

SAMPLE

Speaking Successfully

1001 Tips for Thriving in the Speaking Business

The best tips from SpeakerNet News—the weekly resource for the professional speaking community—contributed by hundreds of professional speakers around the world.

Immediately usable ideas on Sales and Marketing, Creating Books and Products, Running Your Business, Technology, Travel, Effective Presentations, Media, and more.

***Many of these tips have
already saved—or earned—
speakers hundreds of
dollars!***

Compiled and edited by Ken Braly and Rebecca Morgan, CSP

About This Document

This is a sample of the forthcoming book, *Speaking Successfully: 1001 Tips for Thriving in the Speaking Business*. This 200-page book contains more than a thousand tips and suggestions for speakers, submitted to the weekly SpeakerNet News newsletter by some of the world's top professional speakers.

As editors of SpeakerNet News and publishers of this book, we have extracted the best ideas from the newsletter from 1996 through 1998 and organized them into a form that will be an invaluable reference.

Related items have been gathered into subject categories, and sometimes into subcategories as well. In addition, we created an [index](#) to make it easier to locate specific items.

We sifted through all the items and worked to make sure they are current. We verified Web references (URLs), ensuring each was correct at the time of publication. Unverifiable sites were removed. We added URLs where there were none in the original tip. We updated email addresses. We recognize, however, that things change quickly these days, so we can make no guarantee that everything will be current when you look it up.

Speaking Successfully is being published in electronic form (PDF), and it is also available in printed form for \$10 more. The electronic form offers some cool features, which you can try in this sample. You can have a table of contents visible (at left) or not; the [Index](#) references are

hotlinked to the particular tips; you can print individual pages or copy and paste the text into another application; Web URLs in the ads are hotlinked so you can go right to the Web page if your browser is connected to the Net.

- ◆ If you want to **Order** a copy of this book, see page 17.
- ◆ If you are interested in **Quantity orders**, see page 6.
- ◆ If you are interested in **Advertising** in this book, see page 8.
- ◆ If you would like to find out about being a **SpeakerNet News Sponsor**, see page 19.
- ◆ If you would like to earn money by becoming a **SpeakerNet News Affiliate** and referring people to *Speaking Successfully*, see page 15.
- ◆ If you want to see the latest issue of the **SpeakerNet News** newsletter, see <http://www.speakernetnews.com>.

We know you will find *Speaking Successfully* an important source of information for growing your speaking business. Order your copy today.

Ken Braly and Rebecca Morgan, CSP
Co-editors/Publishers, SpeakerNet News and
Speaking Successfully: 1001 Tips for Thriving in the Speaking Business

Sales & Marketing

1. Pre-paid phone card tip

Mark LeBlanc (mleblanc@san.rr.com) 5/31/96

A while ago there was a posting about phone card fraud. I've been using prepaid long distance cards in a variety of denominations. I like them. I'm getting some custom cards made for promos and thank yous. Contact me if you have questions.

2. Marketing tip

Roger Herman (Roger@Herman.net) 11/8/96

Send thank you notes to meeting planners who don't book you. Show your appreciation for their consideration. They may remember and call you, a true professional, next year.

3. Getting planners to want to talk to you

Sandra Schrifft (sschrifft@grossmont.k12.ca.us) 11/22/96

When I was a speaker bureau owner, I learned that meeting planners prefer to get a letter that says "I speak on topic X and I've presented to several groups similar to your organization. I'd like to spend 10 minutes on the phone with you to find out what your firm does, what kinds of meetings you do and to see if there's a fit between us." The key to a successful promotion remains unchanged: To get what you want, you have to give them what they want.

4. Response from postcard marketing request

Nancy Miller (Rounds2@aol.com) 10/23/98

Here's a recap of the suggestions:

- Develop a theme or character that they will recognize over time.
- Postcards are very effective for cleaning mailing lists.
- When making a public appearance in another city, use the postcard to notify people that you will be in town. This generally increases attendance at events and results in nice notes from people.
- Postcards are effective for article quotes, testimonials, opinion surveys, correspondence, reminders,

thank yous, announcements of upcoming events, staying in touch, newsletters, etc.

- Have you published a book? Duplicate the cover of the book onto a postcard and it becomes an advertising piece.
- Create a postcard that is a one-sheet flyer to hand out at seminars when people come up and ask for more information.
- Yeah, I tried it. Postpaid return thing. I used to get work, but I think it all went back into buying more cards. My brother is in the legislature, and uses cards for his campaign. He'll mail an old picture of a store or some landmark to everyone in that town. He keeps getting elected."
- Use your own mailing list, it will be much more effective.
- Put "address correction requested" at the tops so that you can update your database. We even do this with our Christmas cards — it's amazing how many of my relatives move without telling me! :) But, I never lose them.
- Don't go smaller than 4x6 for the size of the postcard.
- A mailing house will imprint the names directly onto the postcard for large or bulk mailings — no labels.
- Focus on the benefits.
- Leave white space. Don't try to cram too much copy into that tiny space.

5. Researching your client

Art Berg (artberg@artberg.com) 12/25/98

Try Hoovers (<http://www.hoovers.com>) for researching your clients. It costs about \$10 a month and provides a lot of impartial data on the company, its officers, competitors and SEC filings. I usually look up a company on Hoovers before I ever have my conference call with the client. They are always impressed by how much I know about their company before they have even talked to me. It also helps me to be able to ask the "right" questions when I am interviewing them.

Email

6. E-mail followup tip

Holli Catchpole (holli@alessandra.com) 12/11/98

In the first call with every prospect, always get their e-mail address. After one unsuccessful follow-up phone call (left message, but no return call), send them an e-mail. Usually get an immediate response. As a result, the length of the sales process has decreased drastically.

Mailing

7. Postage meter hint

*David Yoho (davidyoho@davidyoho.com)
11/15/96*

A postage meter can save you money from affixing postage stamps but it can cost money in mail campaigns. Split tests indicate you'll generally get a reduced response on sales letters (those sent in #10 envelopes) with postage meter marks instead of postage stamps.

