



June Soundly Speaking

**AT OUR JUNE 21ST MEETING:
Mike Stewart,
Internet Audio and Video Guru**

Is your website outdated? Missing impact? Are you losing traffic? More importantly, are you losing business because your website has a case of the blahs? The June 21st NSA Georgia meeting will cure your website blahs and more!

[Learn from the Internet Master to the Superstars!](#)



Mike Stewart, the Internet Audio and Video Guru, will present his best methods to quickly and easily create, edit and post audio and video files on your blog and website! You will learn how to attract more visitors to your website with his demonstration on adding value-based content, dialogue and video. www.internetaudioguy.com

Morning Program: The Importance of Web Video and Audio

You will learn:

- How to quickly and easily create, edit and post audio and video files on your blog and website
- How to attract more visitors to your website
- How to add value-based content, dialogue and video, to increase traffic and keep your content fresh
- The changing trend of Internet use and how visitors are demanding more content and value
- How to hold and keep the attention of prospective clients so your business will experience tremendous growth
- The importance of video sales letters, video blogs and new media marketing techniques to skyrocket your traffic

AFTERNOON SESSION
Call NOW to make your RESERVATION
770-445-4797

The 2-hour afternoon session has attendees in an intensive mini-workshop focusing on implementing best practices for greater impact. Mike will work one-on-one with you, using your website, showing you how to improve content quickly and easily.

Mike's clients have paid thousands of dollars for his expertise in private coaching sessions! Be at this great meeting and enjoy the benefit of the same information for a fraction of the cost.

Guaranteed!



President's Message

Waldo Waldman

LIFT VS. DRAG – A Leader's Perspective

So how do you get a 35,000-pound F-16 jet fighter to fly? It's no easy feat. To overcome the force of gravity, you have to create a force greater than gravity's grasp. That force is lift.

As the F-16 blasts through the sky, there is an "enemy" of lift that must be overcome. It's an aerodynamic force that resists the forward motion of the jet (known as drag).

There are two kinds of drag: induced and parasite. Induced drag is a "good drag." It's a byproduct of lift and is necessary for flight. Parasite drag is not helpful because it battles against the good drag, working to slow the aircraft down. It's caused by the nonlifting portions of the aircraft, such as the landing gear, missiles and external fuel tanks.

Ok. Here's the big picture. In order to fly, a jet's lift must exceed drag. The less drag, the easier the plane flies. Let's look at this on a practical level in fighter combat. When evading missiles or engaging another fighter in close combat, one of the first things you must do is what pilots call "jettison your stores." You have to get rid of all the parasite drag hanging from the jet that's not critical to immediate, fast flight. Fuel tanks and bombs, for example, must go. This reduces your weight while simultaneously reducing drag, allowing the fighter to be much more maneuverable to avoid getting shot down. Simply put, if you don't need it, you drop it.

What "parasites" do you have dragging you down and stopping you from reaching new heights in your life or in your future as a speaker? Parasites are the negative relationships that sap you of your energy and time while giving nothing in return. They are also the fears, doubts, mental baggage, dramas and self-limiting beliefs that strangle your ability to take action. Parasites suck the life out of you. They can drag you down emotionally and hold you back from being a successful leader. Do you have any of that "hanging around"?

We all have parasite drag in our lives. We're just not aware that we have it, or we put off doing anything about it until our own personal "missiles" begin to fly. The problem is that, if we're dragged down too much, the missiles will hit us. What are you holding on to that you really need to let go of? Here's my advice: Jettison your parasites now!

Are you willing to do that so you can become more fulfilled and successful? Perhaps it's an unhealthy relationship, laziness, or a private addiction such as TV, gambling, or even a sugar fix. Or maybe a bad job is bringing you down, or a fear of failure is stopping you from starting a new business.

Want to find what gives lift in your life? Look at what drives your passion. Look at the relationships and activities that get you excited and energized and ready to "push it up" in life. Then pursue them relentlessly. Seek what gives you life.

