



Sharing Insights



MINNESOTA SPEAKS

Dear Shelly,

Let the celebration begin! Our annual NSA Minnesota Gala Event scheduled for this month is something you don't want to miss. Besides having the opportunity to wear formal wear, you will have the chance to network and congratulate the winners of various awards. Couple that with a wonderful meal and enlivening conversation, you can't go wrong!

I'd like to take this opportunity to thank everyone who has provided the content for our monthly newsletter. If you have a moment, please let these individuals know you have appreciated their efforts as much as I have:

Dennis Stauffer
 Susan Zimmerman
 Joe Mayne
 Shelly Chrisman, Administrator
 Gaye Lindfors
 Judy Kay Mauslof

**NSA-MN Chapter
 Newsletter**
 May 2011

2011 NSA-MN Meeting Schedule



May Gala

Thursday,
 May 19, 2011
 Hilton MSP Airport

5:30 PM
 Registration/Networking

6:00 PM
 Dinner

7:00 - 9:00 PM
 Program

Tony Schiller
 Molly Cox
 Louise Griffith
 Lori LaBey
 Robin Getman
 Mary Z. McGrath
 Jan Jenkins
 Danita Bye
 Amy Tolbert
 Alyssa Parra
 Audrey Thomas




Karel Murray, CSP, DREI

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If you have ideas for articles or information that could be shared in the NSA-MN Newsletter, feel free to contact the 2010-11 editor, Karel@Karel.com.

In This Issue

**Professional Members
 and Current IPSD
 Members**
[RSVP/Register](#)

Guests:
\$40 through May 5, 2011
\$50 after May 5, 2011
[Purchase Tickets](#)

Registration Deadline:
Friday, May 13th

*(Everyone Welcome
 Registration Required)*

**Ice Cream Social
 and Institute for
 Professional Speaker
 Development
 Information Night**

*(This FREE event is for
 those interested in our IPSD
 Programs. To register,
 please click on the
 appropriate link below.)*

Hilton MSP Airport

Tuesday, June 7, 2011
 6:00 - 7:30 PM
[To Register](#)

Tuesday, July 12, 2011
 6:00 - 7:30 PM
[To Register](#)

Wednesday, August 3,
 2011 6:00 - 7:30 PM
[To Register](#)

[President's Message](#)

[May Chapter Event](#)

[Welcome to NSA-Minnesota!](#)

[April Event Summary](#)

[Member Audio Interview](#)

[The Practical Application of Aspiration](#)

[Newsletter Opportunities](#)

President's Message

We're In This Together


Submitted by Dennis Stauffer

In recent weeks I've been reminded why I value my participation in NSA and NSA-MN as much as I do. I've been doing considerable rethinking/repositioning/renewing my business. As part of that process, I've sought out the opinions of other professionals in our industry. It's been a high value exercise for me, sometimes gaining fresh perspectives and insights, at other times getting reinforcement that I'm on the right path.

We can and do learn a great deal from each other in this business. Being an entrepreneur is inevitably experimental, but we can often save ourselves the time and pain of learning what others have learned before us, by sharing those lessons. Whether it's been in a program format, or informally one on one, I've witnessed and benefited from that generous sharing this past year, as I suspect you have. I hope we've been there for you and I urge you to be sure that you're there for your colleagues.

Isn't that the reason all of us continue to be part of this great organization? I know it is for me.

Join Our Mailing List!

 Send to a Colleague



Dennis Stauffer

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President - NSA-MN Chapter 2010-11

May Chapter Event - Thursday, May 19, 2011
Annual May Gala is Fast Approaching!

**Professional Members and
Current IPSD Members**
[RSVP/Register](#)

Guests:
\$40 through May 5, 2011
\$50 after May 5, 2011
[Purchase Tickets](#)

Registration Deadline: Friday, May 13th

Don't forget to register and consider bringing a guest to this year's NSA-MN Gala. Please come in your best (black tie encouraged) as we

wind up another year at NSA-MN

When: Thursday, May 19, 2011

Where: Airport Hilton

5:30 Registration and Networking

6:00 Dinner

7:00 - 9:00 Program

Awards will be presented for:

- Member of the Year - Volunteer of the Year
- Next Level Award
- The Mark LeBlanc Award
- Minnesota Speakers Hall of Fame

Open to Professional Members of NSA-MN and current Institute for Professional Speaker Development Participants, and guests

Welcome to NSA-Minnesota!

Submitted by Judy Kay Mausolf

Please make it a point to welcome these new members to NSA Minnesota!



Dan Day

www.brandtender.com



Theresa Rose
www.TheresaRose.com



Scott Schwefel
www.ScottSchwefel.com



Judy Kay Mausolf

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Membership Director - NSA-MN Chapter 2010-11

NSA-MN's April Event Summary

Submitted by Louise Griffith

OWN THE PODIUM: The Art of Selling \$250,000+ of Products and Services

On April 19th, Michael Charest held our attention as he shared his process for speaking 24 times a year at no fee while earning \$288,000. He noted that there are 25,000 - 30,000 associations in the United States. They meet monthly and do not pay a speaker fee, yet may cater to your market.

