



# Soundly Speaking

## AT OUR APRIL 19th MEETING: Information Marketing Mastery for Professional Speakers

**Get More Bookings! Sell More Products!  
Create Residual Income from Your Expertise!  
Ford Saeks**



This high-energy how-to session offers you a multitude of creative direct and Internet marketing techniques for professional speakers.

You'll walk away with a wealth of up-to-the-minute strategies, innovative techniques, and bold new ideas proven to get more bookings and sell more products and services. Don't miss this chance to energize and ignite your marketing strategies.

You'll learn the best strategies for marketing through different channels, such as direct mail, catalogs, email and e-zines, and direct from your websites.

In addition you'll learn:

- 14 techniques to turbocharge your marketing results, even on a limited budget
- 10 profitable strategies you can use to build your speaking empire
- Easy methods to increase sales through your website
- How to price and package your products for maximum sales
- How to create your Internet massive-action plan (I-MAP)
- How to use the PSP Method™ for increasing sales as much as 500%
- How to increase your effectiveness and get the competitive advantage from your efforts

Bring your marketing and promotional materials for a chance to be selected for one of Ford's famous "Marketing Makeover-Hot Seats." This program is not just another rah rah, blah, blah chapter presentation, but an interactive "action training" that creates a lasting positive impact. Guaranteed!

Your presenter, Ford Saeks, is the publisher and originator of Randy Gage's Internet marketing efforts, websites and events—and the mastermind behind hosts of other well-known professional speakers, authors and consultants. Ford not only talks about information and Internet marketing solutions, he lives them daily. Starting with his first corporate site in 1993 to now having over 300 sites, bringing in millions of sales each year. He has the experience and expertise to make you rich!

[www.PrimeConcepts.com](http://www.PrimeConcepts.com) | [www.InternetProfitKit.com](http://www.InternetProfitKit.com) | [www.FordSaeks.com](http://www.FordSaeks.com)



## President's Message

Waldo Waldman

### COMMIT COMMIT—Where Discipline Meets Action

December 21, 1998—a brisk winter day in Saudi Arabia. I was stationed on my first combat deployment, flying missions to enforce the Iraqi southern no-fly zone. Inexperienced and quite nervous, I was scheduled to take off on only the fourth combat sortie of my career. It was a mission I'll never forget.

I was flying that day with my flight lead, Lt. Col. “Hos” Hyatt, the commander of the 79<sup>th</sup> Fighter Squadron Tigers. Our “2 ship” of F-16s were charged with “sanitizing” the airspace of any enemy aircraft that might be crossing the restricted area. It was a routine patrol. Or not.

Suddenly, our radios blared with an urgent call from the radar ground controller, “Viper flight, you’ve got an MIG-23 150 miles off your nose headed south ... hostile, hostile!” This meant the MIG had crossed the no-fly zone and was headed toward us and the fuel tankers we were in charge of protecting. A split second later, my headset erupted with a call from Hos. “Viper flight, COMMIT, COMMIT!” Almost unconsciously, I pushed up my throttle to afterburner and started to climb, as I struggled to stay in perfect formation with Hos. There was no turning back. We were going after that MIG.

With those two words, “Commit, Commit,” my destiny was set in motion. No time to think, simply time to react. I was trained for that moment and my instantaneous choice was clear: It was time to “commit.” My heart raced. The intensity was beyond words. Quite frankly, there was a part of me that asked, “Am I ready to do this? Will I get shot at? What if my engine fails?” But deep down, I knew I was ready and mentally and emotionally prepared. Otherwise I had no business being in that jet. Aborting that mission was not an option—period. I had a job to do. All my military training boiled down to this one moment, and I simply had to trust my wingmen, stay in position, and execute the briefed plan. It was time to act.

That moment may have come in the extreme of combat, but it was really no different than the “call to duty” we all face in everyday life and business.

Do you have the discipline and training to commit to action in your life—to “push it up” and go after your target with confidence? Perhaps you’re considering leaving your job to pursue speaking full time? Or maybe you want to write that book or finish your audio series or start selling your services to associations? The actions you take once you commit will determine the quality of your outcome. If you’re not ready to commit, no problem. Perhaps it’s not the right time, or you just need *more* time. But if you really are committed to take action in your life and in NSA, you better have the *discipline to do what it takes to commit with confidence and foster that level of trust others can count on.*

**True commitment only exists when it is aligned with action.** Action based on disciplined preparation, laser-sharp focus and, most of all: courage. The sort of courage that says, “Even though I may get ‘shot at’—I will carry on! This is the reality of flying fighters in combat, and it is also the reality of leading a life of passion that is based on commitment and action. Bottom line: Before you commit to anything, you have to risk getting “shot at.” You have to be willing to work and sacrifice. Let’s face it, it’s not easy to commit. If it were, everybody would be doing it!

My good friend, Dirk Jones, does 110 pushups every morning and he’s in the gym more than I am. Dirk is 73. He’s committed to staying fit and takes action to do so every day. I recently spoke to people from an amazing retail management company named Jones Lang LaSalle. Last year, a severe tornado ripped through one of their properties in Memphis—the Hickory Ridge Mall. Petrified, one of s refused to evacuate the building. Pat Jacobs, the mall’s GM, stayed behind and risked his life to make sure the employee was safe. Another wingman named Barry Woods drove 8 hours and spent 3 weeks with his coworkers to help them recover from the disaster. Barry and Pat were committed to serving their wingmen at JLL. They took action and it made a deep difference for their company.

