



# SPEAKING

PROFESSIONALLY

## NATIONAL SPEAKERS ASSOCIATION NORTHERN CALIFORNIA CHAPTER

March 1 meeting

### How to get the top speaking fees

What's it like at the top?  
What does the future hold for those of us who make a living giving speeches?

Our March 1 chapter meeting will delve into these areas with two of NSA's most respected members — Vickie Sullivan, business coach to speakers in the upper stratosphere of our industry, and NSA President-elect Mark Sanborn, CSP, CPAE.

Vickie, who founded Sullivan Speaker Services in 1987, speaks nationally on using public speaking as a marketing tool, and about speaking industry trends. She has generated six-figure revenue streams for thousands of professional speakers in a wide variety of markets.

Vickie will do two programs — *Speaking in the Strike Zone: Getting Booked in the Top Fee Markets* (two hours in the morning), and the Super Session, *Speaking of Sponsorships: How to Find Them, and How to Get Them*.

Mark, who takes over as president at the NSA National Convention in July, will deliver our luncheon keynote, *The End of the World as We Know*



MARK SANBORN, CSP, CPAE

*It: Finding Our Way to the Future Together.*

#### **MORNING PROGRAM** ***Speaking in the Strike Zone – Getting Booked in the Top-Fee Markets.***

If a group is considering five speakers at the \$10,000 level, what would make them choose one person over the other four?

“What speakers in the \$3,500 to \$4,500 market don't understand is that what made them successful in their current market will not make them successful in the higher-fee markets,” says Vickie. “It's not more of the same.



VICKIE SULLIVAN

“Different decision-making factors come into play in the higher-fee marketplace. We're going beyond a state-of-the-market report, into market intelligence about how to get selected in those high-fee markets.

“I'm not going to talk about passion or about being a genuine speaker,” she says. “I'm going to assume that people have passion. I'm going to tell them where to put it in the marketplace. I'm not going to talk about the lower-fee markets. My material will be

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MARCH 2003

# A few words from the president

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## Want a mentor?

## Here's how to find one

I am frequently asked if we have a formal mentoring program at NSA/NC and, unfortunately, the answer is, "No."

These programs can be very complicated to run and are often unsuccessful because the best person to establish a mentorship for you is . . . you.

The most effective mentoring relationships are those that develop spontaneously between two compatible people.

### BE CLEAR

If you want to be mentored, start by being clear on specifically what you want to gain from such a relationship. Newer speakers who approach seasoned professionals with questions like, "How do you get into professional speaking?" are quickly dismissed as not serious.

Do some homework on speaking by reading books, listening to tapes or attending our Professional Speakers Academy. Then ask people at chapter meetings very specific questions that would help you get to the next level in your career.

### GOOD CHOICES

Through these efforts you will meet people who are just slightly ahead of you in their development. These will often make good mentors because they can relate to your challenges, since they are still fresh in their minds.

Be sure that whomever you ask to be your mentor is compatible in terms of tem-

perament and other personality traits. As with any relationship, this is crucial.

Try to be mindful of your mentor's time. It's better to ask several short questions than one long, involved one. Also, look for ways to be helpful to your mentor, such as helping to coach him or her through a challenge as a form of repayment. Coaching is simply asking objective questions that help the person you are coaching arrive at his or her own answers.

Keep in mind that mentorships are not forever. When you reach the next plateau in your speaking career you will often find you do not need a mentor until you have explored that level fully.

When that happens you may want to look for another mentor.

### GIVE BACK

There is one cardinal rule of mentoring. If you have benefited from mentoring you owe it to others to become a mentor. Not only is that fair, but you will reap many benefits.

If you are an experienced speaker who is willing to be a mentor, all you need to do is let the folks at the Emerging Speakers group and/or the Professional Speakers Academy know. You will find it a rewarding experience. You may even find that the relationship will help you clarify your thinking about your business and more.

I have mentored a number of speakers over the years and have found that I always



MICHAEL LEE, CSP

received much more than I ever contributed.

That's the beauty of mentoring and the speaking profession.