Six Step Sales Processes:

- **Gain attention**
An audience forms an opinion of you as a speaker within the first 30 seconds. Start strong.
- **Establish credibility** This is not about credentials. Let audience know that you understand them. Let them know that you have been there.
- **Give value**
Sometimes speakers try to do too much within a designated period of time.
- **Evoke need** Have participants visualize a goal. Invite them to explore how they would feel when they reach this goal and how they would feel when they don't. The pain of not achieving the goal will be the most powerful in establishing a need.
- **Offer a solution**
Give them keys for success. Offer a 30 minute consultation from podium to explore ways in which you can be of service in the future.
- **Easy registration**
Circulate sign-up sheet that has specific spaces for name, date, designated times for phone consultation, email address and phone number.

THE OFFER may include a consultation, product or service.

Critical success factors

- Give tremendous value
- Solve a problem
- Terrific price, value ratio
- Confidence - maintain professional posture
- TRUST!

Some additional nuggets of wisdom:

- Be grateful and appreciative of all that you do rather than focusing on what you don't have.
- When the "why" is big enough, the "how" will come.
- When you do a good job as a speaker, people will want more from you. You owe the audience more. Be in service of others.

For those of you who were unable to attend and for those of us who would enjoy a review, Michael has offered us a PDF module on how to sell from the podium with an audio embedded in the PDF. It is free to our chapter when we enter the promo code: **MNNSA**

<http://www.profcs.com/SecureCart/SecureCart.aspx?mid=BDoBF72E-6759-4D8A-9AC7-FD6D3FA82B14&pid=e3873d5343ab43518347ae79bff6ca67>



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NSA-MN Member Audio Interview **Tony Schiller**

Submitted by Karel Murray



Click to
listen to
Tony's
podcast



Tony Schiller
BreakAway Motivation
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www.TonySchiller.com

Programs Director NSA-MN Chapter 2010-11



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Internal Communications NSA-MN Chapter 2010-11

The Practical Application of Aspiration

Submitted by Joe Mayne

NSA-MN IPSD wraps up another year and the future is even brighter!! We will be recognizing our participants in the Institute for Professional Speaker Development at our May Gala. From our Apprentice to Graduates and even our Mentorship Program folks ... 8 months of applying ideas and systems to our industry has yielded much excellence and success we hope.

It's tough to say who benefits more, the participants or the presenters or even the coordinators. Regardless, all contributed to the program's success. I offer my heartfelt thanks from all NSA-Minnesota Chapter members to each of you.

After the May Gala our now famous IPSD Ice Cream Socials will begin. They are set for June 7, July 12 and August 3, 2011 from 6:00 - 7:30 PM

at the Hilton Minneapolis Airport. As Aspiration is applied in a practical way ... NSA-Minnesota has much to be proud of.



Joe Mayne

The MAYNE Speaker

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*Institute of Professional Speaker Development Director - NSA-MN
Chapter 2010-11*

Newsletter Opportunities

MEMBER ANNOUNCEMENTS

Must be received by Editor by the 15th of each month

You can let the NSA Minnesota Chapter members know of an event by submitting the following for inclusion in the newsletter for announcements:

- Public events (fee or free) open to everyone
- Program must be centered on business or professional development for speakers
- Webinars / teleseminars are acceptable
- Submissions may be made by members only
- Newsletter Editor has full rights whether to accept or reject a

submission

- Print guidelines (what will appear in the newsletter) are:
 - Name
 - Title of the Program
 - Date/Time/Location of Program
 - Fees
 - Link to website where they can register or get more information

MEMBER PROFILE - MP3 Audio

Only one audio per newsletter will be included. If you wish to be interviewed for a personal profile, contact Karel Murray (karel@karel.com) and she will set up the telephone interview time. Submissions will included in Minnesota Speaks in a first come basis until all newsletter slots are filled. Criteria for submission are as follows:

- Can be a member profile or event coverage and limited to 5 minutes or less.
- Provide Editor with a signed PDF permission to use the audio in the NSA Minnesota newsletter.
- Format of a personal profile audio will be Q & A. The interview will be as follows:
 - Introduce yourself and the name of your company.
 - Question 1 - What are the top 3 things you are known for in the speaking industry?
 - Question 2 - How long have you been presenting and where do you present?
 - Question 3 - If you have published books, please tell us about your top sellers?
 - Question 4 - What top 3 benefits have you gained because of your NSA MN membership?
 - Question 5 - What is one thing our NSA Members should know about you?
 - Question 6 - How can people contact you?

VIDEO SUBMISSIONS

Only one video per newsletter will be included and they will be accepted

on a first come basis. Submissions are due on or before the 15th of each month. Criteria for submission are as follows:

- Can be a member profile or event coverage in which the member is involved
- Please label video with title and provide a "marketing" description of what's on the video
- Limit to less than 3 minutes.
- Submissions could be
 - Member in the news
 - Top speaking tip for NSA Members
 - Event Announcement (following the criteria outlined above)
 - After main meeting session guest speaker interview (which can run up to 10 minutes)

ADVERTISING

Must be received by Editor by the 15th of each month

Submission guidelines:

All ads must be submitted to Karel Murray for approval on or before the 15th of the month.

No more than 3 ads per newsletter edition will be accepted and they will be placed in the online newsletter sidebar.

Cost per placement: \$75 - checks or credit cards accepted. Details for payment will be provided upon ad submission and publication.

Submit banner artwork no larger than 125 X 125 pixels. Copy length under 75 words and a website as the graphic will be set up that readers can click through directly to your website. I encourage that you use text for a special offer to members who click on your logo.

[Forward email](#)



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