



Institute for Professional Speaker Development

National Speakers Association | Minnesota Chapter

2009 - 2010 APPRENTICE PROGRAM

Discover how to build a thriving professional speaking business.

Our Vision:

To provide growth, learning, support and connecting opportunities for its members and related professionals.

For additional information, contact:

NSA-MN
PO Box 181
Hopkins, MN 55343
(952) 767-0219 Phone
(952) 767-0459 Fax
info@NSA-MN.com
www.NSA-MN.com

NATIONAL SPEAKERS ASSOCIATION



NSA-MN Apprentice Program participants experience an in-depth look at the business of professional speaking. In this dynamic and popular program, you will explore all dimensions of a successful speaking business. Program facilitators are NSA-MN Professional Members. Guest speakers are either Certified Speaking Professionals or Professional Members of the chapter.

- Learn the four competencies of a successful speaking business.
- Identify your expertise and speaking topics.
- Explore your own “brand” and speaking style.
- Discover how to create programs that sell.
- Learn how to establish and negotiate speaking fees.
- Gain valuable insight into the sales and marketing process.
- Identify the keys to creating a sound business plan.
- Learn to manage your speaking business effectively.
- Learn to create effective, appealing marketing materials.
- Learn the importance of telling stories and delivering with impact.
- Discover how to network with meeting professionals.

This program will help you to clarify plans to launch and develop a successful speaking business. Learn from the pros who have been where you want to go!

“This program was my roadmap to breaking into the speaking industry! Just 5 months into this program, I managed to start my own speaking and seminar business! I’m absolutely thrilled with my progress, and I owe a big thanks to the instructors, all the presenters, and the NSA-MN chapter staff. I can’t wait for the graduate program—Count me in!”

~ Vitalia Bryn-Pundyk, participant

“The 2006-2007 NSA Apprentice program has completely surpassed all of my expectations. My goal was to learn, understand and apply the business side of the Speaking Profession, my goals were met and then some. Learning from the people that are actually succeeding as professional speakers, “living your/my dream” was phenomenal. The ability to have access to the presenters is not going to happen anywhere else. The most powerful lesson for me was watching all the presenters give so freely of their time, experience and talent. A pure lesson in service. This program is a must for those who want to achieve the next step and get paid for your talent.”

~ Ken Betterton, Bet-On Leadership, Speaker, Trainer, Coach

2009-2010 PROGRAM SCHEDULE

Eight (8) Apprentice Program Sessions:

6:00 to 9:00 p.m.

Light meal will be served at all sessions

Session One:	Tuesday, October 13, 2009
Session Two:	Monday, November 3, 2009
Session Three:	Tuesday, December 1, 2009
Session Four:	Tuesday, January 12, 2010
Session Five:	Tuesday, February 2, 2010
Session Six:	Tuesday, March 2, 2010
Session Seven:	Tuesday, April 6, 2010
Session Eight:	Tuesday, May 4, 2010

Four (4) additional learning and networking opportunities.

Also connect with colleagues and NSA-MN professionals at the Year-End NSA-MN Gala (*dinner included*).

TUITION INCLUDES:

- Eight (8) Apprentice Program Sessions
- Four (4) NSA-MN Educational/Networking Opportunities
- North Oaks Dinner of Success with Mark LeBlanc
- Year-End Gala
- All Program Materials

\$995*

**Best Value rate for prepaid registrations.*

Best Value

Pre-Payment Plan

\$995 payment in full on or before 9/25/09

Payment Plan

\$250 At enrollment

\$450 Due 10/05/09

\$450 Due 01/15/10

Bonus option if full payment is received by 9/15/09:

Copy of the Dr. Zimmerman DVD Everyday Secrets for Staying Booked Everyday or

Mark LeBlanc DVD Growing

Your Business When You Are The Business

Tuition is non-refundable.

Participation is limited to the first 30 registrants.

2009-2010 MEETING LOCATION:

Hilton Minneapolis/St. Paul Airport Mall of America
3800 American Blvd East, Bloomington, MN 55425

© Minnesota Chapter of the National Speakers Association (NSA-MN). Additional copies may be made without permission by other chapters of NSA and by anyone on the NSA staff or board.

ENROLLMENT FORM



Contact Information

Date: _____

Name: _____

Company: _____

Phone (day): _____

Phone (evening): _____

Fax: _____

Email: _____

Address: _____

City: _____

State/Zip: _____

Website: _____

Apprentice Program -Tuition Options (please choose one):

Best Value: \$995

The Best Value plan is a pre-payment plan. The \$995 payment will be made in full on or before 9/25/09. If you choose this option, please choose payment type now.

Check (enclosed) Credit Card (complete information below)

Payment Plan: \$1,150

*The Payment Plan will be charged in three installments. The first installment of \$250 is due at the time of enrollment. An additional \$450 will be charged on 10/5/09. The third and final installment of \$450 will be charged to your credit card on 1/15/10. Note: If you choose this option, you **must** provide credit card information at the time of enrollment.*

Tuition includes Eight (8) Apprentice Program Sessions, Four (4) NSA-MN Educational/Networking Opportunities, North Oaks Dinner of Success with Mark LeBlanc, Year-End Gala in May, and All Program Materials.

Tuition is non-refundable. Participation is limited to the first 30 registrants.

NSA-MN Payment Authorization:

I authorize NSA-MN to charge my credit card for the Apprentice Program tuition, per the option I selected above.

Name: _____

Card Type: VISA MasterCard American Express

Card #: _____ Exp. Date: _____

Signature: _____ Date: _____

Please submit completed APPRENTICE PROGRAM enrollment form to:

NSA-MN, PO Box 181, Hopkins, MN 55343

info@NSA-MN.com, (952) 767-0219 Phone, (952) 767-0459 Fax

"Thank you & yes I mean every bit of it! WOW! The NSA Apprentice Program is life altering and business enhancing! As a new entrepreneur, business owner and speaker, I've gained so much from the wealth of information, quality of presenters and content that it has undoubtedly saved me from oodles of mistakes! The Apprentice Program has given me more than just the tools for best decision making and career launching...it has given me a sense of confidence and a belief that I too can do it! Thank you NSA-MN for offering this invaluable training for us newbies!"

~ Kate Carlson, Speaker, Trainer, Writer and Occupational Therapist, EagleView Enterprises, LLC