When flight planning for success, winners have an ability to get rid of distractions and focus on action that leads to positive results. They also surround themselves with people who challenge them. An amazing philosopher and speaker, Jim Rohn, once said, "Don't spend major time with minor people." If you want to be a success, spend time with people who lift you up to greater heights. They are your wingmen. They have the courage and compassion to tell it like it is. They won't settle for your excuses, but they will inspire you and give you hope.

The question remains: How do you attract these types of people into your life, especially when dealing with the stress of building a speaking business? You do it by giving your time, advice and hope to those in need. In essence, you become a wingman to others and help them fly to greater heights. You do the hard work to build your own character before expecting it of others. This is the core of leadership. When you do this, wingmen will naturally be attracted to you. They will feel comfortable coming to you for help and you will slowly, but surely, find yourself surrounded by people you trust. As I always say, never fly solo.

Leadership Wingtip: Leaders *push* themselves up while *pulling* others up.

Discipline, hard work and productive relationships are the lifts in life that overcome the parasite drags of unhealthy relationships, addictions and complacency. They are your tools to conquer mediocrity and live with courage. They will help you win in and out of NSA. Don't leave them from your flight plan.

If you want to reach new heights in business and in life, make sure you do whatever it takes to maximize your lift and minimize your drag. Not only will you avoid the missiles, but you'll hit your target as well!

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, his clients include Aflac, HP, MassMutual, 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.

Breaking Bad Business Habits: How to Make Your Speaking Business Recession-Proof

Jim Mathis, CSP



Stress comes from knowing what is right and doing what is wrong. —Larry Winget

What would your business look like in 2 years if you didn't fail at anything? How much money would you be making? Would you be dominating your market? If your answer is "yes," then you know what the greatest obstacle is in growing your business: you. You are your own worst impediment. Your fears; your belief in your own inadequacy; your failure to commit. If you could get out of your own way, you would be overwhelmingly successful. So what's stopping you?

Here are 5 bad business habits speakers fall into that prevent them from being successful and dominating their markets. They aren't secrets; most of them are obvious. The problem is that we either haven't seen them for what they are or we are afraid to do the work to correct them. So what are the 5 bad habits we practice regularly that inhibit our growth?

1. Blaming the economy.

There is no such thing as money problems; there are only idea problems. —Ford Saeks

I was speaking in Canada last month and stopped in to see a client in Toronto. I noticed while reading the *Globe and Mail* (Canada's nationwide newspaper) that the Canadian economy was doing much better than the American economy. I asked my friend if Canada was experiencing the same recession fears we were. She said, "No. Our press isn't trying to convince us that our economy is bad." Hmmm. To be truthful, most of the present economic problems America is facing are brought on by fears. Our GDP is growing, and we haven't had one quarter (as of this article) of decline. So why are prices going up and jobs being lost? The simple answer is fear. Fear of our own inabilities. Fear of failure. The successful people I network and socialize with choose not to participate in talk of fear and recession. I am having the best year ever in my business because I believe that, if you work hard, there is always enough money circulating and you will receive an ample amount of it. Senior leadership who won't spend money on improving customer service and educating their employees and boards will pay dearly when the present "crisis" is over and they find themselves without customers ... and a job.

2. One-time motivational meetings and training.

People don't need to be educated. They need to be reminded. —C. S. Lewis

Turn the one-time speaking engagements into multiple training dates and your business will flourish. Sales is a process, not an event. Customer service is a process, not an event. Managing people is a process, not an event. So who came up with the idea that a one-time event would turn these processes around? I am constantly contacted by business leaders and meeting planners who ask me to come in and do a keynote presentation for their corporation or organization. "What is the purpose of the meeting?" I ask before accepting.

Invariably the response comes back, "We want our people motivated to work better, make better sales, and treat the customers with respect."

"Do you think a one- or two-hour presentation is going to do that?"

