



# NSA-Michigan News

May 2009

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**Kirstin Carey**

### **Make More Money as a Professional Speaker by Developing the Right Products**

Professional speakers get business the hard way and the easy way. The hard way includes expensive advertising, costly promotions, and painstaking cold calls. The easy way involves strategically created products, fantastic referrals, and great speeches. Which would you rather run your business – the

easy way or the hard way?

Let's face it, if you don't have the right product in the speaking business, then you are missing out on direct sales from the product and indirect sales of speaking, training, and consulting that come from effective products. How much money and business have you lost because you don't have the right product or because you don't have any product at all?

Learn the simple steps involved with pre-creation, development, market and selling products that will actually make you money. Even if you currently have product, find out how to make it more effective. Turn what you already have into fast revenue so you don't have to work so hard for great results.

Attend this program and learn:

- The number one tool to help you figure out which product to create next.
- Exactly what type of product is best for you and your audience.
- How to create products quickly – even the dreaded “book.”
- Specific techniques to get your audiences to pay you to market to them!
- How much to charge for your products so you make big bucks.
- The four questions you must answer before creating any product.
- Tips on getting your audience to buy again and again
- Ways to leverage your products into more speaking engagements.
- How to double your next speaking revenue with one easy question.

Join us for the May 16, 2009 meeting.

**To Register:**

**Call 248-476-2134 or email [info@nsamichigan.org](mailto:info@nsamichigan.org) today!**

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## President's Message

By Marilyn Suttle

### Inspiring Connections

What gives one person the competitive edge while others in the same situation struggle? My son Lance is about to graduate from Northwood University. He was offered two jobs, both in Michigan. In these tough economic times when many graduates (and seasoned professionals for that matter) are having difficulty finding work, he was able to stand out and get the job he wanted. What made the difference? I believe it was his active participation throughout the last four years in the associations of his chosen industry.

For Lance, ongoing connection with people who have a passion for the automotive aftermarket industry made a difference. His involvement gave him access to the latest information, role models, and eventually becoming a role model to others. He received a wealth of experience and exposure from his participation, and unexpected growth opportunities from holding a board position. The inspiring connections he made helped him grow in real-world ways that apply directly to his emerging professional life.

The reason I bring this up is because of what it means to us as experts who speak professionally.

Where do you go to gain a competitive edge? Where do you go for exposure to passionate people who love the speaking industry and joyfully share the secrets to their success? Who offers you 'inspirational food' along with a tasty buffet lunch?

NSA Michigan – 'the Place for Pros to go,' gives you that competitive edge.

There has never been a time when being part of a network like ours has been more critical. Here you will learn new ways to market through social media, gain exposure on our new professional website - fully search engine optimized to improve your online presence, and be called to continually grow in eloquence, expertise, ethics and enterprise. Here you are part of a chapter committed to staying on top of the most relevant, practical, innovative ways to grow your business in a supportive and yes, I'll say it - loving environment. Mark your calendars now to attend the May 16<sup>th</sup> and July 11<sup>th</sup> meetings. We have great things in store for you – and look forward to celebrating your successes!

NATIONAL SPEAKERS ASSOCIATION



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## NSA-Michigan launches new website!

It is with great pleasure that your NSA-MI board shares some super news! We have been listening to your wise suggestions and we reviewed your many requests for our [NSA-Michigan website](#). This led to stellar results with even more value for your membership. Our updated [website](#) now has:

- SEO to raise your professional presence on the web
- Member spotlights – a revolving way to feature all our members at equal intervals all year long
- More professional appearance and easier to use
- One click pdf file of your profile to help promote you
- A Youtube channel for greater visibility of your presentations
- A Blog to communicate and raise your web presence
- *In the News* section to keep everyone up on your media attention.
- Even more updates coming soon!

This is the first phase of our updated site. Very soon you will have:

- Ecommerce to easily sign up and pay for meetings and events
- Password access to enter your profile/extended pages.

Special thanks go to our awesome board member, Lynn Jarrett and her terrific team who have done a tremendous job of transforming our site, and [Sequencing, Inc.](#) our web developer and chapter sponsor. Lynn's dedicated team includes Ed Primeau who has been generous and tireless in his support, and our devoted chapter administrator, Amy Jones.

Please take a few minutes to visit the new site at [www.nsamichigan.org](http://www.nsamichigan.org) and let us know what you think, and know that more is coming soon. Please join us in celebrating the inspiring connections this updated site offers for meeting planners, members, and those who wish to join or visit our Michigan chapter - the Place for Pros to Go!



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## It's Spring...Tweet, Tweet!

Spring is in the air!

Robins, Tulips, refreshing rains and yes, green grasses abound.

There is a new awakening everywhere we look. Even NSA Michigan's web site is new and fresh.

Could there be a better time to try something new? Of course not!