## Got news?

**T**he deadline for the May issue of *Professionally Speaking* is Monday, March 10.

Send articles (250 words maximum and of value to members), news items and photos to editor Jeff Rubin at:

[jeff@put-it-in-writing.com](mailto:jeff@put-it-in-writing.com)

# Upcoming PROFESSIONAL SPEAKERS ACADEMY SESSIONS

April 5

10 a.m. – 2:30 p.m. • Westin Hotel • \$45 pre-registered

*Everything You Want to Ask About NSA and the Professional Speaking Profession*

**A**t every Academy session, participants have had questions about NSA membership criteria, Certified Speaking Professional (CSP) qualification and documentation issues. Join us to get the lowdown on NSA requirements, plus all those other burning speaker questions you want to ask. This session will have insights on everything from product creation to marketing to spontaneous radio interviews.

Our panel includes:  
- **Michael Lee, CSP**, NSA/NC president, diversity expert, and author of *Opening Doors: Selling to Multicultural Real Estate Clients*.  
- **Ric Giardina**, NSA/NC president-elect, leadership speaker and author of *Your Authentic Self*.  
- **Fire Captain Bob Smith**, NSA veteran, expert on stress, and author of *Eat Stress For Breakfast*.

**June 7:** Networking or Copyrighting/Legal topics being considered.

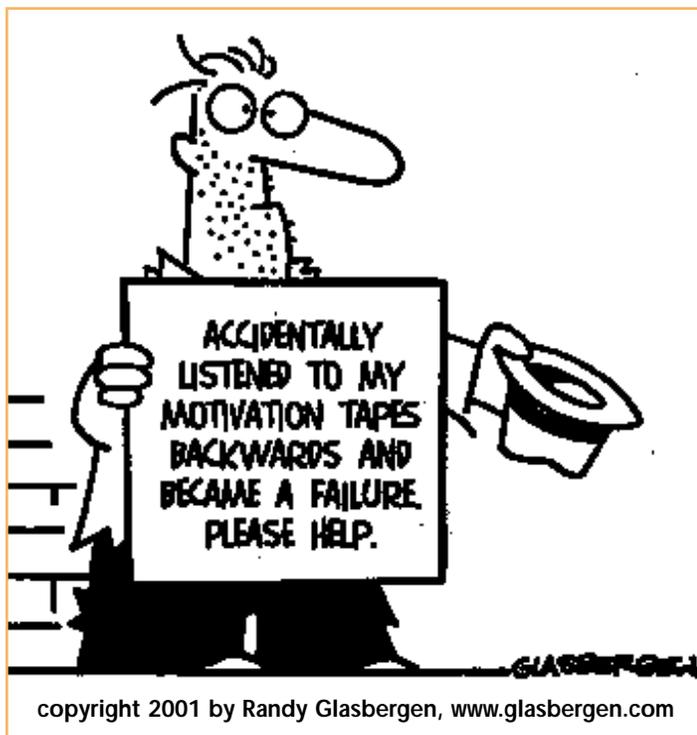
**June 21:** PRESENCE, EASE AND CHARISMA FROM THE PLATFORM, with Lee Glickstein and Cathy Dana.

**REGISTRATION:** ONLINE AT [WWW.NSANC.ORG](http://WWW.NSANC.ORG); EMAIL TO [INFO@NSANC.ORG](mailto:INFO@NSANC.ORG); PHONE: 650/871-4220, FAX 650/871-5602.

CHECK [WWW.NSANC.ORG](http://WWW.NSANC.ORG) FOR MORE DETAILED INFORMATION ABOUT PROFESSIONAL SPEAKERS ACADEMY PROGRAMS.

***“As a beginning speaker I didn’t have a clue on how to get started. Joining NSA was a great first step, but to be frank I was a bit overwhelmed. The NSA/NC Professional Speakers Academy is giving me the focus, practical tools, and contacts needed to set up my business and build my confidence. Now I am moving forward and realizing a lifelong dream.”***

PAULA PAGANO, PASSPORT HOLDER



## LDP grooming chapter leaders

**N**SA/NC’s Leadership Development Program (LDP) is creating a community of individuals who are primed to take on roles as key leaders within the chapter.

