



Soundly Speaking

**AT OUR MARCH 15th MEETING:
Phillip Van Hooser MBA, CSP, CPAE**

How to Rethink, Reposition and Retool Your Way to Speaking Success



Can you challenge the conventional wisdom and still thrive? You bet! Phillip Van Hooser did. Listen as he explains why:

- Taking any speech for any fee on your topic will serve to raise your fees ... and bottom line.
- Negotiating fees can be a good thing.
- Bigger (as in staff, offices and inventory) is not always better.
- Creating products could be a really lousy idea.
- Hiring a speech coach could hurt, not help, your performance.
- Paying big bucks for product development is just plain crazy.
- Letting clients go can get you more income.
- Refusing referral fees can result in even more business.
- Working with speakers bureaus may stunt your professional growth.
- Missing family birthdays, dance recitals and ballgames may make you a better parent.

Maybe you don't consider yourself a contrarian, but you occasionally find that some common "wisdom" touted by speaking, training and consulting self-proclaimed "gurus" just doesn't fit your personal business model. Maybe you want to grow your business, serve your clients better, get more repeat and referral business, and sell more products, but you're just not sure how to make it all happen. Maybe you want to rethink and retool your business practices, but you're fearful of sacrificing where you are to get where you could be. If any of these statements ring true with you, Philip Van Hooser will help you see a different perspective that might help you generate more profits, passion and personal satisfaction from your work.

Phil has learned to challenge conventional wisdom while creating business practices that work for him, his clients and his family. Hear the thinking that has resulted in his creating a thriving 20-year business, a solid bottom line, and healthy family relationships.

Phillip Van Hooser, MBA, CSP, CPAE, is a successful business author whose expertise has been published in numerous trade journals and publications, including *Investors Business Daily*. In his best-selling book, *Willie's Way: 6 Secrets for Wooing, Wowing and Winning Customers and their Loyalty*, Phil used his extraordinary storytelling ability to illustrate a proven customer service model that builds customer loyalty and improves profitability even in the most difficult business environments.

A longtime member of National Speakers Association, Phil currently serves NSA's membership as its national vice president (leading to his presidency in 2009-2010). In 1993, Phil earned NSA's Certified Speaking Professional designation and in 2006, Phil was inducted into NSA's CPAE Speaker Hall of Fame. **Visit Phil's website at www.vanhooser.com.**

See description of afternoon program by David Greenberg on Page 3



President's Message

Waldo Waldman

Work It Now!

How Winners at NSA Deal with Adversity

I remember the first time I was deployed to Saudi Arabia to enforce the no-fly zone with Iraq. I sat in an intelligence mission briefing with 50 of my fellow fighter pilots (my wingmen) where we were briefed on the Iraqi threats. The SAM's (surface-to-air missiles) and AAA (antiaircraft artillery) were everywhere—each with the reach and power to shoot us out of the sky.

My heart pounded and my stomach ached. I couldn't help it; I was scared. The anxiety and fear were almost overwhelming. For the first time in my military career, I was going to be tested in combat. It was "go time"—time to put all my training to the test. The years of study, focus and sacrifice at the Air Force Academy, where I learned the fundamentals of discipline and teamwork, to the 79th Fighter Squadron, where I learned to fly the mighty F-16, all would soon be put to use.

But deep down, I wondered if I was ready. How would I perform under real pressure? Would I get shot down? Would I be able to execute the mission when it really counted? I had to get focused!

Despite my insecurity, I *was* ready. I reflected on all my training and preparation, and I became more confident. All my previous work would allow me to win in Iraq. I didn't need to be afraid!

Each day, we are faced with missiles of business and life that are being shot at us as we execute our missions as professional speakers. How will you deal with them? Will you take action or shirk away in fear? Do you have the foundation of training, preparation and mental focus necessary to face those missiles with courage and confidence?

Here's the secret: Winners work hard and plant seeds of success long before the enemy strikes. That's why WIN stands for Work It Now!

