

Sound Waves

Newsletter of the NSA
Central Florida Chapter

Volume 1, Issue 8

March 2008



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Marketing Mastery for Professional Speakers Ford Saeks



Get more bookings! Sell More Products! Create Residual Income from your Expertise!

This high-energy "how-to" session offers you a multitude of creative direct & internet marketing techniques for professional speakers.

You'll walk away with a wealth of up-to-the-minute strategies, innovative techniques and bold new ideas proven to get more bookings and sell more products & services. Don't miss this chance to energize and ignite your marketing strategies.

Ford Saeks will teach you the best strategies for marketing through different channels such as direct mail, catalogs, selling via email and e-zines, and direct from your web-

sites. In addition you'll learn: 14 techniques to turbo-charge your marketing results, even on a limited budget; 10 profitable strategies you can use to build your speaking empire;

Easy methods to increase sales through your website; Learn how to price and package your products for maximum sales; Creating your Internet massive action plan (I-MAP); How to use the PSP Method™ for increasing sales as much as 500%; and, How to increase your effectiveness and get the competitive advantage from your efforts.

Bring your marketing and promotional materials for a chance to be selected for one of Ford's famous "Marketing Make-over-Hot Seats"

This program is an *interactive* "action-training" that creates a lasting positive impact!

Monica Wofford

If you have anything you would like to share or request for future editions, please let me know at:

Fiona@fionapotter.com



Mark your calendars for the following NSA-CF meeting dates:

March 15, 2008— Ford Saeks Mega Session

April, 19, 2008— Roxanne Emmerich, CSP, CMC, CPAE (tentative)

April 26, 2008—Florida Speakers Lab

May 17, 2008—Frank Furness, CSP



Presidential Notes • Dave Timmons



Welcome to this month's issue of **Sound Waves**, the "Turn It Up" newsletter for the Central Florida Chapter of the National Speaker's Association. There is so much great information here, I'll keep my remarks short:

* Your Chapter continues to provide tremendous value and energy each month through our programs. Please mark your calendars now for 3/15, 4/19, 5/17, and 6/21. We'll ROCK Your World!

* Don't miss "The Roadmap to GREAT in 2008...and Beyond!" on April 25-26 in Naples. (See article later in Sound Waves)

* Your Board of Directors continues to grow your Chapter in membership, revenue, quality, and giving back to our community. This is a record-breaking year in many respects, thanks to YOU and our talented leaders.

I'm honored to be on your team.

I'm counting on seeing you at our next meeting on March 15th!

Turn It Up!

Dave Timmons,
President

February Meeting Recap • by Monica Wofford

What would you get when you bring in two WORLD CHAMPION SPEAKERS who spend the morning sharing expertise, pitfalls, and tips on how to sell and create product? ONE ROCKIN' PROGRAM – that's what.

It was an action-packed program indeed and one that those in attendance will not soon forget. First up was **Darren La-**



croix, an active Toastmaster and winner of the World Champion International Speech Contest with his speech entitled "OUCH". He shared his ouches with us in the area of product

and greatly shortened the learning curve for many of us on how to create product, package it inexpensively, and get it out there to test, test, test, before investing a mortgage in CDs and casings. He also shared the ideas of his Champion's Edge program and how he structures his order form and creates special compelling offers. This is a man who makes 70% of his income from product!

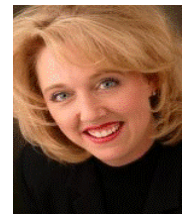
It was a tough act to follow, but **Ed Tate** pulled it off beautifully. Ed is also a WORLD CHAMPION INTERNATIONAL SPEECH CONTEST WINNER with his speech entitled "One of Those Days" and this was certainly not "One of those Days" for Ed. It was special!



He shared with our members the concept of package pricing only, as well as where to put your table, how to go through the offer with the audience, and how to get audience members to "POP" up to buy product before he is even done talking. Ed's information was compelling and powerful and made many members want to "POP" up to ask him for more help.

