

Your Bridge to Purpose, Passion, and Platform



MINNESOTA SPEAKS

I've decided that resolutions don't have to be made only in January... As the weather warms up, I feel compelled to make some personal commitments before the summer gets away from me. Join me to re-evaluate goals, accomplishments and dreams for 2010. Time continues to hurtle on as I still can remember only a few short weeks ago we were standing in snow up to our knees. Now the bees are out looking for those first Spring flowers. I welcome the brightness of the day and the temperate breezes, but somehow time needs to slow down enough so that I can enjoy these moments fully and recalibrate!

I'm beginning to wonder if it is just a sign of my age that I feel time is speeding by so quickly. Better get my hot water bottle and retire to the recliner. Ouch.

Karel Murray



Karel Murray, CSP, DREI

Building a Better You One Story at a Time

Karel@Karel.com

www.Karel.com

(866) 817-2986 Toll Free

(319) 239-1464 Cell

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

Karel@Karel.com.

In This Issue

President's Message

NSA-MN Chapter
Newsletter
April 2010

2010 NSA-MN Meeting Schedule



Institute for Professional Speaker Development: Apprentice Program

Tuesday,
April 6, 2010
6:00 - 9:00 PM
Hilton MSP Airport

Fireside Forum

Friday,
April 16, 2010
9:30 AM - 12:00 PM
Hilton MSP Airport

Institute for Professional Speaker Development: Apprentice Program

Tuesday,
May 4, 2010
6:00 - 9:00 PM
Hilton MSP Airport

May Gala

Thursday,
May 20, 2010
5:00 - 9:00 PM
Hilton MSP Airport

[Join Our Mailing List!](#)

[Previous Month Chapter Event Recap #1](#)

[Previous Month Chapter Event Recap #2](#)

[Previous Month Chapter Event Recap #3](#)

[Member Profile](#)

[Top Six Publicity Tips](#)

[IPSD \(Apprentice Program\) Announcements](#)

President's Message

Submitted by Amy Tolbert, Ph.D., CSP

In my presentations training and coaching with clients, I often uncover so much frustration around PPT norms and guidelines. So I thought I'd devote this month to a PPT tips column; there are so many approaches and philosophies about how to use the tool ... I thought I'd just give you a few simple guidelines to consider.

1. **Plan ahead and customize for each presentation.** Avoid pulling up an old deck. Create your customized visuals in advance and be sure they are correct. When you project them, your visuals are larger than life. If they are not prepared correctly and accurately they will look messy, and you will look unprepared as a result.
2. **Follow the rule of 36.** Limit your text to no more than 6 lines down and 6 words across. This will keep your visual focused on key points and ideas rather than paragraphs of text. Use a title on each slide.
3. **Make a point with each visual.** Convey a message, instead of simply a static transfer of information.
4. **Use large fonts.** Make sure your audience can see the smallest text from the back of the room. Don't assume they can - check it out! Stand back 10 feet from your computer screen to view the slides; if you can't see it, they won't be able to either!
5. **Create a visual anchor.** The addition of a graphic can be a visual anchor for the eye - a clear road map to follow.
6. **Create emphasis.** When all words are the same it is impossible to place emphasis on specific text. To create effective verbal inflections clear words may be CAPITALIZED, *italicized*, or **bold-faced**.
7. **Reveal information with builds.** The build sequence is a simple technique used to keep audience attention progressively focused on a concept that has many steps. By revealing one element at a time the presenter is able to direct audience concentration. It is a good idea to dim the first element as the next appears. But don't overuse animations - too many are distracting from your message.
8. **Establish depth by using three dimensions.** Height and width are commonly used visuals. Consider adding a third dimension to add interest.
9. **Use color and symbols.**
 - Color affects mood, interest, motivation and perception.
 - Black and white visuals are less effective; too much white

- light is distracting, black absorbs all light.
- Be aware when choosing colors for visuals, some people have difficulty distinguishing different colors (red and green especially).
- The Earth-to-Sky Color Theory. We perceive color the same way we perceive the earth to sky. It is a good idea to follow this sequential dark-to-light pattern from the bottom up.

10. Emotions and background color.

Certain colors stimulate specific reactions in people. For example, red may be culturally attached to danger, fear, or stop, but its emotional effect implies desire, passion or competition. It is very important to keep this in mind when choosing colors.

- Red backgrounds heighten audience emotion.
- Blue backgrounds indicate a conservative approach to the information while maintaining credibility.
- Black backgrounds are great for financial presentations because black represents what has already happened and cannot be changed.
- Green backgrounds stimulate interaction from the audience and help elicit audience opinions.

Clarity of message is essential - don't make it a circus with those crazy animations! Remember PPT is tool and should remain in the background ... YOU are still the message!