I recently received a call from a close friend and NSA member. He told me business was way down and he really needed my help. I was happy he called, and I also appreciated that he was willing to be vulnerable and reach out. I felt for him. After all, I've been there.

Yes, business is bad all over. Look at the economy and it's quite clear that these are tough times for many of us in NSA (and for our clients as well). It's a huge missile and it's pointing at us all. How we deal with this missile will ultimately determine whether we'll defeat it.

If you want to test the character of a businessperson, see how they act when sales are down, when they're having a bad month, or when the competition is winning their business. Will they run away in fear or take courageous action? **Winners Focus Energy and Accept Responsibility.**

Here are a few wingtips to help you to take courageous action.

- Surround yourself with positive, successful wingmen in and out of NSA. Eliminate the naysayers and attract the "yaysayers." These are your comrades of confidence who will lend you their wings to fly, but who will also hold you accountable for your actions.
- Flight-plan your day. Get up earlier, schedule your action items, reduce/eliminate TV time, take a course on sales. Get focused on the preparation fundamentals that lead to business success.
- Be a WingGiver. Help your NSA teammates. Remember, there are folks like you who may be struggling personally and financially. Find a way to help ease their suffering with your skill, connections and compassion.
- Be thankful. Appreciate all your blessings. Take inventory where your life is going well, and try not to focus on the negative.

Life has its ups and downs. As soon as we think we have it under control ... BAM! Another missile gets launched at us. Don't resist it. Rather, accept it as a challenge to upgrade your flight status and strengthen your wings. Remember that winners in life "sweat in peace to bleed less in war." They deal with adversity by ensuring that the critical work and relationship-building is accomplished *before* the missiles of life are launched. If you wait until after the missiles are in the air, it's probably too late.

Remember: You're not up there alone.

Waldo Waldman builds team unity within organizations as a high-energy leadership/inspirational speaker. A former combat-decorated fighter pilot with corporate sales experience, Waldo brings an exciting and valuable message to organizations by using fighter pilot strategies as building blocks for peak performance, teamwork, leadership and trust. His clients include AFLAC, HP, NY Life, and Home Depot. To download Waldo's Top Gun Sales mission briefing, visit www.yourwingman.com or call him at 770-333-9867.

Afternoon Program, March 15, 1-3:00 David Greenberg, CSP



How to Create a Great Keynote Speech and Earn a Lot More Money ... Today!

If you want to make great money as a professional speaker, you'd better have a great speech! In this fast-paced and completely hands-on program, speech coach David Greenberg, CSP, will teach you how to use his incredibly simple technique to prepare and deliver a "killer" speech or business presentation before you leave the program! A few volunteers will receive on-the-spot coaching, so come with a portion of a current speech if you'd like to volunteer. If you don't have a speech yet, you need to be here so you can start earning the money a great speech can bring.

Since 1988, David Greenberg's company, Simply Speaking, Inc., has helped more than 100,000 business professionals and professional speakers to deliver winning presentations. David has coached numerous professional speakers to exponentially increase their earnings by delivering great presentations. He has been recognized as one of the nation's best presentation coaches, having been declared the state champion of the Toastmasters International Speech Evaluation Competition. David's best-selling books are required reading at several schools, universities and corporations, and include *Simply Speaking! The No-Sweat Way to Prepare and Deliver Presentations*; *Death by PowerPoint!*; and *Forget Your Title; We're All in Sales!* You can sign up for his complimentary newsletter at www.davidgreenberg.com.



Gender Etiquette

M. Kay duPont, CSP, CPDT, Editor

Women's vast presence in the executive office has brought about a new set of guidelines, a new sense of camaraderie and equality, and new rules of etiquette. Protocol is no longer based on sex, age or statewide culture. Men and women must be viewed primarily as professionals, not simply as men and women. Today's etiquette is based more on common sense. It specifies that we must treat everyone—men, women, peers, customers, managers, and staff—with the same courtesy.