The programs just seem to keep getting better and better and the line up for March is no exception. Our March speaker has presented at National NSA, the Marco Island workshop and in many other venues. He is considered by many to be THE marketing MAN and is has even agreed to review many of our member's marketing materials and product covers. (that's a HINT – bring your stuff!) **Ford Saeks** is not only providing us with a one hour presentation, not even a 90 minute or 2 hour session, Ford is giving us his MEGA SESSION and will our featured speaker on March 15 from 9:15 to 12:15.

Hold on to your hats, bring a pen and LOTS of paper, and BRING your marketing materials and products as you may be one of those lucky enough to be in a "FORD hot seat!". Don't miss this program, because this one not only turns up what we are offering you, it will also TURN UP your revenue stream and that is something we all want! See you in March!



Monica Wofford
VP of Programs

You may have heard that this year's NSA-CF Academy Members are "turning it up". What does that mean exactly?

During the February Academy, we had 16 Members in attendance. Where were the remaining 9? With the exception of 2, they were busy speaking and marketing their businesses!

For those that did not attend, well, they generated leads, solidified deals, presented from the platform and furthered relationships with potential long-term clients.

Back in the "classroom", we created product and learned how to leverage technology instantly. In a matter of 27 minutes, we went from having nothing, to literally posting a 2-minute presentation onto YouTube! We played with technology, covering everything from how to use the Olympus Digital Voice Recorder, to using a Sony Digital Camera with video function to tape

and upload presentations onto YouTube. We learned once the YouTube posting is created, you are given a code that can simply be copied and pasted into a website. Voila!

For the remaining 4 months of our year, I want to make sure I give you a sense of just how some of our Academy Members turn it up. **Dave Dettmann** is one professional speaker who is on fire. Just check out his newly branded company logo at www.RealEstateAgentsEdge.com.

Here is a sneak peak at just a few of his accomplishments while applying advice gained through NSA-CF Speaker's Academy:

1. Finished writing an 8-week training course with a 300+page workbook along with a power-point presentation of over 1,200 slides
2. Successfully created an entirely new marketing portfolio complete with a re-branding of his company, direct mail pieces, redesigned website, uniforms,

and participant materials!

3. Secured five new clients who purchased his newly created and branded training course, using his new sales power point presentation to show them the benefits... (available to listen to on my website-just click on 'audio clips' on the front page).

Now that's Hot!

How are you turning it up?



Kathy Potts
Dean

The Roadmap to Great in 2008...and Beyond—Florida Speakers Lab

On April 25-26th, 2008 you are in for a great learning opportunity. **Terri Langhans** and **Scott McKain, CSP, CPAE**, two powerhouse speakers, will be offering a first-time ever, speaking strategy session.



Terri, the author of the book "**The 7 Marketing Mistakes Every Business Makes and How to Fix Them**", has been honored with the coveted CLEO for advertising and worked as CEO of a national ad agency and marketing firm

She will be talking about "*Amping up Your Marketing Difference*" and will teach us how to distinguish our business, products and services from the competition, focus our marketing messages, create a competitive edge, develop a marketing plan that makes sense and measure the effectiveness of our marketing efforts.

Scott McKain will discuss moving "*From Part-time to Full-time to Prime time in No-time*". He will discuss the continuum of the speaking engagement, from phone call to follow-through. Scott will also cover what customers *really* want, the type of presentation that brings audiences back for more, how to



specialize, the importance of product development, low-cost marketing strategies and creating strategic business partnerships that work. Scott, author of "**What Customers Really Want**" and "**All Business is Show Business**" has appeared on the Today Show, spoken in all 50 states and 14 countries.

The workshop—a bargain at **\$129 before April 1st and \$159 after April 1st**, will be held April 25th (workshop 7 to 9pm) and April 26th (8am—5pm). Where?