That is why we sprung into action and joined the "Twitterverse." That's right NSA Michigan is now on Twitter. Please follow us @NSAMichigan and we will be there for you. The following are the guidelines as they have been established thus far:

- We only "follow" NSA Michigan members
- We promote NSA Michigan events and information
- We recognize members through simple, consistent "Tweets"
- We recommend members on #Followfriday
- We ask "Followers" to RT our "Tweets" and recommend on #Followfriday
- We will "ReTweet" brief member Tweets equally & consistently
- We will NOT highlight individual member events
- We will NOT "Follow" any non-NSA Member
- We will NOT "Tweet" any non-Member URL's  
(Except visiting guest speakers)

If @NSAMichigan is not following you, simply follow us and we will reciprocate. Should you have any questions, concerns or suggestions, please contact the "Twitter Tutor" Terry "TJ" Wisner via email at [terry@byocpo.com](mailto:terry@byocpo.com) or @TheCPO and he will gladly listen and learn.

NSA Michigan is once again budding into leading edge thinking to expand our reach and create new opportunities for our members.

I know our state bird doesn't Tweet, they chirp, but this is about Twitter and Tweeting... it's the best I could do. See you on Twitter!



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## Upcoming Events

**ORGPRO 2009** is Michigan's premier education and networking event for organization professionals in the not-for-profit sector. The convention includes two full days of educational programming targeted to the needs of association executives, chamber executives, not-for-profit executives, staff specialists, and administrative staff, meeting professionals, volunteer leaders and vendor representatives. Learn from experts, share experiences, build business relationships and have fun. Timely information and advanced concepts will benefit you both professionally and personally. There's a wonderful array of educational and networking opportunities just waiting for you at ORGPRO.

This year's lineup of keynote presentations is exceptional. Rich Horwath, author of "Deep Dive" will address the importance of strategic thinking in the opening keynote. He will give you a framework for building competitive strategies to drive profitability and productivity, and to achieve competitive advantage. Jeffrey Zaslow will present on Tuesday. He co-authored "The Last Lecture" with Randy Pausch who delivered a one-of-kind lecture before his untimely death. His lecture became an Internet sensation. Zaslow, a columnist for The Wall Street Journal, attended the last lecture, and wrote the story that helped fuel worldwide interest in it. Dan Mulhern will deliver the closing keynote as Michigan's First Gentleman. He has sat next to Governor Granholm through six years of unabated challenge. Dan will address the core tenets of leadership and apply them quite specifically for these tough times.

And don't miss our very own NSA-Michigan members Joanne Estes and Joyce Weiss as they share their own sales and leadership expertise during educational breakout sessions.

Mark your calendars for July 13-15, 2009. Mackinaw Island is where you'll want to be. Mission Point is offering unbelievable room rates and the experience will be unparalleled. See you on the island!

Registration Link <http://www.orgpro.info/pages/index.cfm>

**2009 NSA Convention July 18—21, Phoenix, AZ**

<http://www.nsaconvention.org/>

*Don't forget to visit <http://www.nsaspeaker.org/default.asp>*

*For information on National events!*



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## False Interpretations

Take a moment and recall the numerous conversations you've had that went sideways because of false interpretations. You know the situation; you make a statement with great intentions and your friend hears something that is just the opposite of what you meant. Suddenly, you find yourself backtracking, apologizing, restating your meaning, and eventually arguing about how they could ever think you would say such a thing.

False interpretations end marriages, split churches, and keep countries divided. In speaking, they have the dreadful affect of derailing powerful presentations. They can even cost you a client. How can this be?

We can all recall at least one speech that started out phenomenally. You did your homework and got excellent feedback from your mastermind. Your opening powerfully grabbed the audience and immediately shifted their energy and attention. Everything was going wonderfully until you saw one person in the audience with their arms folded a particular way.

As your thoughts began to stumble off path, your anxiety set in, and your body temperature began to soar. Your internal dialogue became frantic as you questioned, "What's she thinking about? Why is she looking at me like that?" As you pressed on, you finally concluded, "I knew I wasn't qualified to speak to this audience, what was I thinking booking these people?"

There you have it, days, weeks, maybe even months worth of hard work and preparation shot because you allowed a false interpretation become a false reality. The truth be known, she was really enjoying your presentation and pondering its implications in her life. In fact, she was even planning on asking you if you took on coaching clients. If only you had checked your opinions at the door.

Here are three good questions to ask yourself the next time you allow a false interpretation to get your presentation off course:

1. Can I really know what's going on inside the mind of a perfect stranger?
2. What if that person is actually thrilled with what I'm saying?
3. How could I allow my reaction to one person deprive this entire audience of the value I exude?

Remember, they are in your audience for a reason. Present with passion, speak with certainty, and communicate with conviction.



James Hahn II is a ProTracker and Wellness Coach with a specialty in Sugar Addiction. He can be found online at [www.slave2freedom.com/blog](http://www.slave2freedom.com/blog) or reached via email at [jameshahn@slave2freedom.com](mailto:jameshahn@slave2freedom.com).

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## Welcome Back to NSA-Michigan Chapter



**John B. Molidor, PhD**  
**[molider@msu.edu](mailto:molider@msu.edu)**

**“In The News” at [www.NSA-MI.org](http://www.NSA-MI.org)**

**Send your media “News” to Sherene McHenry,  
Email: [sherene@mchenryinternational.com](mailto:sherene@mchenryinternational.com)  
Sherene will add to NSA-MI web site.**



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## NSA-Michigan

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### We're on the Web!

[www.nsamichigan.org](http://www.nsamichigan.org)

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