Photos

8. Excellent photographer found

Bert Decker (bdecker@decker.com) 6/14/96

I've used many photographers in the past, but Marilyn Davis is exceptional. She shot GREAT photos for me and several members of my staff. She's in San Diego but traveled to San Francisco, and is reasonably priced. She's at 619/429-5433.

Video

9. Tip on creating a video demo

Rob Sommer (Somrob@aol.com) 1/24/97

Following is a tip on producing a demo tape that will stand up at any price.

Make sure your video has good production values. You'll be judged by people who have grown up watching television. They're used to network-quality production. Equipment costs and tape prices today are low enough that regardless of your production budget, your video should be "broadcast quality." There's an exception to

this. If you have footage of a live performance that's not quite up to broadcast quality, but it does show your platform skills, I suggest you use it until you can replace it. The justification for this does relate to broadcasting. If you watch the network news, you sometimes see field footage that is inferior to the studio footage, but you'll never see studio footage that is not great quality.

10. Another great source for video editing

W Mitchell (WMCPAE@aol.com) 2/7/97

Mark Camacho (303/455-5423), in Denver, helped me create my most recent video and it is remarkable. Great value!

Assessment Tools

Add high-quality assessments/profiles to your presentations. Use Carlson Learning's profiles in keynotes as well as seminars.

Topics include

- time management
- listening
- leadership
- diversity
- team innovation
- stress
- learning, and
- personal behavior



Leaders guides are available.

You can use the profiles with or without becoming a distributor. More details available by calling or on my Web site.

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<http://www.RebeccaMorgan.com>

Better Presentations

11. 1996 NSA Convention keeper

Robert Gedaliah (rgedaliah@aol.com) 8/2/96

Joel Weldon (#55) “Elephants Still Don’t Bite”
In your presentations, change the use of “I,” “me,”
“mine” to “you” — more of a “your” focus.
(Order tapes at (800) 776-5454, <http://www.conventioncassettes.com/nsa/>)

12. Advice on using movie clips in presentations

Bob Pike (BOBPIKECTT@aol.com) 9/13/96

We’ve got 100 clips we’d love to use, but our attorneys tell us it violates copyright — just as playing somebody’s music is.

The Catch 22 is there’s no one to pay a royalty to — and we’ve tried negotiating on the basis that it would create incremental sales and rentals — it’s just too small potatoes for the people that control the copyrights. That probably wouldn’t stop a copyright holder with tons of attorneys with nothing better to do from dropping a suit on someone who uses a clip in a presentation.

If anyone has found a solution to this I’d love to hear it. Meanwhile I’m NOT using clips in my presentations.

13. Video conferencing tip

Bill Metcalf (bill@technoshift.com) 11/8/96

Ever hear this: “We love you, but we want someone who really knows our industry”? So import them! Ask your client who they mean. Who really knows this industry (but can’t talk!)? Agree to interview them via Kinkos Video conferencing and include a portion of the interview in your talk.

I use it at the beginning of my talks on communication technology. I’ll say, “Look, I know communication technology but I am not an expert in health care. I have some great ideas that I just know will work for you. But don’t take my word for it. Let’s hear from Dr. Rumbottom, top proctologist at the University Medical Center who I recently interviewed. . .” Right now, on Fridays, Saturdays, and Sundays you can use Kinkos for a half hour interview for \$75 total — both ends. You supply the VHS tape, they record for you with picture in picture,

showing you asking the questions and the larger image of the person you interviewed. Cool, huh!?

14. Techniques for opening a presentation

Jeffrey Gitomer (salesman@gitomer.com) 2/7/97

What is your most sure-fire technique for capturing an audience’s attention at the opening of your presentation?

- 1) Don’t say “Hello” “Thank you for having me” “Good morning” or assorted other pabulum that is trite and boring.
- 2) Don’t introduce yourself or tell about your background until you’ve EARNED the right to do so by giving the audience valuable information that makes them think, and that they can use immediately. I typically wait ten minutes.
- 3) Audiences don’t care about you — they care about themselves.
- 4) Start with a meaningful story that ties in a theme for your talk, and that they can directly relate to. Something that gets them thinking “yes.”
5. If there are more than 100 people I enter to rock and roll music. It’s a performance not a presentation.
6. My rule for opening a talk is “start in the middle.”

15. Time keeping tip

Emory Austin (Austinemco@aol.com) 3/28/97

Audiences don’t like it when speakers look at their watches during a presentation, and yet we must honor their time frames. I put a small, flat, fold-over digital clock at my feet on the floor where I can easily see it and keep on track, and the audience doesn’t even know it’s there!

16. Awesome new laser pointer

Don Blohowiak (DonB@LeadWell.com) 10/17/97

Radio Shack has a new laser pointer with a distance of 500 feet! Bonus: It uses slim AAAA (4A) batteries so it is as light and slim as a regular pen. \$79 and worth it.

17. Fire preparedness tips for speakers

Ann Chadwell Humphries (eticon@eticon.com) 10/24/97

Ask the hotel staff what the fire alarm sounds like in the hotel (they vary in quality). Tell them you’re asking in case of a fire. If you’re in a basement or underground

convention room, carry a flashlight or appoint someone to be fire chief. Clarify exit routes with the audience, so everyone can get out safely. Fire scares happen more often than we'd like to admit. I also sleep in sweats while I travel, so that in case of fire, I don't have to worry about what I'm wearing, not just from a cosmetic point of view, but from protection from the elements.

18. Quick tip for customizing a keynote

Alan Parisse (AParisse@aol.com) 1/23/98

Identify three or four segments in your talk where you could slip in examples from your clients' industry. Then ask for those examples on your questionnaire or during your pre-speech conference call. It's a relatively easy way to make your speech more relevant to their company or industry and to please a client. I even use this method to customize my introductions. They tell me three or four words that describe the people in the audience (e.g., medical professionals, accountants) and I include a reference in my intro. It seems to work.

19. Speaking tip

Bill Gove (BillGove@aol.com) 4/10/98

When I began speaking, I used to see the audience as something to work over, to dazzle with my verbal skills. Things began to change for me when I started seeing the audience as a part of my very own support system. The writer can write alone, the painter can paint alone, and the sculptor can sculpt alone — but the *speaker* cannot speak alone. Speaking is something you do *with* the audience, not *to* the audience. The day you realize this, the birds will begin to sing.

