

## 2012-2013 NSA Georgia ProPath – Curriculum and Schedule

DATE	TIME Location	TOPIC	LEARNING OBJECTIVES	LAB / HOMEWORK
Feb 3-5		NSA Winter Workshop	<a href="http://nsawinterconference.org/">http://nsawinterconference.org/</a>	IN DALLAS TEXAS
March 3	9:00 am 3:00 pm PIAG	<b>ProLogue:</b> ProPath ProFile <b>Introduction &amp; Program Overview</b> Jon Schwartz	Introductions and Program Overview • <b>Master Mind</b> / Mentor / Muse • Share Expectations and Goals • Role of NSA and NSA Georgia • Being an Expert – • Speaking Markets – Style vs Content	<b>Homework:</b> Research Markets / Niche or not  Read and report on 3 articles about your area of expertise.
March 17	9:00 am 4:00 pm  PIAG	NSA Georgia Regular Meeting ALAN WEISS	<ul style="list-style-type: none"> <li>• Debrief / Review Homework</li> <li>• Action Items</li> </ul>	Start working on a 3 – 5 minute section of your speech that shows the group your platform persona OR be prepared to discuss.
Apr 7	9:00 am 4:00 pm PIAG	<b>ProDuctivity</b> Topic Development Speech Structure	<ul style="list-style-type: none"> <li>• Find your focus and fuel your fervor</li> <li>• Research and develop topics</li> <li>• Build programs</li> <li>• <b>Constructing a Keynote</b></li> <li>• Handouts - Introductions</li> </ul>	<b>Homework:</b> Write an introduction. Identify 3 topics & create a one-page summary.
Apr 21	9:00 4:00 PIAG	NSA Georgia Regular Meeting Clint Greenleaf	Greenleaf Publishing PM Tactica Advice for Writing Your Book	
May 5	9:00 am 4:00 pm PIAG	<b>ProFiciency</b> Presentation Skills & Platform Mechanics	<ul style="list-style-type: none"> <li>• Style vs Substance / Authenticity</li> <li>• Using your voice, body &amp; movement</li> <li>• Connecting with the audience</li> <li>• Using humor / props</li> <li>• Program prep &amp; Room Set up</li> <li>• Stage presence • Dress for success</li> <li>• Technical aspects of a program</li> </ul>	<b>LAB:</b> Working with mics and basic sound. Working with style. <b>Homework:</b> Create a pre-program questionnaire. Read Max Dixon's article, "The Magic of Stories." Listen to Speaker's audio for style
May 19	9:00 am 4:00 pm PIAG	NSA Georgia Regular Meeting TBA	<ul style="list-style-type: none"> <li>• Debrief / Review Homework</li> <li>• Action Items</li> </ul>	<b>Homework:</b> Continue working on stories. Download Audacity
June 2	9:00 am 4:00 pm PIAG	<b>ProPer</b> <b>ProNouncement</b> Applying Skills Working with AV <b>ProPanel</b>	<ul style="list-style-type: none"> <li>• <b>Deliver a story to the class</b></li> <li>• ProPanel Feedback</li> <li>• Getting Audio &amp; Video on the web</li> <li>• YouTube Channels</li> <li>• Resources for software &amp; hardware</li> </ul>	<b>LAB:</b> Working with AV Simple audio editing.  <b>Homework:</b> Upload audio and/or video to your website or YouTube Channel.
June 16	9:00 am 4:00 pm  PIAG	NSA Georgia Regular Meeting SPEAKER TBA Dan Janal	PR Leads for your speaking business  There is no ProPath meeting July 7 but there's a lot of homework to do. Be ready for out August	<b>Homework:</b> Who are you? What do you do? Be ready to define yourself for Sales and Marketing.