Amy S. Tolbert, Ph.D., CSP

ECCO International Principal
www.ECCOInternational.com
 (651) 636-0838 Office
 (612) 986-8436 Cell

President - NSA-MN Chapter

Author: Reversing the Ostrich Approach to Diversity: Pulling your head out of the sand!

Previous Month Chapter Event Recap #1

Does Your Business Have Bounce?

Submitted by Diane Amundson

What a great fireside presentation we received last February 12th when our very own, Karel Murray, gave us pages upon pages of tips on how to help our speaking business stand apart from the crowd. She focused on three key areas of building a business and they include strategic planning, branding and follow-through. Her exceptional



abilities in technology can intimidate even the most seasoned of speakers, however, she made it clear that we need to conquer our fears in using technology by mastering one idea and then moving on to the next. Do not try to master everything all at once!



She reminded us to keep the view of the customer in mind and the risks they face when they purchase our services. She identified five risk areas that we need to overcome:

- Money - Are we worth it? What is the ROI for the customer?
- Functional - Will we work as promised?
- Physical - Are we safe to use?
- Social - How will they look towards their friends?
- Psychological - How will they feel once they have purchased our services?

Other tips she provided include the need for each speaker to receive at least 10 cents on every 5 cents spent with media purchases. Some questions that you need to ask yourself to achieve this ROI include:

- What are all the media vehicles that are relevant to the brand and marketing program?
- What are the costs associated with each and are some unaffordable?
- What is known about the number of people in the target audience who are exposed to each vehicle?

In the development of our business she helped us identify four key questions to help us "hone" our message and they include:

- What does the market want?
- What does the market need?
- What does the market value and respect?
- What two specific areas will I specialize in? (You will receive higher fees for specializing.)

How fortunate we are to have Karel as part of our team of speakers as she adds a wealth of experience, technical expertise and humor ... as beautiful mix.

Thank you, Karel!



Diane Amundson
Diane Amundson & Associates
24456 County Road 9
Winona, MN 55987
(507) 452-2232 Office
(507) 452-0090 Fax
www.DianeAmundson.com

Previous Month Chapter Event Recap #2

Uncommon Business Practices That Will Help You Re-Think, Re-Position & Re-Tool Your Way to Success.

Submitted by Thomas Mungavan

As a young boy, Phillip's grandmother predicted he would be a preacher. He watched how preachers could impact their audience. Over time he realized what honor and responsibility we have as speakers because we have a platform and people want to hear what we have to say. While he did not want to be a preacher, he evolved through the five stages of being a speaker:



1. The dream is born.
2. The journey begins.
3. A business materializes.
4. The work expands.
5. Reflection is inevitable.

Growing up on a farm shaped Phil's view of running a family business. His wife and children are a part of his family speaking business. Just as the animals on the farm need to be fed even on someone's birthday, Phil will do a speech on a family member's birthday and celebrate on another day. Everyone celebrates when the bookings come in. He said, "Professional speaking is what I do. It is not who I am." Speaking is a journey and not a destination.

Each of us needs to find the subjects and the type of business that reflects who we are and not pursue the "hot topics" or imitate someone else. Each of us needs to determine our basic foundational concepts regarding our speaking business. Examples include knowing yourself, who will you work with, setting your own goals/standards, and being willing to walk away from things that are not right for you.

"Professional tithing" is giving back to others whether it is NSA or the community. Phil sees his role as President of NSA and the four years of commitment it represents as a way to give back.

Challenging times are great opportunities to re-think, re-position, and re-tool your business and yourself. When Phil committed to four years for NSA, it forced him to overcome his personal bias and be open to consulting as another income source. It has worked very well and he will continue that business. His mottos include "If it scares me professionally, I do it."

Phil provided practical and authentic answers to a wide range of questions about the speaking business and his personal approaches to being a successful speaker in a way that is true to his values.



Thomas Mungavan
 Change Masters® Incorporated
 (763) 231-6410 Office
 (763) 476-4200 Cell
www.ChangeMasters.com

Previous Month Chapter Event Recap #3

Survive and Thrive! (the sequel)

Submitted by Janie Jasin

Robin Getman: Facilitator shot the gun and they were off!



