



# Soundly Speaking

AT OUR JANUARY 19<sup>th</sup> MEETING:  
Eric Saperston



## STORYTELLING WORKSHOP for model storytellers who are, very, very, very—even ridiculously—good looking and who want to tell stories and talk good

Like an extra-large pizza (cheesy, yet irresistible), Eric Saperston—on the big screen, the little screen, in writing, or in person—inspires people. Intrigued by the human experience, he's an emotional archeologist who digs passionately past the outer, protective layers of doubt and insecurity to discover the common traits, motivating factors and distinguishing characteristics that guide and govern people to live extraordinary lives. Saperston's a colorful hybrid between Oprah Winfrey and a VW bus, Forrest Gump and a dog, and Curious George and a camera.

A traveling troubadour with a tenacious spirit, Eric's a master storyteller, specializing in gripping, wondrous, life-affirming tales of risk and adventure, struggle and triumph, growth and heroism.

Eric has been a featured guest on *Today*, CNN, CNN Headline News, and PBS, and he has been interviewed and published in *The New York Times*, *The Washington Post*, *The Wall Street Journal*, *The Atlanta Journal-Constitution*, *Spin* magazine, *Fast Company* magazine and *National Geographic*.

By following Eric's journey in the morning session, you'll learn the power and profound stickiness and longevity of a well-crafted story. In the afternoon sojourn with Eric, he will work one-on-one with each participant to help you successfully craft and articulate your own stories with compelling mastery that leaves audiences everywhere moved, touched and inspired.

### Upcoming Programs

#### Saturday, February 9

Monthly Meeting, 9-Noon  
LeAnn Thieman, CSP:  
How to Write and Publish Your  
Signature Story

#### Saturday, March 15

Monthly Meeting, 9-Noon  
Phil Van Hooser, CSP, CPAE:  
Customer Acquisition and Retention

#### Saturday, April 19

Monthly Meeting, 9-Noon  
Ford Saeks: Internet Marketing

#### Saturday, May 10

Speaker's Academy, 8 AM – 6 PM  
Location: TBD  
12 national speakers, 4 panels, partner expo,  
private reception



## President's Message

Waldo Waldman

### **NSA WINGMEN: Your Trusted Partners in Business and Life!**

In the world of the fighter pilot, no mission is ever flown solo. We always fly as a team with our wingmen. Earning wingman status means you're trusted to go to battle—you are mission ready. It's a position of honor that incurs tremendous responsibility and sacrifice, but it also comes with incredible rewards. You have to earn the right to be a wingman, and it's a byproduct of sacrifice and many hours of hard work and relationship building.

Your success as a speaker is also contingent on the relationships and trust you build with others. Building a successful business as a speaker can't be done solo. This is the value of NSA, and you need your NSA wingmen to help you fly the tough missions.

When you're a wingman at NSA (and in life), you are someone others can come to for help. This means you can be counted on to get the job done either on the board or as a volunteer. It means you're prepared, responsible, compassionate and courageous. This too incurs great responsibility, because it takes time and patience to be a wingman. Nonetheless, it has tremendous rewards.

As you prepare your flight plan for 2008, take some time and ask yourself:

Who are my wingmen at NSA and in my personal life? Who can I count on to help me deal with the challenges of business and life that are being shot at me every day? Who do I have in my life to give me encouragement, support or advice?

Who can I be a wingman for? Who can I make a difference for at NSA? Who really needs me in their life? How can I help make their life a little bit easier or less stressful?

Reaffirm your commitment to your wingmen in your personal and professional life. Reach out to them and say thank you. Let them know how much you appreciate them. More importantly, do your part to be an example of a wingman at NSA.

Finally, challenge yourself this year to become a better wingman as an NSA member, business owner, partner or friend. Make a greater effort not only to sharpen your platform or marketing skills, but to reach out to those in need, to be a better listener, and to be there for others when they need you.

Offer your expertise and expect nothing in return. Go to lunch with a new member and share ideas. If you see someone in the dungeon of life, offer them your hand and pull them out. The best way to find a wingman at NSA is to be one yourself.

I wish you a healthy and successful 2008. May all your dreams come true. And remember: You're not up there alone.

*Waldo Waldman, The Wingman, is a former combat-decorated fighter pilot who builds team unity within organizations as a high-energy leadership inspirational speaker. To learn more about Waldo's seminars, visit [www.yourwingman.com](http://www.yourwingman.com), call 770-333-9867, or contact him at [waldo@yourwingman.com](mailto:waldo@yourwingman.com).*

# Exceed Your Professional Speaking Goals

Raj Gavurla



All of us have goals, although some may think they don't. Just getting into a car and driving from one place to another is a goal fulfilled. It probably is a common occurrence for you, and you might not have thought of it as a goal. But I'll bet you have thought of leading a life more fulfilling and rewarding by identifying truly meaningful goals.

