

December, 2005

Upcoming Meetings:
Friday,
December 16th
NSA-MAC's 25th
Anniversary Gala!

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The 25th Anniversary Gala is Here!



Come and celebrate the Chapter's 25th Anniversary in style! The event will feature three of the top speakers in the world: **Steve Rizzo, Mike Rayburn, and Ralph Archbold as Ben Franklin.**

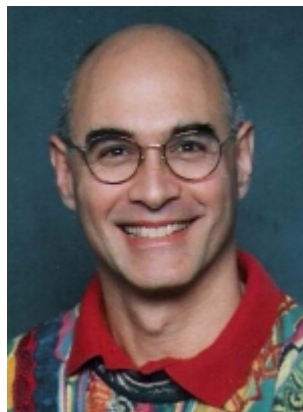
There will also be a **Live Auction** of the one and only **Fred Gleeck!** That's right, you can win the opportunity to have "The Content King" work one on one with you to help you make more money and book more engagements than you thought possible! (see below for an article by Fred) For specifics, visit: <http://www.nsamidatlantic.org/gala/liveauction.asp>

In addition to the live auction, there will be a **Fabulous Silent Auction.** We have already collected fantastic items for speakers from Tom Antion, Alan Weiss, and more! We also great items that will appeal to non-speakers: an in-house massage, Parker and Waterman Pens, a Vegas Getaway, and more! For specifics, visit: <http://www.nsamidatlantic.org/gala/silentauction.asp>

For more information on this fabulous event, visit: <http://www.nsamidatlantic.org/gala>

Info-Marketing Tips from Fred Gleeck

<http://www.fredgleeck.com>



I just finished doing an event with my good friend Sheri Hill at Sage International up in Reno. While speaking at this event I used a description I've never used before.

I don't know how it happened, the idea just popped into my head. I think it's a pretty good one, so here goes.

No matter who you are, you probably know more about 2 or 3 things than 95% of the people on the planet. It may be a hobby like golf or a way of fixing a certain brand of car.

If you take a minute or two right now, YOU can probably identify at least 2 or 3 things where you know more about a particular subject area than almost anyone you know.

Member Retention:
Joel Schwartz

CSP Liason:
Aldonna Ambler, CSP

**Immediate Past-
President:**
Heshie Segal

Free Publicity with the NSA-MAC Newsletter!

There are a bunch of ways to get free publicity through the NSAMAC newsletter – AND this will help you with both your on and offline marketing.

The NSA-MAC newsletters are posted on the website and sent out via email to the MAC database, giving you the opportunity to boost your publicity and your website!

Though there are a few articles ready to go, you can also get your free publicity by contributing to the newsletter in the following five ways:

- Articles 200-400 words in length which will help members of NSA-MAC succeed. PLEASE NO LONGER!
- Short reports on items that help your business succeed (specific software, books, an educational website, learning tools, etc.)
- Committee members to help with the details of publication.
- Authors to write monthly meeting reviews
- Ideas on what will make this newsletter more effective for you and the chapter.

If you want to become a committee member, submit an article, or write a meeting review, please contact NSA-MAC Newsletter Editor, Avish Parashar at avish@avishparashar.com or call 215-310-9263

As in information marketer, I see this as uncashed checks that are sitting inside your head.

If you've gained a lot of knowledge in a given area you have the POTENTIAL to turn it into cash. So, you have checks in your head that COULD be cashed. It's your choice.

Many people get into selling information products because they've gotten sick and tired of their current profession. A good idea. But an even better idea is to take the knowledge in that field and turn it into cash.

The airline pilot who gets sick of flying and wants to get into the info marketing business should first think of how he can show other pilots how to get out of the business as well. Something he can show them through his own research.

A doctor who no longer enjoys that field who learns how to become a day-trader can show other doctors how to make money in the stock market.

If you're thinking of leaving your current profession and getting into the information marketing business, don't throw away the knowledge you've gained in your current line of work. GET PAID FOR IT!

Every time I learn something new I try and keep my eyes open as to how I might teach that new material. In many cases I do end up teaching it. Either in book, audio, video or seminar form.

Info Marketing is All About 2 Main Things

At the same event I spoke about in Reno, I used an illustration I had used just once before.

I drew two circles up on the board (right next to each other) and I put a \$ sign underneath them. I told people that the only two things that really mattered in the info products business are your list and your product.

To make money in this business it is always good to have both, but many people make plenty of money with just one of them.

I now have over 55,000 on this list. I also have a lot of products that I create on a regular basis. I send you the promotions for those products whenever I do them.

Let's say that you have a big list and no product. What do you do then? You find people with an appropriate product that your list would like and do JVs with them.

What about when you have a product and no list? Then you go out and try and find people who have big lists that would be interested in sending an offer to their lists about your product.

If you could do one or the other above, I'd say it's always better to have a big list. There are tons of people with products. The problem is screening them.

I get solicited almost daily with people wanting me to promote their products. Many of them would want me to promote them sight unseen. I can't believe that people would send an offer to their list without first seeing the product. I couldn't do it.

Why would I jeopardize a great relationship with my list to make a few extra bucks. BUT, people do it all the time. They send out offers for products they have never seen, doing business with people they don't even know. To me, this is absurd.

The relationship you build with your list is "sacred." If you blow it, your reputation is toast.

(Note: Fred Gleeck is being auctioned off live at the 25th Anniversary Gala. To win a chance to learn from and work with the best, be sure to come prepared to bid on Fred. For more specifics on what you can win, visit <http://www.nsamidatlantic.org/gala/liveauction.asp>)

2006 Schedule

David Yoho, CSP, CPAE	January 21st, 8am- noon	
Sam Silverstein, CSP	February 18th, 8am- noon	Create a Product Explosion: Produce and Sell More Products Than You Ever Thought Possible
Dale Irwin, CSP, CPAE & John Patrick Dolan, Esq., CSP, CPAE	March 18th	
Super Roundtable Event	April (date TBD)	
The Big Guy (Russel White), CSP	May, 2006 (date TBD)	Branding