



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

February 2009

Edited by: Dennis Stauffer

Please send comments and feedback to dstauffer@insightfusion.com

A Note from NSA-MN President



This is being written from a meeting room in Philadelphia, where I am scheduled to speak today at 3:00 PM, and I am a little under the weather. Nothing contagious, but I feel less than stellar. However, I have never been more sure that my audience needs to hear what I have to say. (Thank you, Mark LeBlanc.) I will be on, and I mean **on!** My client deserves nothing less.

In spite of everything we read in the news, we need to always be on, and always strive to improve our craft and our offering. As we travel along in the first quarter, I think about all I have experienced in three short weeks at NSA-MN. Our Winter Social, hosted by Amy Tolbert, CSP, brought over forty people together for a night of fun and networking. At our Chapter Meeting I heard Thom Winninger share a lifetime of content, downloaded to his audience in a little over ninety minutes. Our Fireside Forum featured Janie Jasin, who presented her take on the "Four 'E's'" of NSA and once again I received new learning. NSA-MN is the best educational value I can get to help me grow and refine my business. Take advantage of all we offer to our members. Charge on. Recommit yourself to improving all you do. Our clients deserve nothing less.

Michael Roby, President
NSA-Minnesota
mike@michaelroby.com

**Proven Insider Tips to Publish and Promote
Your Book**

In This Issue

February Special Event

January Chapter Meeting

January Fireside Chat

Holiday Social

Off Kilter

NSA-MN Upcoming Events



Mark Your Calendars! .

February 12, 2009
9:00 a.m. - 12:00 p.m.
Proven Insider Tips to
Publish and Promote
Your Book
Ross Bernstein

By Kevin Stirtz
<http://www.AmazingServiceGuy.com>

Now is the best time to publish a book to promote your professional business. It will help position you as an expert and a thought leader. Clients will come to you. Your fees will go up, up up!



Super-author Ross Bernstein is a media mega-star. He has written, published and promoted over 40 sports books and he's just getting started. An expert in guerrilla marketing, Ross has been featured in thousands of TV, radio and printed reviews over his career, including CNN, ESPN, FoxNews, NPR, The Wall Street Journal, USA Today, Playboy, and the New York Times. He has discovered

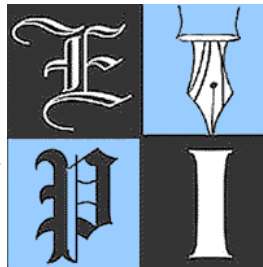
some powerful secrets to getting your book written, published, marketed and sold. Now he's going to share them with you. Do not miss this workshop! Fully 100% of the proceeds will benefit the NSA-Minnesota chapter.

Ross will take your questions for the final hour of the program, so come prepared...

This workshop is free for NSA-MN Professional Members. The cost to attend is \$75 for all others. [Register Now!](#)

Thank you to our event sponsor - Expert Publishing!

Expert Publishing is your resource for independent publishing. We publish business, self-help, and inspiration books. Our imprint, et al. Publishing, publishes other worthy work. If you're an expert who speaks, visit us at www.ExpertPublishingInc.com or call us at (763) 755-4966.



No One Knows Fame Like the Famous

By Chex Reginiak
chez@raginiak.com

Thom Winninger CSP, CPAE and past NSA National President, lived up to his own celebrity status, as he shared his insights into how to stand out in a crowded market. His nuggets included:



1. Your celebrity status has to do with how you package yourself. Think of a 98¢ Hershey's chocolates sold next to the bubble gum at the grocery store vs. Godiva chocolate gift (beautifully packaged) sold for \$12.99. So, when you look at your subject/materials, do they stand out in a pile? Are they different from others? Do they scream CELEBRITY like the box of Godiva does?
2. It's important to be distinctive in your communications, too... by not doing what everyone else does. For example, start writing personal letters again vs. email.
3. Don't aim too big. The secret is to be a small celebrity. Try to be something powerful in a specific market and in a way that's congruent with who you are.

March 10, 2009

5:30 p.m. - 9:00 p.m.

Chapter Meeting & Presentation

The Write Way: Tools, Techniques and Tequila - Proven Strategies to Help You Become a Better Writer.

Molly Cox

April 24

9:00 a.m. - 11:00 am

Fireside Chat

Guest Kathy Brown, CSP

May 14

5:30 p.m. - 9:00 p.m.