The program began in September 2002, with participants James Ambuehl, Nan Andrews Amish, Caren Baroff, Elizabeth de Clifford, Robert Graham, Rebecca “Tiger” Harrison, Caterina Rando, and Zander Sprague. Craig Harrison and Ric Giardina co-facilitate the LDP.

The nine-month program has been challenging because of its unstructured approach that requires participants to identify what they want to learn and how they want to go about learning it. But that’s the point of the program — leaders don’t follow in others’ footsteps; they make their own paths.

The LDP meets by telephone conference each month. Participants volunteer at NSA/NC events, have regular contact between meetings and make “care and concern” calls to Professional Members and Passport Holders.

Four LDP participants are running for the NSA/NC Board of Directors this year.

The next LDP will begin in September. To participate, contact Craig Harrison ([craig@craigspeaks.com](mailto:craig@craigspeaks.com)) or Ric Giardina ([ric@spiritemployed.com](mailto:ric@spiritemployed.com)).

# トク工技U for speakers

Keynote or breakout?  
Whatever you need I'll do,  
Say us pro speakers!

"What's your topic?"  
They always ask of me.  
But what's their budget?

Lavaliers, cordless,  
Does it all really matter?  
Just give me a mike!

To be paid or not  
That is the biggest question...  
Full fee gigs for all!

Me: will speak for pay  
Them: we can't afford your fee  
Me: try me next year.

"Don't tell my stories  
during your program," I say  
Be original!

NSA/NC  
A community for all  
We support our own.

Big stage, little me  
Big audience, little fee  
My time will come soon.

Who is the heckler  
Who's having more fun than me?  
It's just Ed Brodow.

Our meeting magic  
The result of her hard work...  
Our Joanne Ryan.

You need a speaker.  
You say you have no money.  
Please call Toastmasters!

Speakers and trainers,  
Consultants and authors, too  
Product or not, join us.

NSA/NC  
It's speakers from A to Z.  
Need one? Look to Zook!

☆ ☆ ☆

I'm Craig Harrison  
I'm Craig@CraigSpeaks.com.  
Thanks for your applause!



**CRAIG  
HARRISON**

**CRAIG  
HARRISON  
MAKES  
COMMUNICATION  
AND CUSTOMER  
SERVICE FUN  
AND EASY FOR  
HIS CLIENTS.**

Save these dates

## CHAPTER MEETINGS

**Saturday, May 3, 2003**  
Westin Hotel, Millbrae

## CHAPTER EVENTS

**Saturday, April 5, 2003**  
Speakers Academy, Westin

**Saturday, June 7, 2003**  
Speakers Academy, Westin

**Saturday, June 21, 2003**  
Speakers Academy, Westin

The NSA/NC website has  
details on all meetings and  
events.

## NATIONAL MEETINGS

### 2003 NSA CONVENTION

July 26-29  
New Orleans Marriott  
New Orleans, Louisiana

## Media Savvy lab May 2-4 In Tempe

**T**his NSA lab, featuring a  
lineup of media/PR profes-  
sionals, will teach you how  
to become a media darling!

You'll learn how to attract  
reporters and editors, develop  
and pitch story ideas, craft  
powerful messages, become  
a columnist, turn your web-  
site into a media resource,  
get publicity for your book  
and speeches, and more.

The lab will be held at NSA  
headquarters in Tempe, AZ.

Register on the NSA web-  
site at [www.nsaspeaker.org](http://www.nsaspeaker.org).  
Or, call NSA at 480/968-2552.

## Emerging speakers meet before meeting

**T**he Emerging Speakers  
group will meet March 1 from  
8-8:45 a.m., before the chap-  
ter meeting at the Westin.

The group provides sup-  
port for speakers who are  
just starting their careers.

For more information, con-  
tact Zander Sprague at  
[zander@zandersprague.com](mailto:zander@zandersprague.com).

## How to get the top speaking fees

### ► from front page

geared to \$5,000 markets  
and above.

