

2010 NSA Georgia ProPath – Curriculum and Schedule

DATE	TIME Location	TOPIC	LEARNING OBJECTIVES	LAB / HOMEWORK
Jan 9	9:00 am 1:00 pm GMAC	ProLogue: ProPath ProFile Introduction & Program Overview Jon Schwartz	Introductions and Program Overview <ul style="list-style-type: none"> • Master Mind / Mentor / Muse • Share Expectations and Goals • Role of NSA and NSA Georgia • Seeking Advice – • Speaking Markets – Style vs Content 	LAB: Discuss group project and assign lab partners. Types of release forms. Homework: Research Markets / Niche or not Mentor wish list.
Jan 16	1:00 pm 4:00 pm PIAG	ProContributor Robert Bradford, CSP	Strategies to Grow Your Business <ul style="list-style-type: none"> • Debrief / Review Homework 	Homework: Read and report on 3 articles about your area of expertise.
Feb 6	9:00 am 1:00 pm GMAC	ProDuctivity Topic Development Speech Structure	<ul style="list-style-type: none"> • Find your focus and fuel your fervor • Research and develop topics • Build programs • Constructing a Keynote • Handouts - Introductions 	LAB: Product rundown and responsibilities. Homework: Write an introduction. Identify 3 topics & create a one-page summary.
Feb 20	1:00 pm 4:00 pm PIAG	Black Belt Negotiating ProContributor Michael Soon Lee, CSP	Learn how to defend your bottom line in any negotiation. Michael will show you how to constantly hone your skills. <ul style="list-style-type: none"> • Debrief / Review Homework 	Homework: Work on a 3 – 5 minute section of your speech that shows the group your platform persona.
Mar 6	9:00 am 3:00 pm GMAC	ProFiciency Presentation Skills & Platform Mechanics	<ul style="list-style-type: none"> • Style vs Substance / Authenticity • Using your voice, body & movement • Connecting with the audience • Using humor / props • Program prep & Room Setup • Stage presence • Dress for success • Technical aspects of a program 	LAB: Working with microphones & basic sound; working with style. Homework: Create a pre-program questionnaire. Read Max Dixon's article, "The Magic of Stories." Listen to Speaker's audio for style
Mar 20	1:00 pm 4:00 pm PIAG	Storytelling ProContributor Doug Stevenson	Beyond content to true audience connection with your stories. <ul style="list-style-type: none"> • Debrief / Review Homework 	Homework: Continue working on stories. Download Audacity
Apr 3	9:00 am 3:00 pm GMAC	ProPer ProNouncement Applying Skills Working with AV ProPanel	<ul style="list-style-type: none"> • Deliver a story to the class • ProPanel Feedback • Getting Audio & Video on the web • YouTube Channels • Resources for software & hardware 	LAB: Working with AV Simple audio editing. Equipment check for project. Homework: Upload audio and/or video to your website or YouTube Channel.
Apr 17	1:00 pm 4:00 pm PIAG	Building Your Business ProContributor Marjorie Brody CSP, CPAE	Leverage your talent and passion Understand the components of running a business – Create an effective marketing and sales plan. Identify your ideal client base <ul style="list-style-type: none"> • Debrief / Review Homework 	Shoot/record for product. Get people during network, break and post meeting. Homework: Who are you? What do you do? Be ready to define yourself for Sales and Marketing. Google your topic or niche. Find 3-5 speakers. Look at their website and watch their demo.