20. Overhead projector spare bulb tip

*John Jay Daly (JOHNDALY@erols.com)
11/20/98*

Ensure that the extra bulb is *beside* the projector. I ask for a backup to the backup in case the first one blows.

Also, if you use an EK Carousel projector, even though most venues have electronic changers, I carry a spare EK extension cord as protection, and sometimes wish I carried two.

“Build it and they will come!” That works in the movies, but not on the Internet. Learn how your Web site could bring more business. Ken Braly—email ken@kenb.com

Quantity Discounts Available for *Speaking Successfully*

Want an easy fundraiser for your NSA or Toastmasters Chapter? Buy the hardcopy version of *Speaking Successfully* at a quantity discount and sell it at your chapter meetings or special events.

If you sell products or services to speakers, consultants, trainers and/or aspiring speakers, you can sell *Speaking Successfully* to your clients, or give it as a premium to your customers as a thank-you for purchasing your product or service.

For quantity discount information, please email us with the quantities you are interested in purchasing, at SpeakerNet@aol.com.

Running Your Business

21. Security Alert!

Tim Richardson (TimRichCSP@aol.com) 10/4/96

Our office was broken into two weeks ago and someone stole our computer system and all our software. Another office was also broken into and the thief stole their backup disks as well. We were fortunate in that my office administrator had just completed the weekly back-up and sent a copy home with my wife. To prevent this hardship, *please* think about the following:

- Make regular backups and keep them off site.
- Keep a list of your computer and software serial numbers off site. Also make sure you register your software as it can be replaced for a reasonable charge.
- Get insurance if you have an office outside your home. Losses are not covered by home owners insurance.
- Get an alarm system for your office. The chief of police told me that even having a sign that says you have an alarm system will deter 90% of criminals. The best dead bolt will not keep a criminal out of your office.
- Consider getting a caller ID feature so that if a potential thief calls your office to see if someone is there, you will have their number.
- Talk to your local police department and landlord about securing your building. Ask if there have been break-ins in your area or in a building you might be considering moving into.

I hope some of these ideas will help prevent someone from going through the frustration and loss I have been through.

22. Logo bargain

Winnie Shows (Winnie@WShows.com) 12/27/96

Looking for a logo that won't be outdated in a few years, but reluctant to plunk down the big bucks? Graphic designer Lynn Grant of Holy Cow Design is offering a special deal to speakers only: You receive a choice of three color logos, the final logo on disk and logo sheet. You can then work with your own printer (or Lynn will recommend some) to minimize layout costs for your card, stationery and envelopes. Lynn's charging speakers only \$750. She does good work. You can reach Lynn at HolyCD@aol.com.

23. Back up your press kit

Azriela Jaffe (jaffe@lannews.infi.net) 2/28/97

Most of us now back up our computer files, but not our press kits. After realizing how difficult it would be to replace all those articles and letters, I packed an envelope full of all my PR pieces and mailed it to my folks out of state.

24. Trademark name search service

Rebecca Morgan (rebecca@RebeccaMorgan.com) 3/28/97

The Sunnyvale [CA] Center for Innovation, Inventions and Ideas (408/730-7291, <http://www.sci3.com/>) will do patent and trademark, and name searches. For \$30 they will do a mini-search off a CD-ROM to tell you if the name you want has been taken. If it hasn't, they'll do a more thorough search for \$185 and give you a booklet with the forms so you can register your product name.

25. Speaker success tips from clients

Patricia Fripp (PFripp@aol.com) 5/1/98

- It does not matter how good we are on the stage, they hate it if we are "high maintenance." They like speakers who are hassle-free, and do not need to be "looked after" all the time.
- The only speakers who can get away with not socializing for at least a small time with the audiences are celebrities.
- They like speakers who can do several programs for them.
- They like speakers who are willing to spend time with the sponsors at their booth in the exhibit area to meet their members. The sponsors are how they pay for speakers. They do not expect to have to pay extra for this.
- When you send planners material, do not bug them to death.
- They want speakers who are also role models. You need to be as gracious off the stage as you are dynamic on the stage.

Your Product or Service Here!

Get your message in front of the speaking community

Speaking Successfully: 1001 Tips for Thriving in the Speaking Business is an approximately 200-page, highly-edited collection of the best tips from three years of the popular weekly email newsletter, SpeakerNet News. It offers a unique advertising opportunity for those who have products and services of interest to speakers

Why advertise in *Speaking Successfully*?

This book is an invaluable reference. We know people who have cut and paste pieces of the SpeakerNet News newsletter for years so that they don't lose their favorite tips. *Speaking Successfully* makes it easy to find the collected wisdom of hundreds of professional speakers; people will reference it often.

Types and Prices of Ads

1/4 page (about 100 words)	\$150
1/2 page (about 200 words)	\$250
Full page (500-600 words)	\$450
Full page Advertorial (500-600 words)	\$550
5 Micro Ads (25 words each)	\$300
10 Micro Ads (25 words each)	\$500

An advertorial is a page of tips, featuring your product. It says "Advertisement" at the top to distinguish it from editorial content. Advertorials typically draw more readership than standard ads, which is why a premium price is charged.

Micro Ads are 1" tall by 3" wide, up-to-25-word ads, sprinkled throughout the book. Their placement is decided by us as space allows, so may or may not appear in the section discussing your type of service/product. The value of a Micro Ad is that you have multiple impressions throughout the book. Micro Ads are sold in groups of five only. You can have the same or different content in your Micro Ads.

What can be advertised?

Anything that you want to tell professional speakers, aspiring speakers, consultants and trainers. If you have a product or service that would benefit speakers (book, seminar, tape, coaching e-newsletter, Web site), you can advertise this. If you have something to announce (e.g., new book, new program, new audio tape series) you can advertise this.

It does not have to be something that is focused on speakers. If you want to advertise your own speaking, for example, we expect that the book will be useful as well to people in other industries who want to learn from the collected wisdom of professional speakers.