Michael Roby: A digital "tell us stuff" guy. Using Facebook, LinkedIn, web site and his blog he meets and greets and shares news of life. He poses with a fish and doesn't care if his clients see him without a shirt. He is who he is. His site and short flip green screen greetings send you here and there and link you to his clients while financial prospects and seekers see his stuff everywhere, feel like they know

him and call him to work with them This amazing biz dynamo works from a place of kindness and generosity. His handout? Masterful. His presence? Grand. www.MichaelRoby.com

Amy S. Tolbert, Ph.D., CSP: took us on a journey of who she is and why, and connected that to her ECCO International acronym for key strategies for us to consider:



- **Experience re-applied:** Consider past experience you have from other "lives," careers, experiences and ask, "How can I apply that today?" and, "What does the market need that it doesn't even know it needs yet?" She applies her radio-TV-film degrees to technology-enabled learning projects.
- **Collaboration:** Consider how you can collaborate with peers to bring more full-service solutions to clients and ask, "What skills and talents do others have that I can incorporate as I partner with them?"
- **Clear Intent:** Be clear about what you will and can do for customers and handle all agreements with finesse and honesty. Be clear about your purpose and passion and ask, "How is what I'm doing right now moving me closer to my goals and my client's success?" and, "Where is my client's pain and how can I help alleviate that pain?"
- **Open to learning:** Take a look at what you know and then re-examine your systems even though they don't seem to be broken. Focus on learning and discovery vs. stability and control and ask, "What do I need to let go of or change in me?"

As author of "Reversing the Ostrich Approach to Diversity: Getting your head out of the sand," she reminds us to Get Our Heads Out of the Sand! Follow the Ostrich Principal! www.ECCOInternational.com



David Levin: A Surprise ... Author of "DON'T JUST TALK BE HEARD" led us into a book, creating an on line test, a training course, facilitator's guide and a new dimension. It is reaching people and teaching people within their companies using their own staff. Folks get very invested and grow in the process. CEO's like it because they can use their own folks who stay loyal and create camaraderie. Levin? He came from Rock star, to recording to this and he is on target with how to impact folks & create income in this way. He has TONS OF TIME invested and is on the cusp of this training that leaps from speaker/trainer. Our words/books make a difference. A far cry from A BOOK, READ IT & FORGET IT. www.DontJustTalkBeHeard.com



Janie Jasin, CSP
1743 Green Crest Drive Victoria, MN.55386

(952) 443-3086 Office
(952) 443-3080 Home
(952) 240-7167 Cell
(952) 443-3081 Fax
www.JanieSpeaks.com
Janie@JanieSpeaks.com

Member Profile

Chere Bork

Submitted by Brenda Elsagher

If you've spent time talking with Chere, (pronounced Sherry) you know she must have been a cheerleader along the way. Ordinary conversations are punctuated with energy infused with compassion and genuine interest in what you have to say. A great listener, Chere has a multitude of gifts to share that include being a Life coach, motivational speaker, and media wellness expert. A speaker for three decades, Chere is amply qualified to talk about nutrition and positively effervescent when discussing dreams, hopes and manageable goals for others. She has her own newsletter called Taste Life; and Chere offers complimentary life coaching sessions.



A member of NSA-MN since 2006, she says, "Coming to NSA is like Disneyland for speakers - when I ask a question, I get an answer ... it's a total joy!" When asked about the perks of speaking she answered, "I know that life is easy and we make it hard. I give ideas and simple strategies to make life easier for people. I often hear, 'I will be happy when ...' or 'I will be healthy when ...' You can't be healthy unless you are happy and your happiness is tied to your purpose; purpose is the 'why' you get up in the morning. I help people discover their purpose and define their values, provide them energy tools and live happily and healthfully. It is not that successful people are happy, but happy people ... create success."

Consulted as a media spokesperson for food, healthy living and life balance, Chere is a frequent visitor on local networks, just turn on your TV and she may appear. She also writes a column for the local paper called: Five Ingredient Living which includes purpose, energy, balance, happiness and health. "Life is a gift; I'll show you how to savor it. If you love your life, your life loves you back."

Chere lives up to her message by challenging herself and for her recent 55th birthday, she went dog sledding and then did the ropes course at the Mall of America. "I am afraid of heights; it was so scary; my palms are sweaty just thinking about it." She has plans for her 70th birthday on February 18, 2025. "I am going to hike Diamondhead and six friends have committed to joining me."

Chere currently lives in Eden Prairie with her husband and two children who she affectionately refers to as Dazzling Danielle and Brilliant Brett. www.ChereBork.com
(952) 937-5697
Chere@ChereBork.com



Brenda Elsagher

Bringing Laughter With a Message

National Keynote Speaker, Author & Comic

(952) 882-9882 Office

(952) 882-0154 Home

brenda@livingandlaughing.com

www.livingandlaughing.com

Refresher - Social Media Marketing Tips

Get active on LinkedIn, the social media site for professionals.

1. Set up your profile.
2. Search for groups comprised of prospects. There are thousands of groups of every vertical market imaginable.
3. Read the group messages for a few days to get the feel of the group.
4. Join conversations.
5. Ask smart questions (not self-serving questions) to get known.
6. Answer other people's questions. You'll be rewarded with marketing juice as your mini bio appears next to your response.
7. Post links to your blogs and articles in the "news section."
8. Prepare to become a well-known industry expert.



