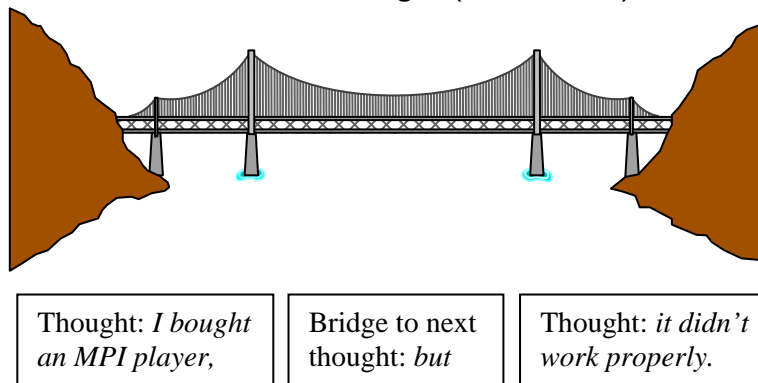
M. Kay duPont, CSP, CPDT, Editor

Paragraphs help you organize your ideas, and they help your readers stay on track. The most effective paragraph style is one that saves time for the reader—one where the topic of the paragraph is introduced in the first sentence so the reader can skim the remainder of the paragraph or move on to the next one. When this format isn't used, the reader has to plow through a lot of information to find out what you're talking about. This can be frustrating and time-consuming.

Here are some more tips for writing paragraphs:

- Use paragraphs to develop ideas and to show major units of thought. **Give each idea its own paragraph.** In other words, one thought per sentence, one idea per paragraph.
- Don't allow paragraphs to become too long. The break between paragraphs provides mental and visual relief for the reader. Try to keep paragraphs to a *maximum* of ten sentences. At the most, single-spaced paragraphs should not exceed 1/3 page; double-spaced should not exceed half a page.
- Vary the length of your paragraphs. Some paragraphs will be long (8-10 sentences), but others should be short (1-3 sentences). Varying the length of paragraphs makes your writing more interesting. And single-sentence paragraphs, when used sparingly, add emphasis to an idea.
- Well-written paragraphs begin with a topic (thesis) sentence, contain material to support the topic, are held together with connecting ideas or connecting words, and conclude with a summary of the paragraph's main ideas.
 - A topic sentence states the central idea of the paragraph and usually comes first. When the rest of the sentences in the paragraph directly relate to the topic sentence, the paragraph is clear and consistent.
 - Support material consists of evidence, facts, details, opinions, specific information, and examples that develop or explain the idea introduced in the topic sentence.
 - Connecting ideas or words are like sentence bridges. Such words are either repetitions of an idea in an earlier sentence or transitional words that connect sentences, such as *and*, *but*, *while*, *although*, *since*, *nevertheless*, *second*, *after*, *therefore*. I call them bridges because they help your readers cross from one part of your sentence to another, follow your thought process, and understand the relationship of the points you're expressing. You need to always show the reader exactly how ideas are tied together in your mind by using obvious connectives. Some bridges are informal and best used in informal writing; others are more formal and best saved for academic and formal writing.

Word Bridges (Connectors)



- The summary, of course is not a repeat, but a tie-up of all the important statements/facts in the document.

Paragraphs are the ladder rungs in your writing. Make sure they are solid!

M. Kay duPont, CSP, CPDT, Your Writing Partner, partners with speakers and writers to produce and publish professional books, marketing materials, articles and website copy. Contact Kay at 770-395-7483 or visit her website: www.YourWritingPartner.net.