Her program will include:

- ☛ The top three market conditions for the \$5,000, \$7,500 and \$10,000 markets and how they impact speaker selections.

- ☛ The most important factors buyers consider when selecting speakers at these fees.

- ☛ Common mistakes in raising your fees and how to avoid them.

- ☛ Two key players you need to know about to get bookings in this market.

- ☛ What is considered a "given" in this market and what will differentiate you.

- ☛ Strategies that will get your foot in the door.

### LUNCHEON PROGRAM

**The End of the World as  
We Know It: Finding our**

### Way to the Future Togeth- er.

"We know what has already happened in the speaking industry," Mark says, "and we need to form an educated strategy as to what we need to be doing to prosper as professional speakers in the future."

Mark's program will focus on:

- ◆ The most significant trends affecting the meetings industry.

- ◆ Innovative business models for professional speakers.

- ◆ The role of expertise in marketplace demand.

- ◆ The importance of strategic partnerships.

### SUPER SESSION

**Speaking of Sponsor-  
ships: How to Find Them,  
and How to Get Them.**

Sponsorships are hot! This program will focus on getting sponsors to pay those big

fees. You will learn:

- Top misconceptions speakers have about sponsors.

- Three ways to find sponsors.

- What sponsors look for in selecting speakers.

- Two mistakes speakers make when pitching to sponsors.

- Two questions that will unlock hidden sponsorship opportunities.

- Who can help you get sponsors.

This session will also give you a chance to ask Vickie anything — yes, anything — about getting more speaking engagements in the top-fee markets.

Vickie will take questions about sponsorships and material she covered in her morning session.

# This and that

## Promotion table

Beginning with the March 1 meeting, Professional Members of NSA/NC may let others know about themselves by placing their marketing materials at our Professional Member Promotion table.

One-sheets, flyers about upcoming seminars or other FREE materials may be placed on the table, which will be near the Resource Center table.

- Professional Members **only** may place multiple copies of one item on the table.
- Materials must be limited to 8<sup>1</sup>/<sub>2</sub> x 11 format (double-sided OK).
- Materials must be provided to the Resource Center coordinator by 9 a.m. on the morning of the chapter meeting. No materials will be accepted after that time.
- Materials left on the table after 3 p.m. will be thrown away.
- Placement on the table is up to the Resource Center coordinator.

## Meeting sponsors sought

NSA/NC meeting sponsorships are now available for an investment of \$500.

In return, the sponsor will receive a one-minute mention from the platform during the meeting, may hold a drawing for a door prize, will be entitled to a display table in the hallway near the Resource Center table, may post a banner or sign behind their display table, and may receive promotional consideration on the NSA/NC website if information is provided sufficiently in advance of the sponsored meeting.

If you are interested, or know of people or businesses interested in marketing to professional speakers, please have them contact Michael Lee at [seminars@netvista.net](mailto:seminars@netvista.net).

## Members Only website features

Brief features of the Members Only section (for Members and Passport Holders):

**Speaker request postings:** We are inviting local meeting planners looking for free or low-cost speakers (e.g. service clubs, chambers, etc.) to post a request detailing their meeting and type of speaker needed. We especially encourage Passport Holders to take advantage of this great opportunity to practice your skills and network.

**Member announcements:** Post your request for advice, book signings, items for sale, upcoming public seminars, or anything else that you'd like chapter members to know about.

And don't forget to check out the fully updated Member Directory (available in PDF in the Members Only section).

## It's the connection!

What does an audience want?  
I discovered the answer recently when attending two dramatically different events.

The first was a sports fantasy camp. Each night after dinner, there were several spicy speeches, delivered in the trash-talking, humorous manner of a celebrity roast banquet. Imagine the likes of Don Rickles or Milton Berle and you get the picture — a

world where humor is a weapon.

The week after I returned home, I attended a funeral, which of course has a whole other emotional tenor to it. Watching the various speakers share their memories of the deceased, I flashed back to the prior week's talks. Then it hit me: The audience wants a connection.