Details

- These introductory rates are good only through 8/20/99.
- Your ad will appear in all copies sold through 8/31/00.
- If your ad includes your Web site URL, we'll set a hyperlink so viewers can click to go to your site.
- A photo or graphic can be included if it is emailed to us in suitable electronic format (JPEG, TIFF, EPS). If you're unsure of the format, we can discuss it.
- All ads will be visually offset from book content by being placed inside a box.
- Ad placement: our intention is to place ads near related tips. Tell us in which section to place your ad: Sales & Marketing, Presentation Tips, Running Your Business, Book/Product Authorship, Techno-Tips, Travel Tips, Media Tips, Personal Well-Being, and Convention/Workshop.

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Creating Books & Products

26. Tip for your (and your friends') book's exposure in bookstores

Tony Alessandra (Tony@alessandra.com) 8/23/96

Some bookstores will place recently released books on a special wall or rack reserved for new/current books. Find the book and take it to the manager or bookstore employee, who will put it in the front of the store, if you simply ask. If not, put the book back on the shelf face out with the full cover showing.

27. Self-publishing resource

Gordon Burgett (DCU@sops.com) 10/18/96

The best book is Dan Poynter's *Self-Publishing Manual*. (<http://www.amazon.com/exec/obidos/ASIN/1568600593/speakernetnews>) John Kremer has a super marketing book called *1001 Ways to Market Your Book*. (<http://www.amazon.com/exec/obidos/ASIN/0912411481/speakernetnews>) *Publishing to Niche Markets* (<http://www.amazon.com/exec/obidos/ASIN/0910167273/speakernetnews>) is the best (and only) for niching. E-mail me your fax or street address and I'll send you a list of these, plus others. It's all doable: you do what you can, then hire others to complete the process.

28. Tip for speakers who want to write

George Morrissey (GMorrissey@aol.com) 11/8/96

If sitting at the computer to write is a challenge for you, try what I sometimes do when writing a book. Prepare a detailed outline as though you were getting ready to do a new speech. Then seclude yourself with a hand held dictating machine and give a speech on the subject. (One advantage is that you can do any part over that doesn't come out right.) Then have someone transcribe it on a word processor. You can edit the transcript at your leisure. Also, set yourself short term goals, such as a chapter, a section, or development of an idea. Then reward yourself by doing something that is fun when your short term goal is completed.

29. Autographing tip

Leslie Charles (Leschas@aol.com) 3/21/97

In autographing my books, I occasionally mess up or write the wrong name. Rather than trash the book or just let it sit in a pile on the shelf, we later remove the page (using an exacto knife) and I treat the book as a giveaway.

I also end up w/some books w/scuffed covers. I've taken to calling them "scuffies" and will sell them to clients at half price for their break rooms.

30. Great-looking booklets

Rita Derbas (Ritaderbas@aol.com) 6/13/97

Want your booklets to look distinctive and more professional? PaperDirect has some very attractive booklet covers, heavy duty 80 lb paper, 4 different colors, 9 different styles, cover page cut out. Plus they have software to format and paginate. PaperDirect is at 800/APAPERS or <http://www.paperdirect.com/>.

31. How to get more radio and TV bookings

Dorothy Wilhelm (DOROWIL@aol.com) 1/30/98

1) Don't send press releases to stations. Mail arrives at most TV and radio stations literally in laundry baskets. Most promotional mail is opened by an intern or not opened at all.

2) Let the producer/program director know right away that you can help attract his/her target audience. The program director or producer is concerned about only one thing: bringing in more viewers or listeners. If you can show that your expertise can help, you can get on the air on a regular basis.

Here's how: Listen carefully to news and programming of two or three stations that are compatible with how you think and what you do. Be familiar with their target audience. Eventually you will hear a news story that has something to do with your specialty. When that happens, call the producer directly and immediately. Be pleasant, businesslike, brief. Demonstrate that you have information that will enhance the story they just ran. Suggest two or three facts that are newsworthy and hopefully visual (if you're aiming for TV). Show how your info ties in with their listening base. They may book you for an interview right then.

If they don't, don't give up. Suggest they keep your name in the computer for future reference. Ask: "why don't I send my information for your file? Let me just get

your name and be sure it goes to the right person.” *Now* you can send the press release and the chances are it will actually be opened. Always have one or two new, relevant facts written down right at hand, so you can bring them in when you are called. Chances are, in no time at all, you’ll be a regular guest and called upon for background info.

32. More on Amazon.com

Alan Weiss (ferrari@IDT.NET) 3/20/98

Let me suggest an additional approach to avoid Amazon.com’s steep discount. There’s no automatic need to give Amazon.com a 55% reduction, or any reduction at all. They sell my self-published booklets and buy them at full retail price from me paying in advance with a check. The easy trick is to have someone order your book through them. They will then seek you out. I didn’t manipulate this — the orders were honest — but there’s no reason you couldn’t ask someone to place such orders. You then set your own buying policy with them. Never sacrifice revenue if you can help it.

33. Tip on finding a literary agent

Charlotte Libov (char@libov.com) 4/17/98

One of the problems with writers organizations that offer information and lists of agents is that they restrict their membership to published writers who already *have* agents or the resources to find them. One organization which doesn’t do this is the National Writers Union. The NWU is an organization both for published and non-published writers. It maintains a database of agents which are used and recommended by their members. This is the organization I used to find my agent. It is also a relatively low-cost organization (there’s a sliding scale for dues which is figured out according to how much you earn from writing) and also offers group health insurance. For information, call 212/254-0279. There’s also a Web site, <http://www.nwu.org/>.

34. Writing tip

Wendy Keller (LiteraryAg@AOL.com) 5/8/98

When writing a book or book proposal, it’s natural to want to break at the end of a chapter. Don’t! Write the first two sentences of the next chapter, to earmark your tone, enthusiasm, theme and energy. It will also serve as a great motivator to get started when you sit back down again.

Resources for Working Smarter

Meeting your goals and objectives

Rebecca works with organizations that want their people to work smarter and with people who want to get more done.