Dan Janal

Your Fearless PR Leader

PR LEADS Expert Resource Network

(952) 380-1554

dan@prleads.com

www.prleads.com

IPSD (Apprentice Program)

What is a "Developing" Speaker?

Our Institute for Professional Speaker Development (IPSD) was founded as a track for those who knew they wanted to speak. And knew that they could speak well enough to hold the attention of an audience ... but didn't really know if there was a market for their message.

Behold ... the Apprentice Program emerged to address those speakers. Topic development, initial marketing, some platform skills, basic business plan design, product development was covered. And much more. But the Developing Speaker in our IPSD Apprentice Program also received exposure to dozens of Professional Members who donate their time and insight. IPSD has evolved into an informal network that only adds value to the Developing Speaker and Professional Member alike.

What if our Developing Speaker is farther along their speaking career?

I have been speaking as part of my job or as a volunteer in front of groups for years. And I've already completed the Apprentice Program or I feel I've covered those areas and want to focus more on deepening my expertise or penetrating a market further or take my business plan to the next level ... Then the IPSD Graduate Program may work for you.

But I've been a member of NSA and NSA-MN for years ... I can benefit as well from some of this information and learning ... could I be a Developing Speaker? I believe when the day comes when we say we're done developing as professionals we should hang it up. Perhaps the Mentor to Membership or Mentor to Mastery programs would be a better fit for your personal development plan. Take another look at the IPSD Apprentice, Graduate and Mentorship programs. There is a place for you as a presenter, coordinator or participant.

We are blessed here at NSA-MN due to the fact that members years before us developed this Institute to further our careers. The giving nature of our members is legend and those new to NSA-MN know it's well beyond Minnesota Nice. It's a true culture of caring and achievement.

But you knew that all along.



Joe Mayne

Director of IPSD
The MAYNE Speaker
(800) 490-9781

Joe@MayneSpeaker.com
www.MayneSpeaker.com

Upcoming Month Chapter Events

April 6, 2010

Troy Stende presents:

**"Engage and Connect with your Audience"
Infusing Interaction into your Presentations**



To register for Fireside Forum

Professional Members Only



This month's fireside chat focuses on audience interaction and how to facilitate it effectively. When used correctly, interaction can take a group from boredom to excitement, from disinterest to engaged, from confused to ah-ha. Interaction can get an audience connected to you and each other in just minutes. We'll not only learn new ways to interact but when to apply it.

Some people hesitate to use interaction because when an audience is in the midst of interaction it can feel, and appear, as if you have completely lost control of the group. You'll learn strategies to not only regain control in an effortless and peaceful way, but also how to maintain control of the "chaos". All without coming off as a control freak.

Our presenter, Troy Stende, has an experiential element in all of his programs. He has audiences interacting, whether it's a 2-day retreat or a keynote with everyone sitting at rounds. He's a master at reengaging short attention spans and getting people to enjoy group interacting- even when they didn't want to interact. Troy is going to reveal all his best stuff.

In this program you will learn:

- different types of icebreakers- even ones that can be used in a keynote setting
- how and when to use interaction so the audience will willingly participate
- 6 strategies to get the group's focus back
- 9 steps to effective partner sharing
- why music is so important and how to use it effectively
- multiple ways to create and maintain an optimal learning state in your audience
- the magic of using live, interactive polls [and it's free too!]

Be ready to interact and engage with each other. This is a very hands-on program- you'll actually be interacting in this interaction workshop.

Troy Stende works with colleges and universities to develop their student leaders and increase their student retention rates. Since 1998 he has delivered over a thousand life-changing programs to tens of thousands of students, staff and faculty. Troy has presented in 46 states including Alaska and Hawaii, and also engaged audiences across the world from Singapore and Hong Kong to Canada and the Bahamas.

A three-time recipient of the prestigious "Best Campus Speaker" award from APCA (Association for the Promotion of Campus Activities), Troy has maintained a 78% repeat and referral business - once they see him present, they bring him back- year after year.

Troy and his wife, Karin Malkowski Stende, have co-authored *College Success Secrets: What They Don't Teach You in the Classroom*. He is also a contributing author to numerous success and leadership books written for college students. While earning his two collegiate degrees he was, among other things, a Kappa Sigma Fraternity member and a

NCAA Division 1 gymnast. Troy has appeared on National Public Radio, and was featured in USA Today for living his dream job.

To register for Fireside Forum
Professional Members Only

Toll-free: 1-866-2STENDE (278-3633)
Troy@TroyStende.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 | PO Box 181 | Hopkins | MN | 55343