The Inn on Fifth
699 Fifth Ave., S.,
Naples, Florida

888-403-8778 (\$169 + tax)

This session is open to both the Central Florida chapter and the Florida Speakers Association. Be sure and **book soon as space is limited** by registering on line at:

www.nsacentralflorida.com

Welcome New Associate Members!

David Middleton

Heathrow, FL

email: orlandospeaker08@yahoo.com

Wayne Baker

Clermont, FL

email waynebaker767@gmail.com



NSA-CF Networking Night... coming to a restaurant near you!

We will be having our next Networking Nights in both the Orlando and Tampa Bay areas on the last Tuesday in March, **March 25, at 6:00p.m.**

Mark your calendar and we will let you know the exact location soon. If you would like to host the Orlando gathering, please contact **Denise McCabe** at Denise@floridanotarytraining.com or 727-397-0709. Cheers!

Call for Leadership

The Opportunity to Lead is NOW!

I LOVE IT when people 'Turn It Up' by leaving their comfort zones to step up and contribute to our phenomenal chapter. Now is your chance to seize this opportunity. On behalf of your President-elect **Sandy Geroux** and myself, we want to hear from those of you who want to join our dynamic leadership team.

We have three positions our membership will vote on at our April 19th meeting: 2 at large Board of Director positions and Vice President of Programs. (You must be a professional member of NSA and NSA-CF to run for these three positions.) Board terms are for 3 years and board members



work together to make major decisions and guide our chapter. The VP of Programs will plan and implement chapter programs for Sandy's year as President (2008-09). This is a 4-year commitment and will lead to President-elect in year 2, President in year 3, and Immediate Past President in year 4.

Please call Sandy (407-856-1188) or me, **Dave Timmons**, (813-948-6709) if you have questions or would like to discuss these leadership opportunities. We look forward to leading with you in the near future!

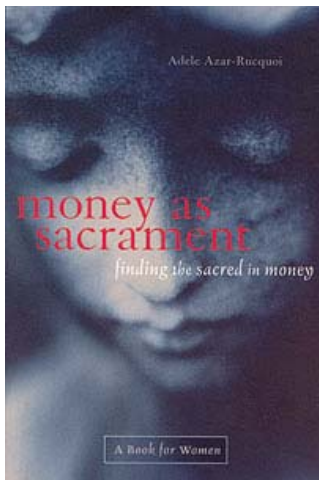
Dave Timmons,
President

Betsy Barbieux: Inducted into the NAPEW "Women of Excellence" Registry



Leesburg, Florida – December 17, 2007 – The National Association of Professional and Executive Women recognizes **Betsy Barbieux**, owner of Image Inside & Out, for her commitment to excellence. Her induction into the "Women of Excellence" Registry acknowledges her success and professional achievements. The National Association of Professional and Executive Women is dedicated to providing the networking resources, education, and marketing services necessary to empower professional and executive women nationwide.

Betsy handles business management and is an image consultant and behavior specialist.



It had to happen.

At the age of 62, I published my first book, **Money As Sacrament**, with a royalty publisher. I never planned it. I didn't consider myself that kind of writer, but hey, if you marry a man with no money, money will obviously sit in the middle of the relationship.

I had the money. What Jim had money couldn't buy: an MBA from Columbia, poetic skills, sensitivity, writing and editing talent and everything God knew I needed. We've been married for 14 years - the best years of my life.

The money talk began much earlier. As a nine year old, I handled the cash register in my immigrant fathers Orlando grocery, loving that bell each time I opened the register, sliding green bills and dropping tiny coins into wooden slots. Customers loved the little Shirley Temple clerk. I loved it too!

Then there existed no money as a teaching Sister of St. Joseph, wearing a heavy black serge habit for sixteen years and holding to a vow of poverty. My deep pockets were filled with everything but green bills. And I loved that life as well.

