



Minnesota Speaks

The Electronic Newsletter of the Minnesota Chapter of the National Speakers Association

April 2006

UPCOMING EVENTS

Wednesday, April 12

TeleForum 12-1 pm
Holly Zelinsky
"Getting the Gig"

Friday, April 28

Fireside Forum
9-11 am
Bob Pike, CSP, CPAE

Tuesday, May 16

MAY GALA
5:30-9:30 pm

TO REGISTER

Contact the
NSA-MN
OFFICE

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A PROGRAM FOR MEMBERS & MENTORS:



TELEFORUM

Wednesday, April 12th
Noon— 1 pm



GETTING THE GIG !!!

Speakers need more than great speeches and presentations; they need to know "How" to get booked. It doesn't matter how good you are...No one can hire you -if they can't find you! Learn from the best, as the President of Nationally Speaking, Holly Zelinsky answers your questions on how to get those gigs!



Hosted by Dan Janal

Great Teleseminars helps busy speakers present teleseminars easily. GT handles all the production work so all you have to do is show up and be brilliant! For info, see <http://www.greatteleseminars.com> and get great TIPS at <http://www.greatteleseminars.com/blog/>

A PROGRAM FOR PROFESSIONAL MEMBERS:



FIRESIDE FORUM

Friday, April 28th 9 - 11 am

At the Office with **BOB PIKE**
CSP, CPAE



Bob Pike has well earned his reputation as "the trainer's trainer." He's been a trainer since 1969 and has shared his message with over 100,000 people around the world. He still personally delivers training keynote addresses and consulting value over 150 days each year.

Bob has lead train-the-trainer sessions at the national American Society for Training and Development (ASTD) conferences each year since 1977. He has served on the ASTD national Board of Directors, three national conference design committees, and as the Director of Special Interest Groups.

The new edition of the *Creative Training Techniques Handbook (3rd Edition)*, by Bob Pike, is a best-seller with over 100,000 combined copies of all editions in print. He has written or edited over 20 books (including "50 Creative Closers" and "One-on-One Training"), seminars, and training videos.

You don't want to miss it!

Limited Seating for Professional Members --- Directions will be provided upon registration

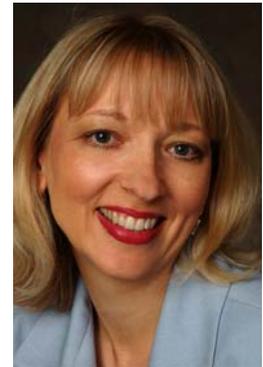
REGISTER NOW

Phone: 763-398-0818 Fax: 763-566-5780

Email: mksmith@synergy-resource.com

WELCOME OUR NEW MEMBERS

As I glance through my NSA-MN directory, I'm amazed at the eclectic make-up of our membership. 18 CSP's, 8 CPAE's, several Doctorate degrees. Some have been speaking for more than 35 years while others are just getting started. The topics we speak on are quite varied: weight loss, humor, life balance, hospitality and sales to name just a few.



Audrey Thomas
Membership Chair

One of the benefits of NSA membership is the vast array of information that is available on the National NSA website. Regardless of how seasoned a speaker you are, you'll find helpful information by going to www.myNSA.org. Here's a list of a few things you'll find:

- Read how to write a great speaker profile and then edit yours online
- Access archived issues of *Professionally Speaking* magazine
- Find out more about Professional Expert Groups and how to join
- Download *Voices of Experience* to an mp3 format
- View sample contracts
- Take an online Assessment Profile. This is a self-assessment tool designed to help you analyze your competence as a professional speaker based on core professional competencies.

One of the biggest benefits of our local chapter is the variety of programming being offered. There's literally something for everyone. At the next event, give a warm welcome to our newest member, Gaye Hansen.

Members You Deserve a Break Today—Renew your dues early and you can WIN!

Do you consider yourself a lucky person? Have you ever had your name drawn from a raffle or other contest? Come to the May Gala and try your luck.

Members will be given the opportunity at the Gala to renew their memberships, locking in at the 2005-06 rate of \$297. Your name will be entered into a drawing and one LUCKY person will receive a *Laugh Out Loud Package*, compliments of the Sheraton Hotel. This weekend is valued **over \$150!**

Start with Dinner for Two at The Sheraton....

Plus One night stay

Plus Two tickets full of laughs at Stevie Ray's Comedy Cabaret

Plus Relaxing over breakfast for two the next morning

Not having to remember to send in your NSA-MN dues until 2007 ...

Plus a total mini-escape for the weekend....

VALUE: PRICELESS!

Come prepared with your checkbook/credit card and you could see your lucky streak improve!

"The Future of NSA-MN: Mentorship Update" Michael Roby, Mentorship Director

For those of you who have been members of NSA-MN for some time, even going back to the MSA days, the Chapter must look quite a bit different. Wonderful people have come and stayed, and some have moved on professionally. Others have moved to other parts of the country. Some have even returned! At any rate, without an influx of new members, we wouldn't have the ability to continue to expand our services to members. And just think of some of the interesting people we have met because they chose to join NSA-MN.



Our Chapter continues to grow as a result of existing professional speakers seeing value in membership. In addition, we also grow organically as a result of the Mentorship Program. With over 20 participants in the Apprentice Program and four in the Candidate Program striving for attainment of "Professional Membership" we look forward to seeing the Chapter continue to grow in the future. Robin Getman, Gaye Lindfors, and Gabrielle Hamen-Kieffer have expertly facilitated the Program to rave reviews! Our Professional Members have given of their time and talents, and eloquently shared their expertise. Now in the home stretch for this year, our goal is to have these participants get their Membership Applications submitted. The Chapter looks forward to an even bigger and better program for 2006-2007.



We need your help in identifying potential participants for the next year! Several of this year's participants were referrals from you! If you know of anyone that MIGHT be a potential participant for the 2006-2007 Program, please pass their name along to the Chapter Office. Potential participants will be added to our mailing list, and will receive a personal call to answer any questions. We are committed to having the Mentorship Program provide real value to our participants, with a goal of providing the knowledge and tools necessary to succeed beyond their wildest dreams.

All we need are people who choose to see the vision, and take action to make those dreams become reality! So...who will be the first person you will introduce to the NSA-MN Experience? As always, we appreciate your professionalism and partnership.

For more information

Contact Mary Kay at the NSA-MN Chapter office at 763-398-0818

MARK YOUR CALENDAR!

Wednesday, April 12, 2006

Members, Apprentices, Candidates Only:
Teleforum with expert Holly Zelinsky
"Getting the Gig"

Friday, April 28, 2006

Professional Members Only: Fireside Forum
with Bob Pike, CSP, CPAE

Tuesday, May 16, 2006

Members, Apprentices, Candidates, Guests:
Awards Gala

MEET OUR NEW MEMBERS:

Company Name: Significant Solutions, Inc.

Company Website: www.SignificantSolutionsInc.com

How long have you been speaking? 3 years

What's your favorite food? Chocolate, chocolate chip ice cream

Name the last movie you went to or rented: Ray

Favorite Color? Blue

The place where you grew up: Climax, MN.

What book is on your nightstand?

"The Life You've Always Wanted" by John Ortberg & "The Principles of Personal Power" by Napoleon Hill

Name someone who inspired you to speak professionally:

My Dad. As a teacher, he changed lives. As a speaker, he changed hearts.

What is your alma mater: Minnesota State University Mankato

A favorite place you like to visit: Red Wing, MN and Elverum, Norway

A favorite quote or something that most people don't know about you:

"If I can stop one heart from breaking, I shall not live in vain." Emily Dickinson

One of your pet peeves: Drivers who don't signal their turns.

If you weren't a professional speaker, name the job/profession you'd like to be working in: Small business human resources advisor.



Gaye Lindfors

GAYE HANSON

Company Name: Great Motivations

Company Website: www.IGNITING.US

How long have you been speaking? 11 Years

What's your favorite food? Chicken Alfredo

Name the last movie you went to or rented: Never Been Kissed

What book is on your nightstand? Ken Follett "White Out"

Name someone who inspired you to speak professionally: Patsy Clairemont

What is your alma mater: University of Eau Claire

The place where you grew up: Eau Claire

A favorite place you like to visit: Sanibel Island, Florida

A favorite quote or something that most people don't know about you:

Henry Ford "If you tell yourself you can or if you tell yourself you can't you're right."

One of your pet peeves: When people give up too easy.

If you weren't a professional speaker, name the job/profession you'd like to be working in: Middle School Teacher



NEW MEMBER WINE & CHEESE SOCIAL and MARCH CHAPTER MEETING

The Board of NSA-MN hosted a wine and cheese social event for the new members of the NSA-MN Chapter. Stories were shared, questions about the wonderful world of speaking were discussed.

Our March Chapter dinner/meeting was followed by the NSA-MN Small Business Forum with our own Roxanne Emmerich providing great insight on growing our speaking businesses. An awesome evening!





One of the upsides of running your own business is answering your own phone, which is a pleasant surprise to those accustomed to getting phone menus every time they dial. One of the downsides to running your own business is... answering your own phone. I get to deal with every type of sales call you can imagine; fundraisers, stock tips, credit companies, etc. I call these *Phrases I Hate*.

How are you today? This is usually delivered with a vocal attitude that implies you've been best friends for years. If I thought you really cared how I was I would tell you all about how I overslept and missed my morning appointment, lost the directions to my afternoon appointment, and discovered that my cat used my suit as a hair brush, but since you're sitting in a warehouse cubicle surrounded by 300 other telemarketers reading off a script for fifty cents above minimum wage, I'll spare you the details. Unless you are both good buddies, this is not only a weak opening line to any conversation; it is the stamp of an average communicator. After you ask how I am, I am forced to say, "Fine." Then we can get on with the call. Don't start the conversation by wasting my time and asking me a question that will not further the point of the call. Drive the conversation with an opening line that will separate you from the average caller. Even better, get me to laugh and I'll look forward to getting your next call.

Is this a good time to talk? "No! I usually reserve talking to people from 2:35-3:17 p.m. You just missed your window of opportunity." I know this opening line is used as a polite device to acknowledge that I might be busy, but like many bad opening lines, it places the burden on me to reassure you. Instead of getting to the point and letting me decide if I want to talk further, I have to make sure that you feel okay about calling me in the first place. Frankly, *now* being a good time to talk is directly proportionate to how valuable your call is to me. If you're calling to tell me I've just been awarded a three million dollar contract, now happens to be a great time to talk. I'll tell the Vice-Duke of Lordship to get out of my office. If you're trying to sell me a time-share condo for my pet rabbit, I don't see a good time to talk coming up anytime before Y3K.

Do you have a minute? No, you just wasted it. See above.

Is this the person responsible for making the decisions regarding advertising?...long distance phone service?...donations to third world dictators? No, but now that I know that you are an annoying person I'll be happy to direct you to the one person who would least like to hear from you so when my employee evaluation comes up I'll be sure to get that .005% raise I've been dreaming of. Why don't you just say, "I haven't taken the time to learn anything about your company. I am just scatter-shooting and hoping one person won't hang up today." Instead, tell me what you have to offer and why you think it would be good for my company. When I hear that you have something of value to me I'll make sure someone in the company knows about it.

How's the weather where you are? If you are asking this of a Minnesotan in March, we hate you. If you're calling a Minnesotan in June, we're not in the office so you lose either way. Try not to make it obvious that you have nothing more interesting to say. It is stronger to say, "I noticed on the news that a big Nor-Easter was going to hit your area. Were you in the middle of that?" This type of polite conversation is great after we've established a brief relationship, or for awkward pauses when we're waiting for our computers to reboot, but not for the opening line.

Did I catch you at a bad time? Why no, I'll just tell the burglar that has me tied up to duct tape the phone to my head so we can talk without interrupting his work. I cannot say if it's a bad time when I don't know what you want. Don't ask me to make the phone call okay before starting the conversation. That type of behavior is called *co-dependent*.

Opening lines to a phone call are simple, whether you're selling something or just making a first contact for business. **Be yourself.** My rule is: *If you wouldn't say it to a friend during lunch, don't say it in a business conversation.* People respond best if you are truly genuine, and they can instantly sense if you're not. Also, **start with a statement, not a question.** You will accomplish the same task in half the time by stating your position rather than asking them a lead-in question. Given that most callers hang up immediately when they hear any of the questions above, you increase your chances of success by making sure they actually hear what your service or product is. **Be friendly, but don't act like my best friend.** I've already got a best friend. And if I didn't, a telemarketer for a cheese grater company isn't next in line.

Getting rid of clichés in business is tough...Not getting sales is tougher!