"Uhh, yes, we think so"

If it took your culture several years to get this way, what makes you think you can cure it in one morning? But, year after year, organizations have a big annual corporate meeting where they bring everyone in at great expense to hear a few motivational speakers (yes, I know I am one), and the attendees leave pumped up. Two weeks later, nothing has changed except the degree of apathy. The resistance to change has increased while productivity has decreased to new, low levels. Another year, another rah-rah meeting, with little to no results.

Why not suggest that your clients hire one person (you) to come in and work with their employees and leadership over a period of time and get real results?

3. Staying out of touch with your clients.

There is only one boss. The customer. And he can fire everybody in the company from the chairman on down simply by spending his money somewhere else. —Sam Walton

A good leader knows what his/her customers want and satisfies their needs. You need to know the #1 complaint of your customers. Maybe you do; maybe it's keeping you up at night. Solve your customer's problem and you will do 2 things: dominate your market and sleep more. Your customers are the lifeline of your business. A Ford Motor Company advertising executive was quoted several years ago as saying: "We had to divert 120 million dollars to online advertising because, as much as we tried to discourage it, people kept going online to look at our cars."

Huh? If your customers want something from you that is reasonable and will make you more money, why wouldn't you want to satisfy them? Stop saying you *can't* do something when what you really mean is that you *won't* do something. Shop your business. Find out what the customer experience is like. Then do something about it. Every airline executive ought to be a regular passenger on their planes to see what their customers go through. Every bank executive should call in to their customer service line to see how prompt the service really is. Every doctor should be a patient in their own practice. Every speaker should see what it is like to hire them and work with their office. Imagine the possibilities if senior executives really knew what the average customer had to put up with to get served by their business.

4. Paying someone else to do your marketing for you.

If it is to be, it is up to me. —William H. Johnsen

I was talking with a group of speakers at a National Speakers Association meeting several years ago. I told them how they could market their careers with very little effort. Two weeks later, a woman contacted me from the group to tell me she was so excited about what she heard me say that she had hired a "marketing pro"/stranger to market her career for her. To this day, her speaking career hasn't gotten off the ground (but the marketing pro has made a lucrative career off her and several others). No one sells me better than me. I have an assistant, Marti, who does some of my marketing (along with about a billion other necessary tasks each day). I trained her. She is the second best person at marketing me. She has a stake in my success. She gets a commission off any business either of us signs. We refuse to pay someone for a marketing service. "Nobody does it better," as the song says.

5. Waiting until you are "ready" to market.

Delay always breeds danger; and to protract a great design is often to ruin it. —Cervantes

I have helped hundreds of saleswomen and salesmen achieve their dreams. Along the way, I hear some of the lamest excuses for why they don't jump in and start marketing themselves. One of the most frustrating excuses I hear for inactivity is, "I'm not ready yet to start calling on clients." Ready for what? Ready to make a fortune? It makes me think they are afraid of success. Maybe some people are. I told one man that he could have been working all over the world instead of standing there talking to me and he was surprised.

I was mentoring a woman who told me in November that she was waiting until January to start marketing because January was going to begin her "Year of Marketing." I told her that every year is my year of marketing! Even if you don't have all the slick materials; if you don't have the killer web site; if you don't have all your ducks lined up, go ahead and start marketing (no one is going to hire you on the first call anyway). The universe allows you to put something out there that is not perfect and work on it over a period of time. Remember Windows 3.0, 3.1, 95, 98, 2000, ME and XP?

Jim Mathis, CSP, is an international speaker, author, corporate trainer and executive coach. He has been speaking, leading conferences and consulting for over 28 years. He helps business leaders increase market share by focusing solely on improving productivity, maintaining their competitive advantage and increasing income in high-stress industries and environments. He is president of The Mathis Group, LLC; a partner in Leading With Spirit!; a member of National Speakers Association and International Coach Federation; vice president of membership-elect of Georgia Speakers Association, and author of *Reaching Beyond Excellence*.
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