Rebecca L. Morgan, CSP*
People-Productivity Expert
Speaker ▲ Seminarist ▲ Author
*Certified Speaking Professional

Productivity series— popular presentations

Her content-rich, fun, upbeat, and idea-packed presentations are perfect for:

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- ▼ Calming Upset Customers
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- ▼ The Power of Our Words
- ▼ Professional Selling
- ▼ Time Management Triumphs: Get More Done in Less Time

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Technology

35. AOL tip

Terry Paulson (DrTerryP@aol.com) 3/1/96

Tired of figuring out a local access number on the road? Change your setup on the road to use AOLNet. Enter a new location, AOLNet, have modem access rate of at least 14.4 baud, enter the number 800/716-0023 (9, or 8, if required for the hotel), and AOLNet in place of Sprint. No matter where you are on the road (at a pay phone or a hotel room), with the same 800 number you can access AOL at the additional cost of only 8 cents/minute. Since flash sessions usually are brief and 800 calls often result in no hotel or pay phone charges, I think I end up ahead on charges. Saving time and the aggravation of going through the local setup is the big benefit. Try it, you'll like it.

36. Interesting new gadget to deter phone solicitors

Peter Turla (Turla@TimeMan.com) 11/1/96

I've discovered an interesting new gadget out for inoffensively, yet quickly, getting rid of telephone solicitors. It plugs into your phone and when you push a button a voice recording is activated that says, "Sorry, this number does not accept this type of call. Please regard this as notification to remove this number from your list." Then it hangs up. Once it's activated you can go about your business. You don't even have to stay on the line. Works with any 1-line phone. It's called Easy Hang Up and is sold for \$24.95 by Hello Direct 800/444-3556.

The same company has tons of stuff to make your office more efficient on the phone. I especially like their cordless headsets that allow you to roam about your office with your hands free.

37. Handwritten envelopes — by computer

Ben Levitan (BenLev@aol.com) 11/29/96

I got Signature Software (advertised in the airline magazines) to make me personal fonts for my computer so I can type notes on envelopes that look handwritten (\$99). People really think it's handwritten. You provide a sample of your writing on their form. Clues: Use a thin pen or the result looks heavy. Take several forms from the

airline magazines and practice. If your hand writing isn't appealing you can buy canned fonts that really look like handwriting. <http://www.signaturesoftware.com/>

38. Having trouble finding that address?

Bill Ringle (bill.ringle@starcomm.com) 12/6/96

AOL members can use the keyword "white pages" and search for an individual's address and phone number. This service is based on ProCD, a CD-ROM-based National Telephone directory. Sorry, unlisted phone numbers and recent changes aren't covered here, but it will help you find businesses as well as residential listings.

39. Sell more books via online listing

Robin Ryan (RobinRyan@aol.com) 4/25/97

Promote your books free on the Internet. Amazon.com is the world's largest online bookseller and you can go to their Web site at <http://www.amazon.com> and find your book(s). You can then fill out the author comments so that everyone who looks at your book will read your comments. They will also interview authors who submit comment cards — all this must be done online. This company doubled their business in 3 months — it's worth your time.

Email

40. E-mail tips

Ken Braly (ken@kenb.com) 3/20/98

When you're replying to an incoming message, two ways to serve the person you're replying to:

- If the subject of your reply has changed from the message originally sent you, change the subject! Don't just let the subject of your reply be "Re:" some topic that's no longer relevant. People like to know what an incoming message is really about.
- If you're answering a portion of the incoming message, copy that portion into your reply with indent marks (>) or brackets (<< >>) to identify it. I hate getting an email that says only "Yes, that's what I want" and having to search through my outgoing messages to find out what the person's talking about. Similarly, don't set your email program to copy the *entire* message into the reply automatically. Copying an entire message should be done rarely.

Top Ten Web Site Pitfalls

by Ken Braly

If your goal is to create an ineffective Web site, there are many ways to do it. Here are some of my favorites.

1. Avoid useful content

Make the entire site one big advertisement—for you, your speaking, your products. Don't have tips, articles, Top Ten lists, book excerpts, feedback pages, or any other content that might show you are an expert and draw people back to your site.

2. Have poor graphics

If you have a photo, make sure it is fuzzy and not sharp. If you have graphic art (buttons, logos), make sure it has "jaggies." For a special effect, fill your site with large graphics that take forever to load.

3. Over-use animation

Things that hop or dance or move on the screen are like jokes: the first time, they may be cute and fun; by the fourth or fifth time, they've long worn out their welcome. Try to drive your viewers crazy by having attention-getting images that irritate their senses, or use one of those ubiquitous moving email icons instead of a simple email link.

4. Use the latest and greatest technology

Show off your Web designer's technical prowess by using Java, Flash, Shockwave, and other cool features that may take forever to load or may not work at all if your viewer doesn't have the right plug-in. When you do use technology beyond the basics, use something new and different and not common standards like RealAudio, RealVideo, and PDF. Have a final triumph with a "Best if viewed with" icon that tells the viewer to use some browser other than the one he has.

5. Make the viewer listen

Have some music or a sound that plays every time the viewer loads your page. By all means, don't make the sound *optional*—viewers can't be trusted to make the right choice.

6. Have dead links

All viewers enjoy those "404 Page not found" errors. Don't review links to external sites to see if they're still there. And if you remove old pages from your site, don't tell the search engines to remove the links they might still have to those pages.

7. Make your contact information hard to find

Web viewers really like games. One of the most fun is called "hide the contact info." The objective of this game is to make the viewer search through your whole site trying to find how to get in touch with you. Those who give up and leave your site aren't good enough for you anyway.



8. Keep your construction out in the open

Like an airport, a good Web site is always being changed and updated. Viewers have almost as much fun going to an empty page with an "Under Construction" banner as they do getting a 404 error. Letting your viewers know what they'll be able to see *someday* is guaranteed to bring them back.

9. Don't format your text

Paragraphs of text that run the full width of the Web page are fun, especially for those viewers who have high-resolution screens. By making them twist their heads back and forth to read from one edge of the screen to the other, you help keep their neck muscles toned, and health-conscious viewers will be grateful.

10. Fill your pages with errors

With the world running at Internet speed, who has time for checking spelling and grammar? Show your viewers that you can keep up—that putting new content on the Web site *quickly* is much more important than putting it there *correctly*.

Ken Braly has created over 100 Web sites for speakers, consultants, and small businesses. He offers Web site design review and Web site promotion review services to help your site generate more business. Contact Ken at 408-244-2268 or via email at ken@kenb.com.

Media

41. PR tips

Eddie Leigh (ELSpeaks2@aol.com) 4/18/97

We recently had the idea of asking the client to contact the electronic and print media to set up interviews for when I'm speaking for them. We tell them, "I know a great way for your company to get lots of free PR — I could do media interviews." They set up the interviews!

When traveling, *always* take along your PR photos. You never know when a reporter will interview you or the organization will need a photo *immediately*.

42. Connecting with the media

Bob McCafferty (BobMcMedia@aol.com) 11/7/97

Send a person you've identified in the media (not "Dear Editor") articles, etc., of interest on your area of expertise before you ask for publicity for you — anything that will educate them about your subject without even mentioning you. Maybe once a month. "Thought you'd find this interesting." Feed 'em before you need 'em! Become a resource, not just a source.

43. Publicity tip

Rita Risser (rita@FairMeasures.com) 4/10/98

When reporters call you, write down their names, organization names, phone numbers and topics they called about. Then organize the most important contacts by media type (e.g., radio, TV, newspaper, magazine.) When a fast-breaking story hits, you can immediately see who to contact first. You can call radio on your cell phone while driving to the TV station; newspapers can be called later, and magazines are last.

44. Great media coach for speakers or writers

Rita Emmett (REmmett412@aol.com) 10/30/98

During a phone session with Joel Roberts (310/286-0631) I learned how to "wow" them on radio interviews. I used the info from our 1-hour session to re-write my book proposal (which had just been turned down). The only change I made was the new opening and the proposal was

accepted by the literary agent of my choice and a publisher has agreed to publish. If you plan on writing, I recommend that you do *some* work with Joel ASAP. I wish I'd known him before I started the process.

Photos

45. Media kit tip

*Lisbeth Wiley Chapman
(Beth_Chapman@inkair.com) 11/21/97*

When you are putting together a media kit, a good *current* picture is an essential ingredient. It is also imperative to offer a photo whenever you talk with the media. Don't wait for them to ask. In the case of a phone interview from a TV reporter, volunteer to drop by the station so they can do a "standup" shot. You've seen them, with the subject against a brick wall, whose one spoken sentence is used to illustrate the story *but* always the name and company name of the source are posted on their chest. This does wonders for your exposure. Pictures in print publications increase the readership of an article by 35-40% according to content analysis studies. Sometimes people only read the captions, and that could include your name.

Video

46. Video tip for national TV shows

Mark Ivey (Mivey5@aol.com) 11/27/98

If you want to improve your chances of getting on CNN or other national networks, offer "b-roll" video with your pitch. (A "b-roll video" is a short video clip that TV news and talks shows run to illustrate a point or story. Usually they create their own, but we work with a video producer to create one, and it helps tremendously getting us on air.) It must be tightly edited, high quality and professionally produced in order to be used as part of your on-air interview. It may run from 30 seconds to 2-3 minutes, and the guests (in this case speakers) can narrate or do a voice-over. Focus on colorful graphic subjects that relate to your subject with media appeal.

Travel

47. Learn your flight's on-time departure probability

Ron Karr (ron@ronkarr.com) 2/23/96

When you are scheduling flights during a tight speaking schedule and there is no margin for error (flight cancellations, delays), ask the airline what the on-time rating is for the flight you are booking. After each flight number, there is a separate digit from 0-10. A 4 means the flight is 40% on time.

Health & Comfort

48. To avoid schlepping...

Allen Klein (AllenKlein@aol.com) 6/28/96

If you don't want to carry around a sound-soother, turn the in-hotel radio to a non-existent station. The static sound is very similar to the rain sound of the sound-soother.

49. Travel health tips

Susan RoAne (susan@SusanRoAne.com) 6/28/96

- Most good and better hotels have humidifiers available.
- To stay healthier on airplanes... keep our mouths shut. (Sounds remarkable from me but...). Recommended by a speech therapist to avoid dry, bad, germ-laden air being gulped over our throats and vocal cords.

Hotels

50. Bed and breakfast and inn idea

Rita Risser (rita@fairmeasures.com) 11/21/97

If you're flying in late at night and leaving the next morning, hotels are the way to go. But if you're going in a day early, staying two or more days, or are returning month after month to the same location, consider a bed & breakfast or old-fashioned inn. The best source I've found is <http://www.innaccess.com>. This is for California, but if you go to Favorite Links it will get you to many other

states. Another source is <http://www.innbook.com>. This has some inns the other doesn't.

Laptops

51. Watch your laptop when you least expect it

Robert Fish (RobertFish@aol.com) 8/9/96

This week I was leading a seminar at a hotel and during our lunch break someone came in the meeting room and stole a participant's lap top out of his computer bag. We're often on guard at airports, but what about other sites?

Rebecca's note: This is similar to how Scott Friedman's was stolen in a hotel meeting room-out of his briefcase. In both situations the thief left the cases.

Ken's note: I watch my laptop like a hawk, but I also don't carry it in a fancy new case that screams "Computer Inside!" My bag is the same dumpy bag I used before I started carrying a laptop in it. I think it helps.

52. Avoiding laptop theft

Bob Treadway (bob@trendtalk.com) 8/16/96

I keep my Kensington cable lock in the same briefcase I use to carry my laptop (in an Eagle Creek padded protective sleeve case) and I lock it up whenever I walk away from the laptop. I never leave it unattended without it being locked even if it's still in the briefcase. I just run the cable through the handles too in order to protect the rest of my stuff.

Luggage

53. Carry-on catalog

Burt Dubin (burt@dubinspeak.com) 6/20/97

The ASU catalog is full of stuff you do not have to check on the airlines. Call 800/756-1444 for a free catalog.

You've seen those cool computer-projected timers. Now you can have one that works on overheads — without a computer. \$45, plus s&h. 408/998-7977.

Rebecca@RebeccaMorgan.com

Personal Well-Being

Health & Comfort

54. Dealing with audience “germs”

*Patti Hathaway (Patti@thechangeagent.com)
4/10/98*

I’ve avoided many colds and other bugs by using Purell Instant Hand Sanitizer. It kills 99.9% of most common germs and is ideal after shaking people’s hands before and after programs. It dissolves in the air so you can use it discreetly and often when a restroom is inconveniently located. Available in many drug and grocery stores.