**To lead the life you want and exceed your professional speaking goals, give thought to:**

**1. Controlling your mindset.** Communication with yourself is critical to goal achievement. The more inspiring, positive, good, logically emotional, and value-producing your mindset, the better for you and others. Control your thoughts to help control your mindset. Listen to your inner voice.

**2. Staying healthy.** Being healthy and fit should be your first goal because you'll be happier and your audience will notice. When you're healthy, your mental and physiology states become congruent, making it easier for you to exceed your goals. Do you know of anyone who says, "I want to get sick so I can exceed a goal"? I bet not! As Ron Culberson says, "What I want when I'm terminally ill [is] not to die."

**3. Writing down what you want.** At the age of 9, I wrote a list of goals. At the time I phrased it as what "I want to do." Most of the goals came true, and the others will be achieved because I can make them happen. One goal was to write a book. Being 9 years old, I found that difficult to do. Thirty years later, I'm proud to tell you I am the author of *Winning at Entrepreneurship*.

**4. Writing down what you will *stop* doing.** You'll be amazed how much difference stopping specific action(s), negative thought(s), or poor habit(s) will make. Wouldn't you agree that, when you stopped saying, "um" and "ah" and learned to use shorter and more vibrant sentence structure, your professional speaking got a lot better? Did the stoppage of limiting beliefs on your professional speaking endeavors make a difference? What else can you *stop* doing to exceed your professional speaking goals?

**5. Writing down what you will *start* doing.** You'll also be amazed at the results that the start of action creates. Nothing happens until you get in the right mindset to start action toward your goals. You know the results you want, so write them down and, in a backward fashion, write down what you must start doing to exceed the results. In your list you'll eventually get to a place where you can start doing that specific item, and then the next, until you achieve and hopefully exceed your professional speaking goals. Make sure there is a logical emotional connection to raise the bar or do something you have yet to accomplish—it should excite you! Then make sure you or a friend holds you accountable by reviewing your list.

**6. Not wanting too much.** Getting what you want will come as you take better actions and adjust them toward your subgoals.

**7. Knowing when you need to slow down and take time for yourself.** Your business and life are not supposed to be hard.

Exceed your professional speaking goals by taking spirit-enhancing action to generate spirit-enhancing results.

*Raj Gavurla, president of LiiVEN™, Inc., works with organizations and sports teams that want to empower their mindset and motivation to win. Author of *Winning at Entrepreneurship*. Learn more by visiting [www.rajgavurla.com](http://www.rajgavurla.com), call 404.918.7366, or email Raj at [raj@rajgavurla.com](mailto:raj@rajgavurla.com).*

# Three Magical Phrases to Get People Listening

David Greenberg, CSP



“Let me share with you the history of our company” was how Mark started his presentation. From there, he continued with a barrage of facts and figures that would have bored any audience to tears. If this had been delivered in a high school classroom, surely someone would have interrupted Mark by asking, “Will this be on the exam?”

Whether you are speaking in a high school classroom where the students are often more honest about their feelings, or in a business environment where many people pretend to listen, the reality is that most listeners are thinking, “Why do I need to know this?” “Who cares?” and “What’s in it for me?”

Here are three magical phrases to use in your presentations and conversations to keep your listeners interested and understanding exactly why they should care:

## **Magic Phrase #1: “So that you ...”**

“Let me share with you the history of our company so that you feel comfortable doing business with a proven leader.”

## **Magic Phrase #2: “What this means to you is ...”**

“Our company provides round-the-clock technical support. What this means to you is that your potential downtime is significantly decreased compared to your current situation.”

## **Magic Phrase #3: “The reason this is so important is ...”**

“I’ve been conducting these programs for 20 years. The reason this is so important is that you are receiving time-tested materials, proved in the real world over and over again.”

As you prepare and deliver your presentations, put yourself in your listeners’ shoes. Anytime there is room for doubt about how the information impacts the listeners, use magical phrases like those above and your listeners will indeed be listening and not wondering “Will this be on the exam?”

For information about *Simply Speaking*, workshops and coaching programs, visit [www.davidgreenberg.com](http://www.davidgreenberg.com).

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## **Super Bowl Trivia Questions (cover the answers below)**

- (1) Who was the MVP of the first Super Bowl?
- (2) What Dallas Cowboy had his helmet stolen at the 1994 Super Bowl?
- (3) What was the first Super Bowl in which the winning points came on the final play?
- (4) What was the first team to win five Super Bowls?
- (5) What was the first wild-card team to win a Super Bowl?

## **Answers**

- (1) Bart Starr, (2) Emmitt Smith, (3) Super Bowl XXXVI, (4) San Francisco 49ers, (5) Oakland Raiders