But life changes, and out of the convent, I wore miniskirts and carried a purse now filled with church salary checks. Soon, I was surprised by my parents sizable inheritance. That began another money confusing journey. Give it away? Retire? Go back to the convent. But what I really wanted? A soul mate. Other exiting nuns seemed to land their lifetime partner immediately. Not me.

After long pleading petitions to God, along came Jim whose worldly condition spoke to his own years dance of no money. He had lived Lady poverty status for about a year. And so began another of moneys journey for me. Could I love a man with no money? What would God say? Had a deity sent this confusion?

My story contains all the emotional and yes, spiritual twists and turns of that joyride, an experience that bears upon the experience of many women. If given the chance, women delight in sharing the ups and downs, the thrills, swings, and

plunges of one another's roller coaster money ride. Since my book was published in November, 2002. I've been sharing money stories in spirited workshops, leading women to discover their own money story, and unearthing their own underlying beliefs about this ubiquitous of life's companions .

I can't help but share a few thoughts from my book that I've discovered and which I express with audiences:

" Money enables us to rise above the ordinary, connecting us to the divine. All money is manna: strictly speaking, it is in no way earned, as we most often like to believe, and it is given to us as world citizens, necessary for our nourishment.

Like ourselves, money is imprinted with the divine image. We are born with the freedom to choose each action; therefore, money transactions carry the miraculous possibility of expanding our range of choices.

Like prayer, money is everywhere, connecting us to one another, bringing about something new. Money breeds oneness, togetherness. Commerce and community spring from the same root. I give you something, you give me back a little something. In the exchange, something new is created, something that wasn't there before. Economists have names for this mystery, like marginal value added. Businessmen talk about profit or bottom line. I call it sacrament.

Finally, like grace itself, money is an essential energy of life-flow, coming from above like a living current, moving in and out of our life contracts. Its no coincidence that we call our medium of exchange currency."

My life continues to blossom under Gods grace. I love the supportive groups that I'm currently part of: Toastmasters International, Writers Guild of Mount Dora, Speaker's Academy and my own monthly group: "A cup of Money and Tea" that meets at Trish's teas in Baldwin Park.

The way I see it, its all been Manna!



Adele Azar-Rucquoi

MENTORING: Win-Win for Everyone : George L. Morrisey, CSP, CPAE

“Mentor - a wise and trusted teacher or guide” (Funk & Wagnall's), while flattering to those of us who have attempted to assume such a role, seems inadequate in describing its application to professional speaking. Mentoring, as I have come to experience it, is a **relationship** between two professional speakers/trainers/consultants that results in **mutual** growth. The fact that one may have been practicing the profession longer than the other does not necessarily anoint that person with greater wisdom or insight. A newer member of the profession can, and in fact must, make a contribution to the growth of the senior member of the team if mentoring is to succeed. A mentoring relationship cannot be prescribed (as we learned in our earlier efforts in NSA). The "chemistry" must be right and there must be frequent opportunity for contact. NSA, particularly at the chapter level, provides an excellent opportunity for establishing meaningful mentoring relationships.

Forms of Mentoring

While the actual forms of mentoring are virtually limitless, here are some of the more frequent ways in which a mentor and mentee can work together:

- ◆ **Counseling** on content, technique, client approach, pricing, business operations.
- ◆ **Critiquing** (always with suggestions for improvement) a speech, seminar, brochure, promotional material, tape, newsletter, script, manuscript.
- ◆ **Suggesting** topics, data sources, possible resources, potential clients or types of clients.
- ◆ **Listening/reassuring** when they do well, bomb, or need to talk something out.
- ◆ **Brainstorming** for new ideas, approaches, techniques.
- ◆ **Motivating/needling** to get them to take necessary action such as writing, developing new material, initiating new promotional efforts.

Responsibilities of a Mentor

Although most NSA members who accept the role of mentor would take these responsibilities for granted, let me articulate some of the more important ones, recognizing that "what goes around comes around". Also, please note that mentoring is not for everyone.