55. Response to raspy/disappearing voice problem

Darrin Gravier (darrin@gravier.com) 9/4/98

I had the same problem last year. Here is what my doctor said:

- Don’t talk! If you have a speech, do it, but nothing else. I used a note pad for three weeks.
- Don’t whisper! If you do talk, talk normally. Whispering and yelling are worse for your voice.
- Get some Ricola cough drops. They don’t have menthol (menthol dries out your throat). They contain sage which is good for your condition. Also, sage tea will help. You need to keep your throat wet all day and night.
- Humidifier in the evenings. Keeps the vocals wet.
- Lots of fluids. Hot or cold, whichever makes you feel better.
- No caffeine! Dries vocals out.
- Shut up! She mentioned it twice because it is the one thing that will help the fastest, also because I kept talking to her.

As speakers, we need to protect the most important asset we have, our voice. Once it starts to hurt, take immediate action. It’s possible to get severe damage in your vocal cords that will require surgery. Sometimes full recovery is not possible! Take care of your tools. Even if it means giving up dates!

Earn Money by Becoming a SpeakerNet News Affiliate

Would you like to earn money by recommending *Speaking Successfully* to speakers, consultants, trainers and/or aspiring speakers, but don’t want to bother with fulfillment? Then the SpeakerNet News Affiliate Program is perfect for you.

■ Why should I become a SpeakerNet News Affiliate?

As a SpeakerNet News Affiliate you earn 15% commission on any sales you bring us.

■ How do I become a SpeakerNet News Affiliate?

To become a SpeakerNet News Affiliate you must:

- 1) Purchase *Speaking Successfully* first.
- 2) Register on our Web site (<http://www.speakernetnews.com>) or email us at SpeakerNet@aol.com for an application. After receiving your confirmation, you can begin marketing *Speaking Successfully*.
- 3) More details are available on our Web site.

■ How do you know when an order is from my contact?

Your name or affiliate ID must be mentioned in the order for you to receive credit. For example, if you include information on *Speaking Successfully* in an email, tell your readers they need to mention your name or ID in their order. Include your name and ID on any order form, so we can track the fax/mail orders and credit them to you.

■ Can my NSA or Toastmasters Chapter become a SpeakerNet News Affiliate as a way of raising funds?

Yes, your chapter can set up a SpeakerNet News Affiliate account. An authorized member of the Chapter’s board needs to complete the form and return it to us.

NSA Convention Keepers

56. 1996 NSA Convention: Top video best-sellers

Convention Cassettes Unlimited
(ccu@landesslezak.com) 8/9/96

Video #/Title/Speaker

#V96-12 Elephants Still Don't Bite — Joel Weldon,
CPAE

#V96-8 Silent Night — Sue Thomas

#V96-5 How to Have Your Best Year Ever — Jim
Rohn, CPAE

(Order tapes at (800) 776-5454, <http://www.conventioncassettes.com/nsa/>)

57. 1997 NSA Eastern Workshop Keepers

Dan Sherman (danspeaker@worldnet.att.net)
2/28/97

Jeffrey Gitomer — Create value first. Don't send "stuff" about yourself right away to a prospect. Send information that will help them first so you create value.

Nido Qubein — Make the first sale to yourself.

Alan Weiss — Focus on helping your customer to be better.

Art Berg — Image is king: Make your marketing materials look as good as those of the clients you are going after (i.e., match letterhead quality, logo, etc. to theirs).

Ron Arden — Roll your words around your tongue so your listeners can roll your ideas around their mind. My interpretation: speak slowly and deliberately.

58. 1997 NSA Convention Keepers

Len Lipton (lenlipton@earthlink.net) 8/1/97

- Randy Gage (Meet the Pros) — Read *Cash Copy* by Jeffrey Lant (<http://www.amazon.com/exec/obidos/ASIN/0940374234/speakernetnews>) five times to grasp the difference between features and benefits in your marketing materials.
- Lou Holtz (#5) — Before doing business with you, people want to know three things about you — (1) Can I trust you?, (2) Are you committed to excellence?, and (3) Do you care about me?

NSA Convention/Workshop Keepers

- Lee Glickstein (#35) — The power is out there in the audience; let it in. Become a magnet. Approach your audience by allowing them to send energy to you. [Note: Read Lee's book, *Be Heard Now!* (<http://www.amazon.com/exec/obidos/ASIN/0767902602/speakernetnews>)]
- Warren Greshes (#65) — If you [as a speaker] don't have a vision, don't even pretend to get up in front of an audience and tell them what to do...Be aware of windows of opportunity that open — they close very quickly.

(Order tapes at (800) 776-5454, <http://www.conventioncassettes.com/nsa/>)

59. 1998 NSA Eastern Workshop Tapes

Convention Cassettes Unlimited
(ccu@landesslezak.com) 3/6/98

Top ten NSA 1998 Eastern Workshop best-selling AUDIO tapes:

- Shifting from Competing to Positioning — Jeffrey Gitomer, CSP (#9)
- The Heart and the Art of Legacy - Emory Austin, CSP (#B)
- Leaving A Legacy of Love - Stephen Arterburn (#C)
- Visionary Selling: How to Sell Speaking, Training and Consulting Services to Executives - Barbara Geraghty (#4)
- Coloring Outside the Lines without Falling off the Page - 15 Creative Marketing Techniques to Get Yourself Booked - Jeff Tobe (#31)
- How to Go from Zero to Six Figures in Two Years: 50 Things You Can Do to Get Your Speaking Business Off the Ground! - Ron Rosenberg (#11)
- You Got Them on the Phone—Now What? Seven Sales Secrets That Get Meeting Planners to Choose You! - Pam Lontos, CSP (#12)
- Creating Magic: Nine Steps to Topic Development - Robert Regis Dvorak (#15)
- Writers & Publishers PEG: Discover How to Use a Book as a Lead Generator and How to Get an Agent - Sam Horn (#26)
- Getting Business to Come to You by Building Solid Relationships - Arnold Sanow, CSP (#23)

Top Two NSA 1998 Eastern Workshop best-selling VIDEO tapes:

- The Heart and the Art of Legacy - Emory Austin, CSP (Video #V98-B)

Speaking Successfully

- Leaving a Legacy of Love - Stephen Arterburn
(Video #V98-C)

Order tapes at (800) 776-5454, <http://www.conventioncassettes.com/nsa/>

Individual audio tapes are \$11 and any 8 tapes are \$84. Individual video tapes are \$29.00 (plus shipping and handling and applicable sales tax).