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May 1	9:00 am 3:00 pm GMAC	ProMote to ProPell ProFits Sales & Marketing	<ul style="list-style-type: none"> • High impact low cost marketing • One sheet / pdf files • Stand out from the crowd • Demo Video • Networking / Elevator Speech • Website / SEO / Pay per click • Cold Calls / Leads • Guide to e-Mail campaign • Social Media 	LAB: Websites reviewed. Set up accounts on LinkedIn, Facebook & Twitter. Product update Homework: Work on sales script, One sheet, Website. Research "Pay Per Click."
May 15	1:00 pm 4:00 pm PIAG	Profitable Internet Marketing ProContributor Heather Lutze	If you aren't on the first page of a Google search, you don't exist. Pay per click vs organic search Importance of keywords, phrases. <ul style="list-style-type: none"> • Debrief / Review Homework 	Shoot/record for product. Schedule people during network, break and post. Homework: Reading assignment on business plans.
June 5	9:00 am 3:00 pm GMAC	ProCess to ProSperity Running your Business	<ul style="list-style-type: none"> • Creating a business plan/model • Developing systems • Creating forms and contracts • Business technology • Time and Contact Management 	LAB: Product business plan Homework: Create a business plan. Shopping List. Create contract / Invoice Field Trip to speakers office
June 19	1:00 pm 5:00 pm PIAG	Presentation Coaching ProContributor Patricia Fripp CSP, CPAE	Watch Fripp in action – LAB: Practice and Implement	Shoot/record for product. Get people during network, break and post meeting.
		No meeting on the	First Saturday of July	
July 24	1:00 pm 4:00 pm PIAG	Branding ProContributor Dick Bruso	BRANDSTORMING. Develop a brand that will set you apart in the market place. <ul style="list-style-type: none"> • Debrief / Review Homework 	Shoot/record for product. Get people during network, break and post meeting.
Aug 7	9:00 am 3:00 pm GMAC	ProGress Review of Materials Jon & Panel	<ul style="list-style-type: none"> • Review developed materials • Review Website • Review Sales Scripts • Product Review 	LAB: Progress report on Product. Tweak. Secure Vendors for production. Homework: Make a list of YOUR potential product
		No PM Session	Third Saturday Quick debrief After	the AM Session
Sept 11	9:00 am 1:00 pm GMAC	ProDucing ProDuct Developing Product	<ul style="list-style-type: none"> • Book – e-book – booklet • Self Publishing Guide • Audio / Video / PodCast / Webinars • Articles • Overcoming the blocks • Develop a plan to market and sell • Copyrights / Trademark 	LAB: Where to put your energy. Homework: Working plan for product.
Sept 18	1:00 pm 4:00 pm PIAG	All Things Geeky ProContributor Gina Schreck, CSP	Gina is the queen of Twitter and all things Geeky. Technology is always changing. We'll find out what's new. <ul style="list-style-type: none"> • Debrief / Review Homework 	Shoot/record for product. Shoot pick-ups. It's a wrap!

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Oct 2	9:00 am 1:00 pm GMAC	ProActive Special Skills Honing Your Skills Becoming an Expert	<ul style="list-style-type: none"> • Customizing • Facilitating • Coaching • Training • Branding • Media • Conducting Radio and TV interviews • Working on relationships • Bureaus 	<p>LAB: Progress update. Focus on your trouble spots</p> <p>Homework: Brush up your business plan to bring to the 10/16 meeting.</p>
Oct 16	1:00 pm 4:00 pm PIAG	Back to Business ProContributor Francis Bologna, CPA	<p>Francis has counseled business owners for over 35 years.</p> <ul style="list-style-type: none"> • Debrief / Review Homework 	<p>Homework: Rehearse your showcase piece.</p>
Nov 6	9:00 am 1:00 pm GMAC	ProPanel Rehearse in Front of Camera	<ul style="list-style-type: none"> • Run Showcase presentations and tape • ProPanel feedback from some of NSA Georgia's best 	<p>LAB: Discussions</p> <ul style="list-style-type: none"> • Association Membership • Program reflection <p>Homework: Rehearse your showcase piece.</p>
Nov 13	1:00 pm 4:00 pm PIAG	TBA ProContributor TBA	<ul style="list-style-type: none"> • Debrief / Review Homework 	
Dec 4	TBA GMAC	Drills as needed		
Dec 18 ??	9:00- 12:30 PIAG	<u>SHOWCASE</u>	SHOWCASE & GRADUATION	PARTY

NOTES: