



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

May2008



May Gala and Awards Banquet

Honor and Celebrate the Accomplishments of NSA-MN

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Registrations required by May 13 at 5:00 p.m.

<http://www.nsa-mn.com/eventdetail.php?eventid=486>

Save the date: NSA-MN Gala is May 15, 2008

Mark your calendars for the highlight of the year: NSA-Minnesota's Gala Event will be held on Thursday, May 15, 2008 from 5:30-9:00 p.m. at the Airport Hilton in Bloomington.

Here's your chance to connect with all your friends one last time before the summer.

Cheer on your friends as awards are presented for:

In This Issue

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From the Dean's Office

Selling Products, Lots of Products, With Integrity

New Member

Your Source for NSA-MN

NSA-MN Upcoming Events



Mark Your Calendars!

**Fireside Chat with Dr.
Alan Zimmerman, CSP,
CPAE**

- Member of the year
- Volunteer of the year
- Next level award winner
- Mark LeBlanc award
- Minnesota Speakers Hall of Fame

Admission for members, IPSD and apprentices is included in your membership program, but you must register for this session so we can have dinner for you. To register, click here:

Guest are invited at \$45 per person. Click here to register a guest.

Attire: Black tie optional

Questions? Please email info@nsa-mn.com or call 952.928.4649

PRIZE DRAWING

*Bring your checkbook! If you renew your annual NSA-MN Membership at the Gala, you will be automatically entered in a drawing for prizes that include a weekend Hilton stay and gift basket.



From the Dean's Office

WOW! The response to the IPSD mentor program idea has been incredible! Many of you have shared your desire to be part of the process.

Thank You!

We look forward to having details available by early summer to share with all of you.

I had the opportunity to read a book on a recent trip. The title is terrific but the content was even better! "Speaking in Public WITHOUT Sweating in Private" the author, our own Stevie Ray has compiled a must read for each of us. Pick up your copy today to discover how to get your message communicated more effectively.

Stuart Gray

Director of IPSD

Friday, May 9
9:00 - 11:00 a.m.
Members Only

Annual Gala
Thursday, May 15
5:30 - 9:00 p.m.
All interested parties

www.cimbur.com

Off Kilter An Inconvenient Gig By Molly Cox



Today I hope to answer the burning question: Could the NSA competencies help our nation's politicians?

While some of our government officials have teeny, tiny brains, no bigger than Michael Vick's judgment, others have significant brainpower. It's just located in the wrong place. (see: *New York Governor Eliot Spitzer.*)

There was a time when people turned to their leaders for guidance. I'm not sure when it all crumbled. Watergate? Bob Packwood? Fun and games with cigars in the Oval Office? Nope. It all coincided with the advent of the internet and 24-hour cable news, which merely made public what had been commonplace since ancient Rome. History might be very different if YouTube had been around to record the strange goings-on with Caligula and his horse.

Selling Products, Lots of Products, With Integrity by Dr. Alan Zimmerman, CSP, CPAE

Years ago, Zig Ziglar said, "You can get everything you want in life if you just help enough other people get what they want."

That's especially true in the product part of our speaking businesses. But for those of you who are reluctant to develop or sell products, let me share a few things I've learned in the last 23 years in this business.



1. Develop your attitude before you develop your product.

Before you develop or sell any more products, check out your attitude. What's your motivation? What's more important to you -- to help your audiences or line your pockets?

I hate to say it, but some speakers have approached the issue with a greedy attitude. Even though they were hired to present a program, their program ended up being a continuous commercial for their products. And that's unethical.

If, on the other hand, you truly want to help people, it's just as unethical not to offer them any products. So check out your attitude.

2. Get convinced before you try to convince.

In other words, you've got to be sold before you can sell. You've got to be convinced that your products are needed.

And let me tell you, they are! No matter how good of a speaker you are, your audience members will forget a great deal of what you have to say. And they'll probably implement even less. It's very humbling. But it's the truth.

Most people and most organizations will not get the full benefit of your presentation -- if your presentation isn't reinforced by your products. Remember that.

3. Memorize your product pitch.

Most speakers spend a great deal of time on their presentations but very little time on their product pitches. And when it comes time to "sell" their products to the meeting planner, or talk to the audience about their back-of-the-room product table, they just say whatever comes to mind.

Big mistake!!! I was guilty of that. But the very first time I gave a memorized product pitch, my back-of-the-room sales jumped from a normal few hundred dollars to \$52,000. Not bad!

At least we can still count on NASA to instill our patriotic pride. Wait. Wasn't that ooky diaper-lady stalker an astronaut? Never mind. Ok, then, it's down to us. NSA. What if we applied to politicians the strict code that *we, the professionals of NSA*, live by?

In 2005, NSA's professional development council recommended that speaker competencies be formatted into four areas to make them easier to remember and manage. The Ten Commandments, only shorter. And lighter.

Using our competencies as the guide, let's see how the politicians stack up.

Expertise: Dick Cheney's firearm skills. (At least Hillary and Obama only shoot themselves in the foot.)

Eloquence: Barack Obamas "Uh Count," as seen on David Letterman.

www.correntewire.com/speaking_of_eloquence

Enterprise: \$400 haircuts. Millions on jet fuel to attend energy conservation extravaganzas. And my personal favorite, the State Department purchase of women's lingerie at Seduccion Boutique for use in "jungle training."

Ethics: Duke "I'm-sorry-I-got-caught" Cunningham, William "Cash-in-the-Freezer" Jefferson. And of course, Minnesota's favorite restroom attendant, Senator Larry Craig,

I propose we take our top people and send them to Washington to teach politicians to be real leaders. For **Expertise** they will perform grueling, back-breaking, blood, sweat and tears workouts, such as filling out the CSP paperwork. Water boarding, ha!

For **Eloquence** they'll have to give a humor speech following Dale Irvin, a you-can-do-more speech following Lynn Price, and a quit-feeling-sorry-for-yourself speech following Bonnie St. John.

To learn **Ethics**, they'll be required to track and *report* their back-of-the-room cash product sales.

Enterprise will be the hardest. They will be required to earn more than they spend.

In a final act of servant leadership, they will lead the youth group at the national convention-

4. Speak with absolute confidence.

Once you've memorized your product pitch, you've got to deliver it with absolute confidence. If you have any doubt in yourself, or any doubt about your products, your audience will smell it a mile away. And they won't buy.

Concluding comment

You're more than a speaker. You're a resource. And a great deal of your job is just starting when you finish your speech, if you have products to offer your audience.

Dr. Alan Zimmerman has been a full-time speaker since 1985, delivering more than 2000 programs in 48 states and 22 countries. He works out of his three offices in Minnesota, Florida, and the U.K. He can be reached at 1-800-621-7881 or Alan@DrZimmerman.com.

Please Welcome New Member: Jill Swanson



Jill Krieger Swanson
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Although new to NSA-MN, Jill is no stranger to our industry. Jill began her image consulting business 27 years ago, and has been speaking publicly ever since. She also consults and coaches, both in person and on line, in addition to her platform work. The last five years, Jill has found a niche within NSA itself, working with professional speakers to improve their presence on and off the stage. She truly believes people need to dress from the inside out, matching their personalities with their own exterior style and presence. "People can spot a fake and you only get one shot at your first impression," she said.

After reading her book, "Simply Beautiful Inside and Out," I see being congruent in attitude, conviction, and fashion is an essential element often overlooked when building trust and selling yourself. Not only can Jill help you connect with your audience, but also you will feel more confident in yourself over all wherever you go. Now that Jill is a member of NSA-MN, her goal is to bring her business to the next level. Jill lives in the country, just outside Rochester, Minnesota and is anxious to connect with our members and other regions within Minnesota to expand her business. Please give Jill a warm welcome next time you see her, and ask her about her new book she is working on.

breaking only for a meal of noodles during a general session.



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