- ◆ **Being available**, by phone if not in person, when a mentee needs you. If there needs to be a limit on availability, have that clearly understood ahead of time. The quickest way to sour a relationship is to give the mentee the feeling, sometimes merely by your tone of voice, that you don't have time to talk with them.
- ◆ **Meeting commitments**. In other words, follow through with what you have said you will do. Treat a mentee as you would a client.
- ◆ **Providing honest, constructive feedback** that is reassuring and helpful, but not condescending. Telling a mentee what you think he or she wants to hear is worse than saying nothing at all.
- ◆ **Avoiding the "be perfect" syndrome**. Years of experience do not endow you with infallible judgment. Be willing to experiment with ideas with your mentee and to admit it when you "blew it". In other words, allow yourself to be vulnerable with your mentee.

Responsibilities of a Mentee

Once again, these may appear obvious, but failure to consciously accept and apply them could dilute or even destroy an effective mentor-mentee relationship.

- ◆ **Being serious about your development**. This is not a facetious statement. I have seen newer speakers who have professed an interest in growing but have not been willing to put the time and effort into making the necessary changes. The mentor's reaction is likely to be "Why

bother; I have better things to do." Meeting commitments is even more critical for the mentee.

- ◆ Few things will turn your mentor off as quickly as saying you are going to do something and then not doing it.
- ◆ **Being willing to ask for and accept advice openly**. You are unlikely to get the help you need unless you ask for it. Asking for advice is not an imposition in most cases and, quite frankly, is an ego boost for many senior speakers. Also, accepting the advice does not commit you to following it. Feel free to adapt or reject it based on your own needs. However, a courtesy feedback to the mentor in that case will keep it from getting in the way of future requests.
- ◆ **Expressing appreciation** frequently for your mentor's caring and sharing will keep it coming.

Cavett Robert was our supreme role model. As a mentor to dozens, if not hundreds, of newer speakers, he would have confirmed, I am sure, that an effective, mutually-caring mentoring relationship leads to positive growth for the mentee, the mentor and the profession.



**George Morrisey,
CSP, CPAE**

2007-2008 NSACF LEADERSHIP

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Senior Chapter Advisor

GEORGE MORRISEY, CSP, CPAE

Cavett Award

gmorrisey@aol.com

MEETING LOGISTICS

Crowne Plaza, Tampa

Meeting 8:30 a.m. - 12:30 p.m.

8:30-9:00 a.m. Networking

9:00 a.m. Meeting Begins

MEETING REGISTRATION PROCEDURES

To register, simply log onto

www.nsacentralflorida.com, click on

meetings, and register right online. You may pay by credit card or if you prefer to pay by check, you indicate the check number then MAIL the check to Nancy Montgomery.

If you are a pre-paid member, or an Academy member who has paid in advance, simply send Nancy an email at

Administrator@nsacentralflorida.com

letting her know you'll be in attendance. It's important that you RSVP even if you have pre-paid for the meeting.

In order to pay the advance registration amount, we MUST receive your credit card or your check BEFORE the day of the meeting. If you come to the meeting, and have not paid in advance, you will be charged the AT THE DOOR

ADVANCE REGISTRATION

NSA/CF Members: \$47.00

Non-Members: \$62.00

First Time Guests: \$37.00

AT THE DOOR

NSA/CF Members: \$57.00

Non-Members: \$72.00

First Time Guests: \$37.00

Note: Spouse, Partner and Staff will be considered first time guests or non-members.

2007-2008 COMMITTEE CHAIRS

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NETWORKING NIGHTS CHAIR

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NEWSLETTER

FIONA POTTER

Fiona@FionaPotter.com

Meeting Location



Crowne Plaza Hotel Tampa East
10221 Princess Palm Avenue
Tampa, FL 33610
(located off I-75 at MLK Blvd.)

From I-75 N, exit 260B, over bridge, hotel on left inside business park.

From I-75 S, exit 260, bear right, immediate left into business park and hotel.

