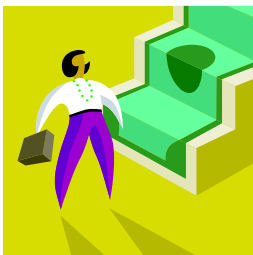
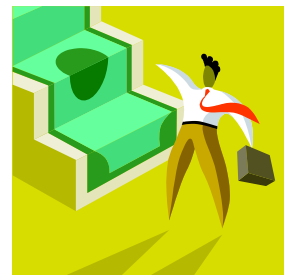


Ruby Speaks

Ruby Newell-Legner, CSP
Speaker • Trainer • Author



7 Steps to Presenting 200 Programs a Year in your Niche Market



Presented by
Ruby Newell-Legner, CSP

Littleton, CO USA
Phone 303-933-9291
Fax 303-904-2966
E-Mail: Ruby@RubySpeaks.com
www.RubySpeaks.com

Since 1996, Ruby Newell-Legner has been the behind-the-scenes force fueling the dynamic advances in customer satisfaction trainings that turn everyday customers into raving fans. In the last ten years Ruby has presented over 1300 programs in 9 countries. In 1998, she presented over 200 programs in her niche market. Her clients include NFL stadium & NHL arena guest relations staff; municipal park and recreation departments; waterparks; camping associations; amusement parks and the only seven star hotel in the world, [Burj-Al-Arab](#) located in Dubai, United Arab Emirates. She also works with civilians who provide recreation services for the United States military throughout the world.

Ruby is considered the preeminent Customer Satisfaction specialist in the Leisure Industry today. She offers customized learning programs, targeted to supervisors and front line staff. Ruby works with organizations to build better relationships: from front-line employees to customers, from co-worker to co-worker, and from supervisors to the employees they supervise.

Her background includes over two decades as a coach, teacher and recreation facility manager. For 10 Years she worked for Foothills Park and Recreation District in Littleton, Colorado, a two-time winner for both the National Recreation & Park Association Gold Medal and Excellence in Aquatics Awards.

Ruby earned her CSP in 2000. Her dedication to the speaking profession includes 6 years as a board member for the National Speakers Association of Colorado. She has presented sessions for her home chapter in Colorado and for the annual conferences for NSA as well as for the Nationals Speakers Association of Australia and the Canadian Association of Professional Speakers. She has also offered workshops for CAPS chapters in Calgary and Vancouver.

Her programs include:



- Secrets to Keeping Our Customers Happy! (Great for training seasonal staff)
- Supervisory Skills for Success
- Leadership Strategies: Things you must know to survive
- Facing the Challenge of Challenging Employees
- How to Attract and Select Great Employees
- How to Develop an Effective Employee Training Program
- Encouraging Staff Development: The Performance Appraisal Process
- How to Run a Successful Meeting
- How to Create and Deliver Powerful Presentations
- Understanding and Dealing with Change
- How to Work Effectively with Your Boss
- Reenergizing Employees by Redefining Organizational Values
- Networking Strategies: Building Professional Relationships
- Raising the Bar in Guest Relations - a video taped session using your staff
- Reflections from the Rear View Mirror: Study your past to create your future
- How to Have a Successful Board - a program for non-profit Board of Directors

Ruby's Schedule includes:

Dec. 8, 2005	Trainer – National Western Stock Show, Denver, CO
Dec. 12	Facilitator – Recreation and Park Commission for the Parish of East Baton Rouge, Baton Rouge, LA
Jan. 9, 2006	Trainer – International Aquatic Safety & Risk Management Conference, Phoenix, AZ
Jan. 13	Workshop Presenter – Colorado Parks and Recreation Association, Englewood, CO
Jan. 15-17	Trainer – General Electric Info. Management Leadership Program. Danbury, CT
Jan. 18	(tentative) Workshop Presenter – The Beardsley Zoo, Bridgeport, CT
Mar. 13-14	Presenter – Pennsylvania Rec. and Parks Society Annual Conference, Seven Springs, PA
Apr. 25	Keynote – Washington Rec. & Park Assoc./ Oregon Rec. & Park Assoc. Conference, Vancouver, WA
May 2	Workshop Presenter – The Biennial Conference for Women, Champaign-Urbana, IL

**For more information on how Ruby can help your organization,
visit our website at www.RubySpeaks.com!**

Ruby Newell-Legner, Certified Speaking Professional
9148 W. Vandeventor Dr. • Littleton, CO 80128 • Phone 303.933.9291
Fax 303.904.2966 • E-Mail Ruby@RubySpeaks.com • www.RubySpeaks.com

7 Steps to Presenting 200 Programs a Year in your Niche Market

1. Find your _____
and discover how deep it goes.



2. Get involved with the _____
in your niche market and become a
celebrity.

“She rocked the house.”

3. Use “_____” to get referrals and testimonials.

4. Strategically plan at least 8 times when you will mention _____ you offer without ever telling the audience to hire you.

1)

2)

3-7)

8)



5. Develop _____
to help you be more efficient in your follow up
and in your paperwork.



6. Make the _____ look good
for hiring you.



- a. Set them up for success through being clear and thorough in your contract
 - i. Spell out clear set up instructions
 - ii. Have a checklist for them to check off as they arrange things
 - iii. Clarify how leaders behave in a training session (more for in-house training)
 - iv. Review their Pre-Program Questionnaire and have a pre-event conference call
 - v. Reconfirm set up times and times you are to speak as well as what else will happen before and after you speak
- b. Offer to do more than they ask – you are already there...



7. Make the most of every speaking engagement:

_____ and
_____.

Speaker Net News Teleseminar Evaluation – December 14, 2005
7 Steps to Presenting 200 Programs a Year in your Niche Market
Presented by Ruby Newell-Legner, CSP

Complete and fax this form to Ruby at 303-904-2966 and she will send you your bonus handout. No need for a cover page. Just fax this one! How easy is that?

Name (please print legibly)

Phone Number

Fax Number

E-mail address:

Check this box if you would like to receive more information about Ruby's Procedure Manual for running her business: THE Speakers Handbook.

What were one or two things you learned in this teleseminar that will be helpful to you?

What did you like best about today's teleseminar? Would you please provide a testimonial about your experience? If you were to recommend this teleseminar to a friend or colleague what would you say to them?

Ruby Newell-Legner, Certified Speaking Professional
9148 W. Vandeventor Dr. • Littleton, CO 80128 • Phone 303.933.9291
Fax 303.904.2966 • E-Mail Ruby@RubySpeaks.com • www.RubySpeaks.com