So here’s the **wingtip**: The ability to face our fears, harness courage, and commit to action when the stakes are high is a lot easier when we act in service to others. More importantly, when we have a trusted partner on our wing backing us up, it gives us courage to press on. Hos was on my wing. Who’s on yours? I hope NSA can be that wingman to help you to commit to being the best speaker possible. Remember, you’re not up there alone. (PS: The MIG aborted and went back across the border. Mission accomplished.)

*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](http://www.yourwingman.com) or call him at 770-333-9867.*

## NSA Georgia 2008-09 Board

**Martha Lanier**  
**Past President, NSA Georgia**  
**Chairman of the Nominating Committee**



Springtime is a time for growth, and NSA Georgia is no exception. It's a time when our members are given an opportunity to step up and serve on the board of directors for the following year. This year, the nominating committee received a tremendous response from many members who came forward and offered to fill positions on the 2008-2009 board of directors.

We are currently experiencing a phenomenal year under the leadership of Waldo Waldman and his team. The next four months will provide exceptional speakers, highlighted by the Speakers Academy on May 10. Next year, Jon Schwartz will head a team of eager and experienced members and continue the tradition of having NSA Georgia remain one of the leading chapters of NSA.

The nominating committee is pleased to announce that the slate for the 2008-2009 NSA Georgia board of directors was announced and approved at the annual meeting on Saturday, March 15, 2008. As president, Jon will be supported by the following board members:

VP of Finance: Diane Bogino  
VP of Programs: Wendy Kinney  
VP of Membership: Jim Mathis  
VP of Marketing: Bill Kovach  
Director of Meeting Production: Scott Mastley

Director of Associates: David Nour  
Director of Volunteers: Jennifer Kahnweiler  
Director of Special Events: Rich Hart  
Director of CSP Relations: Jeff Justice, CSP

Also serving on the board will be past president Waldo Waldman and the president elect, Jim Dawson. Jim was approved by the current board to serve as president-elect and will head the 2009-2010 board of directors. Jim has been a member of NSA and NSA Georgia for the past 15 years. He has served on the executive board for 2 terms as VP of Membership and 2 terms as VP of Finance. He is the managing partner of ADI Performance, an executive training firm, and owner of Automation Marketing, an outbound business-to-business call center. Jim has earned his DTM with Toastmasters International. He not only served as district governor of District 14, but led them to number one in the world!

I thank Jean Houston Shore, CSP, and Steve Cohn, CSP, for serving on the nominating committee with me this year. Their knowledge, experience and expertise were vital in selecting the candidates for next year's board. Together they have over 25 years as members of NSA Georgia. One is a past president and the other is currently serving on the board of NSA. They each have served in multiple positions on past NSA Georgia boards.

There are numerous opportunities to use and develop leadership skills here at NSA Georgia. Don't wait to be asked, go ahead and contact a member of the current or the future board and share your interest or expertise.

## Upcoming Programs

### **Saturday, April 19**

Monthly Meeting, 9-Noon, 1-3 PM  
Ford Saeks on Internet Marketing  
**\*\* Free Guest Month**

### **Saturday, May 10**

#### **Speaker's Academy, 8 AM – 6 PM**

Location: Georgia Tech Klaus Building  
15 national speakers, 4 panels, partner expo, private reception, NSA bookstore, audio CDs

**Saturday, June 21** Monthly Meeting, 9-Noon  
Mike Stewart on Internet Audio & Video

### **Saturday, July 19**

Monthly Meeting, 9-Noon  
Robyn Winters, Delivering World-Class Performance  
1-3 PM: Using Whole Brain Thinking

### **Friday, August 15**

**Year-End Gala, 6 – 10 PM**  
Location TBD



**NSA Georgia Speakers' Academy**  
**Saturday, May 10, 2008**  
**Georgia Tech Klaus Building, Midtown Atlanta**

<b>8 AM – Registration &amp; “Professional Speed Dating”</b>	
<b>8:30 AM – Welcome &amp; Agenda</b> Rob “Waldo” Waldman, President, NSA Georgia David Nour, VP of Programs	
<b>8:45 AM – Opening Keynote: Gene Griessman as President Lincoln</b>	
<b>Track One: Launch</b>	<b>Track Two: Thrive</b>
<b>10 AM – Session One:</b> Wish I Knew Then What I Know Now: Panel of professional speakers on lessons learned in launching their efforts  Tent (Christina Parker)	<b>Session Two:</b> Painful Lessons Learned. Panel of CSPs: Ken Futch, Dan Thurman, Jeff Justice Moderated by Jean Houston Shore
<b>11 AM – Morning Break</b>	
<b>11:15 AM – Session Three:</b> Monica Wofford on Content Development: Getting Out of Your Head and Into Your Audience	<b>Session Four:</b> Mike Rayburn : How to Get a Bazillion Bookings
<b>12:30 PM Luncheon Panel of Industry Experts: Getting Engaged</b> Kevin Johnston, CMP, CEO, Advantage Event Group Moderated by: David Nour, fFounder, Relationship Economics	
<b>1:35 PM – Session Five:</b> Don Cooper: Identify, Harness and Maximize Your Hidden Sales Opportunities	<b>Session Six:</b> Jared Patrick & Susan Leahy: Freeway Guides: From Content to Distribution
<b>2:30 PM – Afternoon Break</b>	
<b>2:45 PM – Session Seven:</b> Jim Mathis: Top 5 Resources to Get Started	<b>Session Eight:</b> Pat Hazell: Bankable Humor
<b>4:00 PM – Publishing &amp; PR:</b> Joint presenters Rick Frishman on Publishing and Willie Spizman on world-class PR for speakers and authors	
<b>5:00 PM – Closing Keynote</b>	
<b>6 PM – Reception: Meet the Speakers, Sponsors and Guests</b>  <b>Jazz Guitar Duo: Forrest Alexander and Graham Ulicny</b>	