Annual Gala

Off Kilter

By: Molly Cox

What's in the Drawer?



I took a lot of the day off on January 20th to watch the inauguration. I cuddled up on the couch with a cup of coffee in my warm house, happy to not be a sardine in the throngs of two million people.

The audience was so incredibly moved, one woman was vechlemt-a single tear trickled down her cheek as Obama took his oath. That was Hillary.

I've been to two inaugurations and I can say one thing with absolute certainty: They're cold. However, the parties, once you get there and have wrapped

- The future of your speaking is attached to the changing (not the current) needs of your audience.

THANK YOU, THOM, for a presentation that will most definitely change how we approach this business and a life in general.

Thanks to Janie Jasin for January Fireside Chat



Janie Jasin, CSP stepped in on short notice and again shared insights from her years of experience talking about the essential competencies of a professional speaker and how they relate to survival and success in these challenging times. It was a memorable discussion about how to be memorable.

FABULOUS Holiday Social

Amy Tolbert, PhD, CSP, HE (Host Extraordinaire) again set the standard for the social event of the season. If you missed it, you really MISSED it.



You have an Opportunity!

By Stuart Gray, IPSD Coordinator
Stu@BlueCollarSalesGuys.com

Are you enjoying the same activity of speaking engagements, inquiries and bookings as in past years? Is your business as big as you would like it to be in 2009? What are you going to do about it?

your feet, bloodied from walking (approximately the distance of the Cancer Three-Day), are a blast.

It was fun to watch all the events on TV and to see a peaceful and happy gathering, A confident new president, and Aretha Franklin singing the National Anthem, wearing a bejeweled hat bigger than the Fashion Island mall Christmas tree topper. The only person who sports a bigger hat is the Pope. Remember how his head used to hang forward when he wore that tiara? I always felt sorry for him.

Franklin could have worn the Camauro, which is the Pope's Father Christmas hat. It looks warm.

Even with all of the pomp and circumstance, my thoughts kept returning to what President Bush wrote in his note to Obama, per tradition, and placed in the Oval Office drawer. I know that Reagan wrote something profound and presidential: Don't let the turkeys get to you.

Maybe Bush left the correct pronunciations of Thailand's King Bhumibol Adulyadej and Iranian President Mahmud Ahmadinejad.

Then I wondered if our NSA presidents do something similar. Did LeBlanc pen sage advice to Silverstein? "Wax the floor first, you'll slide better."

When I take the job as Editorial Chair for Speaker Magazine, Kirstin Carey will probably have just one

Yes, many questions - and two simple solutions that you don't have to get on a plane to obtain!

Last year we filmed two timeless presentations by Dr. Alan Zimmerman, CSP CPAE and Mark Le Blanc. They are both available on DVD from the NSA-MN office. Your investment is only \$40 per DVD.

In "Everyday Secrets for Staying Booked Everyday" Alan shares it all and even offers all the templates and resources that he and his team use on a daily basis to run their business.

In "Growing Your Business When YOU are the Business" Mark takes us through his amazing book in the AM session and challenges us to grow our business. There is a bonus resource from the afternoon session, you can learn all about fee structure.

So if you are really ready to make 2009 a great year, step one is to invest in yourself and purchase these DVDs. Next, you have to watch the programs and then implement the changes in your business!

As a chapter we are so blessed by all the giving- THANK YOU!

word for me on a sheet of paper: Sucker.

After all the excitement is over and the dresses and tuxes are hung up, there is much work to be done. I hope that Obama got guidance from Bush, and was privy to the most crucial Oval Office secrets.

Such as which staffer makes the best coffee.

They Feed Each Other

By John Crudele, CSP
info@johncrudele.com

Speaking naturally seems to come from a place of vocation, a spirit of concern, a desire to share ideas and insights all fueled by a passion for others. What happens when you give just to give?

To visit an orphanage takes you to places you don't expect. It's not the place you go to... the orphanage, the kids, the conditions, and the needs. It's the places in your heart and your own conditions and needs that become opened and exposed. First to yourself and then, if you let yourself become vulnerable, to your cam padres.



We were gone 16 days (returned Dec. 22nd) on a trip that took us to Thailand, Malaysia and Singapore. Six of us were on our little self-appointed team and visited six orphanages and experienced much... mostly in our own hearts.

