

Up Coming Meetings

Saturday, January 15th

*How to Sell Associations
through the Backdoor*

Ed Rigsbee CSP

Ply. Meeting Double Tree

[Click here](#) for program details

SAVE THE DATE!

NSA Conference in Philly

Mark Victor Hansen

Chicken Soup series books
presents "The Power of Focus"
on **Wednesday, April 6, 2005**
[Click here](#) for program details.

[Click here](#) to register on line or
call Chapter Administrator

Connie Pearson at
(610) 733-2077

2004-05 OFFICERS

President:

Heshie Segal

Co-Presidents Elect:

Terry Adams

Kathy Dempsey

Secretary:

Patricia O'Malley

Treasurer:

Stephen Lipscomb

Directors:

Aldonna Ambler

Marsha Egan

Donna Lee

Darrell Andrews

President's Message

Creating Community in MAC and NSA



Community, and the sense of belonging it imparts, does not just happen and cannot be created overnight. It takes people who are willing to create it, enthusiasm to make it "sticky" and a growing history of mutual support over time, before it becomes resident (and transparent) within the group culture.

When newcomers walk into a room where community exists, they can feel it and many say it feels like they have come home. Those who have made the initial effort serve as models for the others already in the group and certainly for the newcomers. We tend to emulate what we see.

So how do we do this in NSA-MAC? Can we, by example, create a model for NSA? How do we build it so that every person benefits, no matter what the level of speaking?

More importantly, what can you do for new members and candidates as you meet them?

- 1) If you are the person who invites a guest or someone who becomes a candidate/member, then consider it your opportunity and responsibility to:
 - a) Introduce your guests to as many of your colleagues as possible, giving them your version of the guests' elevator speech. Your enthusiastic introduction will jump start the introduction;
 - b) Ask some of your colleagues in advance to help make your guests feel comfortable;
 - c) Encourage your guests to participate as soon as they show interest. This is a great way for them to become quickly connected;
 - d) Talk-up the benefits of involvement at the chapter level;
 - e) Take out a calendar and mark your monthly meeting dates for the year. When you make monthly sessions your priority, you have the most to gain and the greatest example to make;
 - f) Talk about their strengths and match them to areas where they would be most suited to volunteer their talents;
 - g) Look for speaking opportunities for them that match their expertise;
 - h) Review basics such as: a One Sheet, a website, branding, PR, the use of a business, presentation skills or voice coach or whatever might be appropriate. Have one, or more referrals ready for them in each of those areas if they need one; and,
 - i) Be there and follow up. Ask your colleagues to help you help your guests.

President's Message

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- 2) If you have not brought a guest, adopt someone else's guest and help a colleague.
- 3) If you meet someone who has come to the chapter as a walk-in or found us on the website, adopt them and be their angel. We all need angels as we walk through our days.
- 4) How do we help/get to know our board members and past presidents?
 - a. Volunteer to help. We are all volunteers and the more people work together, the more everyone gains. Success is a team effort. Join the team!
 - i. Our Chapter has volunteering opportunities for both Chapter activities and Community activities, so you have lots to choose from
 - b. Take a chapter leader out to lunch. Ask them about their businesses, what it means to be involved in the chapter, how being a leader in the chapter has helped them in their business or in relationships they have made, etc. Oh, and by the way, it would be a great idea to also pick up the tab. You will always be the winner.
 - c. If you find a gig that would be good for them, recommend them. They will remember you for this. Many, in fact, pay finder's fees.
 - d. Find a leader you really like or admire and help them in any way you can. If it seems impetuous, don't worry. It will pay off when you least expect it.
- 5) How do we help our seasoned speakers (many of whom will also be board members or past presidents)? (Follow 4b-d)

I believe we have a really good sense of Community in NSA-MAC but it can always be better. Moreover, our successes here might be good learning tools for other Chapters and for NSA, as well. I challenge each of you who has yet to commit to a volunteer project, to get in on the action. It's fun and it's profitable.

I will have a Building Our Community Score Card ready for January 15th!

Heshie Segal,
President, NSA-MAC

Get Involved at the National Level! Upcoming NSA Events

February 4-6, 2005: Workshop
Location: Hilton Burbank Airport & Conv. Center, Burbank, CA

April 29-May 1, 2005: Humor Lab
NSA Headquarters Center for Professional Development, Tempe, AZ

Click here for details at <http://www.NSASpeaker.org>

Selling in 60 Seconds

Kirstin Carey, Orange Tree

www.OTTSG.com



The secret to sales is this: it's not all about you.

In fact, it has *nothing* to do with you and *everything* to do with the

potential customer.

During your sales meetings, how much do you find yourself talking? If it's more than 60 seconds at a time, it's too much!

Focus on the customer and her needs, not on your product or service. Do this by asking questions about the client's wants, goals, problems, and challenges.

Ask the client:

- Specifically how he will measure success if he hires you.
- To tell you exactly where he wants to be in three years.
- If you can interview five of his customers.
- To describe her biggest pet peeve.
- What she likes most about her job.
- If he is considering any other speakers/consultants.
- What experience she's had with other speakers/consultants.

Ask these questions and then KEEP QUIET! Listen and take notes. The customer will TELL YOU how to sell him if you just listen.