For instance, what do we do about holding doors open? Previous etiquette dictated that a man must back up and give a woman room to pass through the door first; a younger person had to do the same for an older person. Common-sense etiquette dictates that the person in the lead holds the door for the person in the rear. Of course, you might want to arrange it so you arrive at the door first!

What about revolving doors? Why should it make any difference what kind of door it is? If a woman is in the lead, she goes in first and pushes; a man follows and pushes. If the person in the rear wants to push a little harder to help out, that's great. If people of the same gender approach a door together, however, the one in the higher position or the one who is considerably older usually goes first.

Elevators seem to present another problem. Again, common sense dictates that the people closest to the elevator doors get on first. If you want to be at the front when it's time to get out, get in and stand by the buttons, out of the way. Or go in last. When it's time to get out of the elevator, go. Don't stand around to see who else is leaving. If you're in the very front waiting for your floor, however, it's good manners to stand outside the doors to allow people to exit from the back. Consideration of the entire group should always come before formal etiquette to one person, especially in an elevator!

What about the rule that a man has to walk on the street side of the curb? That's really an old rule. It came into being during the days before paved streets—when animals, mud and refuse being thrown out of open windows were a hazard to pedestrians. Men were supposed to be gallant enough to let their clothes and body be ruined. Today it's not even feasible to walk along a busy street changing sides every few blocks to make sure the man stays on the outside.

It's still nice, but not mandatory, for a man to go around to the passenger side and assist a woman into the car when they are traveling together, though especially appropriate when the car is locked. Ladies, please be polite enough to unlock the man's door for him from the inside.

One important thing has not changed: It's just as bad to point out someone else's poor etiquette as it is to have poor etiquette yourself.

Kay duPont, CSP, CPDT, Your Writing Partner, partners with speakers and writers to produce and publish professional books, marketing materials, articles and website copy. She is the author of Business Etiquette and Professionalism.

www.YourWritingPartner.net.



NSA Georgia –Speakers’ Academy

Saturday, May 10, 2008

Tentative Locations:

Georgia Tech, Emory University Auditorium, Georgia Pacific, Georgia Power

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| 8 AM – Registration & “Professional Speed Dating” | |
| 8:30 AM – Welcome & Agenda Rob “Waldo” Waldman, President – NSA Georgia David Nour, VP of Programs | |
| 8:45 AM – Opening Keynote: Gene Griessman as President Lincoln | |
| Track One: Launch | Track Two: Thrive |
| 10 AM – Session One: “Wish I Knew Then What I Know Now” (Panel of recent professional speakers on lessons learned in launching their efforts) | Session Two: painful lessons learned from panel of CSPs: Ken Futch, Dan Thurman, Jim Ziegler Moderated by Jean Houston Shore |
| 11 AM – Morning Break | |
| 11:15 AM – Session Three: Monica Wofford on content development: “Getting out of Your Head and into Your Audience” | Session Four: Mike Rayburn, “How to Get a Bazillion Bookings” |
| 12:30 PM Luncheon Panel of Industry Experts: Getting Engaged VP of Client Relations – OVE.com (a division of Cox Enterprises) SVP of Franchise Strategy & Operations – InterContinental Hotels Group VP of Communications – Siemens Energy & Automation Moderated by: David Nour, Founder of Relationship Economics | |
| 1:35 PM – Session Five: Don Cooper on business development: “Identify, Harness and Maximize Your Hidden Sales Opportunities” | Session Six: Jared Patrick & Susan Leahy on freeway guides: “From Content to Distribution” |
| 2:30 PM – Afternoon Break | |
| 2:45 PM – Session Seven: Jim Mathis, “The Top 5 Resources Needed to Get Started” | Session Eight: Pat Hazell, “Bankable Humor” |
| 4:00 PM – Publishing & PR: Joint presenters Rick Frishman on publishing and Willie Spizman on world-class PR for speakers and authors | |
| 5:00 PM – Closing Keynote | |
| 6 PM – Reception: Meet the Speakers, Sponsors & Guests Jazz guitar duo: Forrest Alexander and Graham Ulicny | |