60. Getting the Most From NSA Winter Workshops

1/17/97

1. Questions to ask new acquaintances.
2. What are your strategies for preparing for the Winter Workshop

— Lenora Billings-Harris (Marblelady@aol.com)

Before each winter workshop or convention I attend, I think about the areas of my business I wish to enhance. After identifying one or two areas of focus, I set an objective to attend sessions that support that need, and ask attendees about the selected area. This process helps me manage my time, and avoid becoming overwhelmed.

NSA Convention/Workshop Keepers

— Jeff Davidson (Jeff@BreathingSpace.com)

Question to ask new acquaintances: "How could we help each other?" Then, spend the next few minutes exploring how. This works well enough, often enough to keep at it.

— Rosemarie Rossetti (RRossetti1@aol.com)

1. Questions to ask new acquaintances:
"What sessions did you attend?" Ask for a summary. This will help you determine if you want to buy the tape. "What have you done recently to make the best of a disappointment in your business?" "When have you given the client more than they expected? How was this accomplished?"

2. Strategies for preparing for the workshop:
Use a highlighter pen to select programs that you can use. This year I'm bringing my husband with me and he will be attending the concurrent programs that will boost the business. We'll be able to talk about the sessions and share what we learned.

Yes, I want over 1001 of the best tips from professional speakers! Send me *Speaking Successfully* ASAP!

From this sample you can see that *Speaking Successfully: 1001 Tips for Thriving in the Speaking Business* is a must-have reference. Readers of the SpeakerNet News newsletter have frequently shared that just *one* idea from their fellow speakers has saved them, or earned them, many dollars.

Order your copy today and be one of the first to receive *Speaking Successfully*. It will be delivered to you in electronic format (PDF); and you may purchase a printed copy in addition for \$10 more.

The special introductory price is \$39 (\$49 with printed version) through 8/15/99 only. Afterward, the price is \$49 (\$59). Applicable Calif. sales tax and shipping will be added.

To order, send your

Name

Mailing address

Daytime phone number

Email address

along with credit card information

Card type: Visa MC Amex Discover

Card number

Expiration date

Do you want the printed version? Yes No

Affiliate ID info: _____

To order, send the above information by email (SpeakerNet@aol.com), or fax (408/998-1742). Questions? Email or call us (408/998-7977 or 408/244-2268).

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SpeakerNet News Sponsorships

Unbeatable advertising package for newsletter, book, and Web!

People have asked us about how to have a more prominent advertising presence within the SpeakerNet News community. We are pleased to announce the SpeakerNet News sponsorship program.

Why Become a Sponsor?

Sponsorships work in both the short and long term for sponsors. Over time, sponsors build brand awareness and the good feelings that accompany their synergistic relationship with SpeakerNet News. (SpeakerNet News has a tremendous amount of goodwill and respect from the professional speaking community, based on its years of consistent publishing and the personal involvement of its publishers with the speaking world.) In the short term, sponsors can use the sponsorship to highlight new products or announce new promotions, to attract readers to particular portions of their Web sites, run contests, run special deals, and so on.

A limited number of sponsorship slots are available for each issue of SpeakerNet News. If those slots are full, your sponsorship information will wait until an opening appears. The sponsor ad/information at the top of each issue will be ordered from oldest sponsor to most recent. The sooner you become a sponsor, the higher your information is in the newsletter.

Sponsorship Features

- ◆ Twenty-five words of text at the top of each weekly SpeakerNet News issue in which to present company contact information, slogans, special promotions, and so on. Readers will see this information at the beginning of the newsletter, rather than in the advertising section at the end. (You may change the text of your sponsorship information in SpeakerNet News as often as *every week*.)
- ◆ A hyperlink and 50-word description on a special Sponsors page on the SpeakerNet News Web site (<http://www.speakernetnews.com>).
- ◆ The first time you become a sponsor, you'll receive an ad in *Speaking Successfully*. You will email us the text and attach a photo (if desired). Your ad will run until 8/31/00.
 - For a 4-issue sponsorship, you receive a 1/4-page ad in *Speaking Successfully*. (\$150 value.)

- For a 13-issue sponsorship, you receive a 1/2-page ad or five “Micro Ads” in *Speaking Successfully*. (\$250-\$300 value.)
- For a 26-issue sponsorship, you receive a full-page ad, or a 1/2-page ad and five “Micro Ads,” or an full-page advertorial in *Speaking Successfully*. (\$450-\$550 value.)

Sponsorship Introductory Rates

You can become a sponsor for

\$400	for	4 issues
\$1200	for	13 issues
\$2000	for	26 issues

Given our current quantifiable weekly readership (over 2100), that comes out to less than \$50 CPM. Further discounts are available for longer-term sponsorships.

How to Use a Sponsorship

What can you put in your sponsorship ad in SpeakerNet News and/or *Speaking Successfully*? Here are some ideas:

- Contact info: URLs, email addresses, phone numbers
- News about freshly shipping products.
- News about special promotions, discounts, and deals.
- A link to a Web-based survey.
- A link to a Web-based contest.
- An invitation to join your mailing list.
- Slogans and mission statements.

How to Get Started

Contact Rebecca Morgan (rebecca@RebeccaMorgan.com or 408/998-7977) if you would like to discuss how you could benefit from being a SpeakerNet News sponsor.

To get started we need:

- 1) Your 25-word ad for the top of SpeakerNet News.
- 2) The text for your ad in *Speaking Successfully*.
- 3) The duration of your sponsorship.
- 4) Payment to a credit card, or a check. Visa, MasterCard, and checks (payable to Morgan Seminar Group) are accepted. Email (SpeakerNet@aol.com), call (408/998-7977) or fax (408/998-1742) your info.