People buy from those they feel comfortable with. People buy from those who "understand" them. People buy from great salespeople. Great salespeople spend their time focused on the customer and not on the product or service.

How much time do you take up in your sales calls?

Time to Reflect & Project

By Marsha D. Egan, CPCU, ACC

www.LeadershipLights.com



Happy New Year! This year has just flown by! It's time to reflect on the past and look forward to the new....

Here are some thought-igniting questions that you might find helpful as you reflect back on this past year and assist you as you look forward and outline your plans and objectives for 2005.

I want to thank my coach, Winston Connor, for challenging me with these questions; I just had to share them with you...

* As you reflect on this past year (2004), what were your two or three most significant accomplishments, breakthroughs, and/or achievements?

- 1.
- 2.
- 3.

* Looking back over the year (2004), what (if anything) blocked or held you back as you moved toward your goals/objectives/dreams?

* What will you do in the coming year to overcome those blocks?

* Knowing what you know now, what will you do differently?

* As you look forward to year 2004, what are your three (3) most significant goals that you wish to accomplish within the year? What will be different?

- 1.
- 2.
- 3.

* What are the top two or three things about your job/business that you most want to be different in year 2004?

- 1.
- 2.
- 3.

* What two or three changes do you most want to see in your personal life? To be different?

- 1.
- 2.
- 3.

* What do you want your practice/business to look like one year from now? (Review your practice profile/business plan)

* What actions are you prepared to take to reach your goals and objectives in 2005?

The next step is to develop the strategies and actions that will move you to reaching your desired outcomes. Let's not just think about this; let's DO it.

Let's prepare to make 2005 our most exciting, rewarding, and personally fulfilling year on our journey.

May this be your best year – ever!

Don't Set Fires for Your Kids!

By Kathy Dempsey

www.TheLearningAgenda.com

Recently in the news:

Mt Shasta, CA - Joy Glassman, a loving mother, always wanted her sons to succeed. She went too far.

Her sons grew up to be firemen, and Joy intentionally set fires to help their careers. After five fires in one month, she was arrested for arson.

Sounds pretty bizarre, doesn't it?

Well, Lenny has observed humans and has noticed that parents, at times, want to help their kids so much that they make poor decisions. Sometimes very poor decisions. Although most of us wouldn't do anything as crazy as setting fires, we (with the best intentions) can be found doing things that ultimately harm ourselves and the ones we love. And it isn't just parents who are guilty of such enabling behavior.

Lenny's Challenge: Take 60 seconds and ask yourself, "Am I doing anything as a parent or spouse or friend that could cause harm to myself or others? Is my behavior in any way enabling them instead of empowering them?" Have you allowed your kids to move back home without establishing boundaries? Given them what they ask for instead of what they need? Do you try to fix the problems of others instead of helping them to find their own solutions? What is something you can do today to set healthy boundaries on your own behavior towards your kids and the others in your life that you love?

Setting healthy boundaries is 100% your choice! *Shed or You're Dead™!*



Free Publicity On and Off Line with the NSA-MAC Newsletter!

There are a bunch of ways to get free publicity through the NSA-MAC 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, Kirstin Carey at KCarey@OTTSG.com or call (610) 227-5475.

Nov Meeting Recap

By Kathleen D. Pagana, kpagana@suscom.net

Fifty-six people attended the NSA-MAC meeting on Saturday, November 20th. Three of those attending paid their membership dues and joined the chapter. We also had 10 first time guests.

Aldonna Ambler, CMC, CSP (www.Aldonna.com) discussed corporate sponsorship. She gave everyone a 27-page booklet entitled, Attracting & Retaining Long-term Repeat Corporate Sponsors. To identify potential sponsors, she suggested we think about the companies who sell products to our customers. She also gave tips on how to ask for program sponsors.

Ed Peters (www.edpeters4profit.com) presented an excellent program entitled, “Marketing Before, During, and After your Speech for Huge Profits.” His basis premise is that pre-speech marketing is the key to post-speech sales. He modeled this strategy by sending postcards and emails to attendees prior to the program.

Ed highlighted the importance of testimonial clips. He recommended using them on web pages, one-sheets, postcards, and proposals. He demonstrated his method of asking for testimonials on his evaluation sheet. He emphasized the importance of value marketing and said that marketing should reflect seminar outcomes. He suggested that websites include something of value to draw people back to the site. As an example, Ed has 450 free marketing tips on his website.

Ed presented a bonus 2-hour session in the afternoon called, “Four and Five Figure Product Sales Every Time You Speak.” Ed described the monetary advantages of manuals over books. He described how to write a manual, print it, and determine its worth. Both of Ed’s sessions were lively and filled with questions from very interested and engaged participants.

Thanks to MAC for another fun and value packed session.

NSA-MAC 2005 Schedule

For more details on each of the following programs, click on this link to check out the NSA-MAC website at www.nsamidatlantic.org

Saturday, February 19 th	John Childers	The KING of Product Development
Saturday, March 19 th	Victoria LeBalme	Passion in Your Presentation
Saturday, April 6 th	Mark Victor Hansen & Alex Mandossian	The Power of Focus & How to Make More \$ with Teleconferences & Teleseminars