As you meet the eyes of a child, a connection is made. As the only language the heart can truly hear is love, when one is in a foreign land, it may be the only one you can communicate. As the barriers of communication begin to quickly drop, so do the walls around our own hearts.

Often the waves of tears we experience are not about the conditions of the orphanage; it's the condition of our own hearts being revealed. So you meet and know each other and yourself even more.

At one of the orphanages, our hosts invite us to enter the place where the children are cared for that who unable to walk and, in

many cases, even sit up. We remove our shoes as we enter the area, as they are lying on mats and having lunch. The floor is their kitchen table. Let that sink in for a moment. The floor is their kitchen table. My spirit is thinking, I have so much and yet can feel so lacking. I am humbled.

What happened next, I did not expect, was not ready for, nor may ever see again. Children with the most severe handicaps and limited capabilities, spoons in hand... feeding each other. They are unable to feed themselves, so they feed each other. With the little they have, they feed each other.

Charity, care, or compassion? To forget themselves and to focus on another, they each are fed. The hunger is quenched and the human spirit is touched in the deepest of ways. Through another they are cared for.

So in your work as a speaker may I suggest you ask yourself, How may I feed another today? Where may I bring a little joy, hope, or show concern? Could it be that in doing so, your soul may be the one that is actually fed?

You can get sense of what was experienced by watching these two 45 sec videos captured during our visits:

<http://www.youtube.com/watch?v=73KoDK-Bfqs> and another at http://www.youtube.com/watch?v=y_U23FVcK5I.

Follow a bit of this if you like at: <http://www.johncrudele-business.com/blog/index.php> and read the past few entries or so.

Finally, there's a wonderful musical montage of our experiences at <http://www.youtube.com/watch?v=NZkK9wYpd44>.

In the mean time... feed each other and your audiences and encourage others to hold their children tight.

New Member Chris Heeter

by Brenda Elsagher

Mushing, hiking, canoeing and camping are things Chris Heeter might do in a typical day. Owner of the Wild Institute, Chris has been providing guidance for women and custom trips for 26 years.

Taking groups from Mexico to Ontario, her trips might be a day long or two weeks; women ages 18-91 with trip prices ranging from \$100-\$2000 depending on destinations and time. When asked what her favorite group was she said she likes the diversity of lifestyles, ages and experience that come together. "These trips are a chance to breathe, connect with yourself, each other, and this beautiful planet."

She opens her talks with the native flute, "It helps me speak from my heart and not my head. Although I made some CPA's nervous when I pulled it out. I assured them they weren't going to hold hands or sing Kumbaya."

"Speaking on traditional topics like leadership, team work, and balance, I share stories from wilderness trips, analogies with sled dogs, and how they apply to our lives. I share 14 sled dogs with a



friend, and live on seven acres in Ham Lake heated entirely with wood and I have an organic garden. I share my life with many two and four legged loved ones."

"On our dog sledding trips with our groups we stay at a restored Finnish homestead with solar power, a hand pump for water, and we eat food grown organically on site. I love how universal this is, there is a desire to connect with something bigger, whether you'd ever choose to go on a trip or not."

"As a speaker my comfort zone is with women and non profits, but I find that when I venture out to corporate groups there is the same need to connect with and learn from nature. On the St. Croix River for the day, I teach them about having fun, communication, and working better as a team. When speaking to groups I might bring sled dog equipment, it's different enough to be memorable. Later, they'll have mental images to call on that are helpful reminders."

Chris came to NSA for the professional community, referrals and to learn more about growing the speaking business. Chris is the author of two books, *Daily Degradations for Women Who Should Know Better* and *Wild Thoughts: Just Outside the Window*. Check Chris Heeter out at www.thewildinstitute.com

Your Source for NSA-MN Information

www.nsa-mn.com

NSA-MN Chapter Office
4248 Park Glen Road
Minneapolis, MN 55416

(P) 952.928.4649

(F) 952.929.1318

info@nsa-mn.com

[Forward email](#)

 **SafeUnsubscribe®**

This email was sent to info@nsa-mn.com by info@nsa-mn.com.

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



NSA-Minnesota Chapter | 4248 Park Glen Road | Minneapolis | MN | 55416