People come to an event from various places, with disparate thoughts and feelings that are theirs and theirs

alone. When the speaker holds an audience's attention, those listening are hungering for a chance to connect, to find a link between their solitary selves and the rest of the world.

A good speaker provides that connection. A great one enhances it.

— Joel Drucker is a writer/consultant for magazines, TV and corporations who speaks on how to conduct great media interviews.

## Showcase your material and get constructive feedback

**N**SA/NC Speaker Showcases give Members and Passport Holders an opportunity to do a six-minute talk on any topic and receive evaluations on their presentation.

Showcases will be held during the breaks at every chapter meeting and at Professional Speakers Academy. There are a few openings this spring, and the fall calendar is now booking.

Members may showcase at chapter meetings or Academy sessions; Passport Holders may showcase at Academy meetings.

Contact Liz de Clifford at 650/988-0409 if you're interested.

## NSA loves SUVs: Signing Up Volunteers!

**N**SA/NC has numerous teams that help stage meetings and special events, publish newsletters and otherwise serve the needs of its membership. The backbone of these programs is volunteers.

If you would like to volunteer, we'd love to work with you. Join our Volunteer Coordination Program and accelerate your career, connect with colleagues, strengthen your chapter and learn the speaking biz.

Find a team to join in the Member Services section of our website: [www.nsanc.org](http://www.nsanc.org). Or, e-mail Craig Harrison at [nsa@craig speaks.com](mailto:nsa@craig speaks.com) or Ric Giardina at [ric@spiritemployed.com](mailto:ric@spiritemployed.com).

# Members in the news

## Giardina named to national office

**N**<sub>SA/NC</sub> board member and President-elect **Ric Giardina** has been elected chairman of the NSA Chapter Presidents Council.



He's responsible for keeping communications open among the chapters and expanding the use of best practices, and is the main liaison between the chapters and NSA staff.

"Laughter and Loss," an article by **ALLEN KLEIN, CSP**, was published in *The Independent: The Journal of the International Order of the Golden Rule*, a publication for independently owned and operated funeral home members.

**LEE GLICKSTEIN** co-authored a *New York Times Sunday Magazine* crossword puzzle.

"Meetings Bloody Meetings," an article by **DR. MARILYN MANNING, CSP**, was featured on [www.humanresources.org](http://www.humanresources.org). The article outlined techniques for planning successful meetings and provided tips for dealing effectively with difficult behaviors and personalities.

**MITCHELL FRIEDMAN, APR's** article, "Teacher's Pet: Teaching as a Topic Development Technique," which provided a blueprint for developing topics by teaching undergraduate, graduate or continuing education classes in colleges, appeared in *Professional Speaker* magazine.

**JILL LUBLIN** was featured in *Fortune Small Business* and *North Bay Biz Magazine*. She was also a guest on *Good Day Sacramento* and *The Small Biz Hour* on KLSX radio in Los Angeles.

**STEPHEN J. KRAUS, Ph.D.**, was interviewed by a dozen different radio stations, including WLIE (New York), WXRV (Boston), and WSMB (New Orleans), during the holidays about the science of making and keeping New Year's resolutions.

**JEFF RUBIN** was quoted in an article, "Building a Better Business: A Well-Produced Newsletter can Benefit Entrepreneurs," in the *Chicago Tribune*. His article, "Does Your Website Pass the 'Who Cares' Test?" appeared in the newly released book, *Confessions of Shameless Internet Promoters*.

**ELAYNE SAVAGE, Ph.D.**, was interviewed for an article in the *Atlanta Journal-Constitution* entitled, "Preserving the Peace: How to Head Off Remarks That Might Offend When Families Get Together."

Passport Holder **DORY WILLER, SPHR, PCC**, was a guest on KQED radio's *The Forum*, discussing the concept of change, and how habits form and how they can be broken.

**CRAIG HARRISON** is the 2002-2003 newsletter editor for *The Top Line*, NSA's Sales PEG newsletter.

Passport Holder **SCOTT Q. MARCUS** is the 2002-2003 editor of NSA's Diversity PEG newsletter.



# NSA/NC

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