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		<b>NO PROPATH</b>	<b>MEETING IN JULY</b>	<b>HAPPY 4<sup>TH</sup></b>
July 14	July 17	<b>NSA NATIONAL</b>	<b>CONVENTION</b>	<b>INDIANAPOLIS, IN</b>
July 21	9:00 am 4:00 pm PIAG	NSA Georgia Regular Meeting SPEAKER TBA	<ul style="list-style-type: none"> <li>• Debrief / Review Homework</li> <li>• Action Items</li> </ul>	<b>Homework:</b> Google your topic or niche. Find 3-5 speakers. Look at their website and watch their demo.
August 4	9:00 am 4:00 pm PIAG	<b>ProMote to ProPell</b> <b>ProFits</b> Sales & Marketing	<ul style="list-style-type: none"> <li>• High impact low cost marketing</li> <li>• One sheet / pdf files</li> <li>• Stand out from the crowd</li> <li>• Demo Video</li> <li>• Networking / Elevator Speech</li> <li>• Website / SEO / Pay per click</li> <li>• Cold Calls / Leads</li> <li>• Guide to e-Mail campaign</li> <li>• Social Media</li> </ul>	<b>LAB:</b> Websites reviewed. Set up accounts on LinkedIn, Facebook & Twitter. Product update  <b>Homework:</b> Work on sales script, One sheet, Website. Research “Pay Per Click.”
<b>AUG 17</b>	7:00PM	<b>YEAR END GALA</b>		
August 18	9:00 am 12:15 pm PIAG	NSA Georgia Regular Meeting Ron Culberson National President.	<ul style="list-style-type: none"> <li>• Debrief / Review Homework</li> <li>• Action Items</li> </ul>	<b>Homework:</b> Reading assignment on business plans.
		<b>No PM Session</b>	<b>Third Saturday Quick debrief After</b>	<b>AM Session</b>
Sept. 1	9:00 am 3:00 pm PIAG	<b>ProCess to ProSperity</b> Running your Business	<ul style="list-style-type: none"> <li>• Creating a business plan/model</li> <li>• Developing systems</li> <li>• Creating forms and contracts</li> <li>• Business technology</li> <li>• Time and Contact Management</li> </ul>	<b>Homework:</b> Create a business plan. Shopping List. Create contract / Invoice
Sept 15	9:00 am 5:00 pm PIAG	NSA Georgia Regular Meeting SPEAKER TBA	<ul style="list-style-type: none"> <li>• Debrief / Review Homework</li> <li>• Action Items</li> </ul>	Continue working on your marketing for Oct review
Oct. 6	9:00 am 3:00 pm PIAG	<b>ProGress</b> Review of Materials Jon & Panel	<ul style="list-style-type: none"> <li>• Review developed materials</li> <li>• Review Website</li> <li>• Review Sales Scripts</li> <li>• Product Review</li> </ul>	<b>LAB:</b> <b>Homework:</b> Make a list of YOUR potential product
Oct 20	9:00 am 4:00 pm PIAG	NSA Georgia Regular Meeting SPEAKER TBA	<ul style="list-style-type: none"> <li>• Debrief / Review Homework</li> <li>• Action Items</li> </ul>	
Nov 3	9:00 am 3:00 pm PIAG	<b>ProDucing ProDuct</b> Developing Product	<ul style="list-style-type: none"> <li>• Book – e-book – booklet</li> <li>• Self Publishing Guide</li> <li>• Audio / Video / PodCast / Webinars</li> <li>• Articles</li> <li>• Overcoming the blocks</li> <li>• Develop a plan to market and sell</li> <li>• Copyrights / Trademark</li> <li>• Dress For Success –</li> </ul>	<b>Homework:</b> Working plan for your product. At October meeting be prepared do discuss your potential products

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Dec 1	9:00 am 3:00 pm PIAG	<b>ProActive</b> Special Skills Honing Your Skills Becoming an Expert	<ul style="list-style-type: none"> <li>• Customizing</li> <li>• Facilitating</li> <li>• Coaching</li> <li>• Training</li> <li>• Media</li> <li>• Conducting Radio and TV interviews</li> <li>• Working on relationships</li> <li>• Bureaus</li> </ul>	<p><b>LAB:</b> Progress update. Focus on your trouble spots</p> <p><b>Homework:</b> Brush up your business plan to bring to the 10/15 meeting.</p>
Dec 15	9:00 am 1:00 pm PIAG	NSA Georgia Regular Meeting SPEAKER TBA	<ul style="list-style-type: none"> <li>• Debrief / Review Homework</li> <li>• Action Items</li> </ul>	<b>Homework:</b> Rehearse you showcase piece.
Jan 5	9:00 am 4:00 pm PIAG	<b>ProPanel</b> Rehearse in Front of Camera	<ul style="list-style-type: none"> <li>• Review Marketing –</li> <li>• Run Showcase presentations and tape</li> <li>• ProPanel feedback from some of NSA Georgia's best</li> </ul>	<p>LAB: Discussions</p> <ul style="list-style-type: none"> <li>• Association Membership</li> <li>• Program reflection</li> </ul> <p><b>Homework:</b> Rehearse you showcase piece.</p>
Jan 19	9:00 am 4:00 pm PIAG	NSA Georgia Regular Meeting SPEAKER TBA	<ul style="list-style-type: none"> <li>• Debrief / Review Homework</li> <li>• Action Items</li> </ul>	
Feb 2	10:00am 2:00 pm PIAG	<b>ProCeed to ProFessional</b>	<b>DRESS REHEARSAL</b>	<b>PREPARE, PRACTICE, PRESENT!</b>
Feb 16	9:00 am 12:30pm PIAG	<b>ProDuction</b>	<b>SHOWCASE &amp; GRADUATION</b>	

### NOTES: