

PART 2

The Speaker's Compass



HOW TO NAVIGATE THE
PROFESSIONAL
SPEAKING MAZE

A limited edition of this book was distributed at the National Speakers
Association of Australia 2006 Convention

—— LIMITED EDITION ——

This book is dedicated to the memory of

Kerrie Nairn

1951-2005

First published in 2006
by Sea Change Publishing

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The Speaker's Compass
How to navigate the professional speaking maze.

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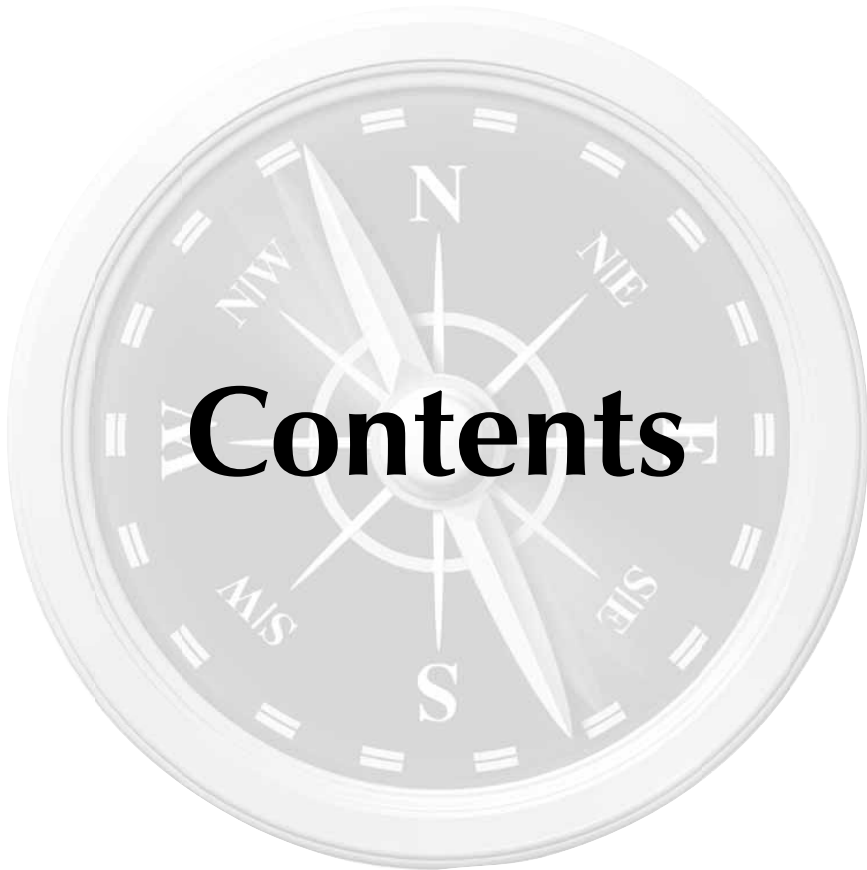
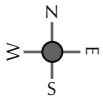
- making the impossible,
possible!

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Dedication

The Speaker's Compass has been compiled and published by Robyn Henderson, founder of Sea Change Publishing in honour of Kerrie Nairn who passed away in May 2005. This is a limited edition book launched in Kerrie's honour at the 2006 National Speakers Association of Australia's National Convention in Sydney, Australia.

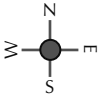


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VALE

We are a small community in a large world
A large, fast, interesting, challenging, resilient, and fragile world
A small, diverse, interesting, dynamic, resilient, and fragile community

We step, dance, shuffle, wheel and bounce onto stage
We spread, invent, shuffle, wheel and deal ideas and ideals – we parade
We spend nights alone in hotel rooms
We collect flying miles, product piles, and amass our own greatest hits of signature tunes

And few can understand – the calling and the demands
But the few who do - are the me and you – the community who
Can smile a knowing smile - nod a knowing nod
See what others cannot see – taste the empathy

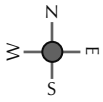
We are a small community in a large world
The conferences may get larger and the topics may get broader
The podium may get flashier and the fees may get taller
But we are still a small community in a large world
And we need to keep an eye for each other – an ear for each other
A heart for each other – an honest conversation for each other

And we need to know that in large worlds
Beneath the spotlight beyond the highlight, within the stage fright/
delight
Like all folk in all communities, some of our own face the daily pain
Of daily pain

As one day each of us will

Let us be there, for laughs and tears, for shoulders and fears
For triumphs and falls, for mumbles, stumbles and cat calls
For shakes and mistakes, for probing debate
And, when we leave the stage, may our team-mates say
Vale. Well done. Well given. Well played. You gave love, light, laughter,
and Life to us all.

GLENN CAPELLI ⊕



About Kerrie Nairn



Eulogy read by Anne Riches

A few weeks before she died, I said to Kerrie, "I wish the technology in the film 'The Matrix' was available now, because I want to download your brain!"

She laughed, in her typically modest way. Because Kerrie was never one to parade her successes, yet her accomplishments during her speaking career were outstanding.

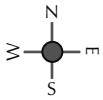
Let me tell you about Kerrie's career as a professional speaker.

Her involvement with, and passion for, the professional speaking world began in the mid-90s in Darwin. Kerrie, who had already developed an award-winning business software consultancy in Darwin, joined NSAA in 1995 and became a professional speaker. She quickly earned the designation Accredited Speaking Member.

With her extensive business experience, entrepreneurial flair, and enviable abilities as a wordsmith, Kerrie built her speaking career and spoke to audiences everywhere on her specialist topic: Business Creativity. Her book "*Up for Grabs: Capture Your Winning Market Edge Through Creativity*" has sold over 2,000 copies. In fact, we hope you'll forgive us Kerrie, for not setting up a table, in typical Kerrie entrepreneurial style, to sell more of your books from the back of this room!

Over the past few years, Kerrie specialised as an MC – and all of us who are speaking today are acutely aware of what her standards and expectations would be of us. You're a brave man Laurie for taking on this role!

Her incredible 'calm and in control' persona was backed with in-depth preparation and research for every event and project she was involved with. She had a wonderful resonant voice, a clever sense of humour, an ability to craft spontaneous situational poetry and a quick-wittedness that defined her style.



The Speaker's Compass

Kerrie also developed a brilliant hypothetical program called 'Business Story'. I believe that this was one of Kerrie's most inspired creations. She moderated these hypotheticals as business theatre with rhyming verse. They were provocative, funny, poignant at times, delivering powerful business insights and messages.

In addition to her speaking and MC work, Kerrie participated at the highest level in the NSAA itself. She was a member of the National Board, twice the ACT chapter president, and was the linchpin between NSAA activities in the ACT and NSW.

The contribution for which most NSAAers remember Kerrie was as Convenor of NSAA's 10th Annual Convention in Canberra in March 2000, in Kerrie's words, "a robust annual gathering where the expectations of delegates and demands of presenters are about as high as they can get."

Kerrie and her small team pulled off what many have said was 'the best Convention ever' due largely to Kerrie's leadership, high standards and creative attention to detail. Kerrie received unparalleled accolades for her role in making the Convention the success it was.

As one member said, "She was inspirational, and who among us could possibly forget the Canberra convention, which for me remains an indelible memory. She epitomised what I've always believed NSAA was about – helping one another to learn, grow and develop as better people."

Perhaps the pinnacle of recognition came in December last year, when Kerrie was awarded the NSW Walter Dickman Award. The Walter Dickman Award is considered the highest NSAA service award, given to a member by their peers for service above and beyond that expected in assisting, promoting or developing other speakers, their industry, their community and their clients.

Kerrie's standing and respect in the profession speaks for itself. Today, among those here to honour and love her, are former international, national, state and territory association presidents as well as the current President of the NSW Division.

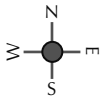
I shall miss Kerrie sorely. She and I had worked together on various projects since 1997. She had a major impact on my career as well as the careers of so many other speakers. She was amazingly creative. Yet she had an attention to detail and order that many creatives seem to lack. And she always had a positive outlook – even when she was critiquing my performances – an experience not for the faint-hearted!

To those who did not know the professional side of Kerrie, you should know that Kerrie, as a professional speaker, and as a friend and colleague, was a powerhouse of creative ideas, determined, thoughtful, generous of spirit and honest advice, eloquent, entrepreneurial, perceptive and funny.

During the last five months, Kerrie received many messages of love and support from friends and colleagues. In particular, David Griggs from Adelaide, who was the National President of NSAA when Kerrie was Convener of the National Conference in Canberra in 2000, sent her some words that especially moved her.

The title of the piece is 'A Reason, A Season, A Lifetime'. The author is Brian Andrew "Drew" Chalker.

As I read these words, please ponder on why Kerrie came into your life.



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People come into your life for a reason, a season or a lifetime.

When you figure out which one it is, you will know what to do.

When someone is in your life for a REASON, it is usually to meet a need you have expressed outwardly or inwardly. They have come to assist you through a difficulty, to provide you with guidance and support, to aid you physically, emotionally or spiritually.

They may seem like a godsend, and they are! They are there for the reason you need them to be.

Then, without any wrongdoing on your part, or at an inconvenient time, this person will say or do something to bring the relationship to an end.

Sometimes they die. Sometimes they walk away. Sometimes they act up and force you to take a stand.

What we must realize is that our need has been met, our desire fulfilled, their work is done.

The prayer you sent up has been answered, and now it is time to move on.

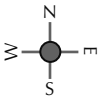
When people come into your life for a SEASON, it is because your turn has come to share, grow or learn. They may bring you an experience of peace, or make you laugh. They may teach you something you have never done. They usually give you an unbelievable amount of joy.

Believe it! It is real! But, only for a season.

LIFETIME relationships teach you lifetime lessons; things you must build upon in order to have a solid emotional foundation. Your job is to accept the lesson, love the person, and put what you have learned to use in all other relationships and areas of your life.

It is said that love is blind, but friendship is clairvoyant.

Thank you for being part of Kerrie's life, whether it was for a reason, a season, or a lifetime.



Product Development – is it worth the effort?

There are three main reasons why you should create a series of products to enhance your speaking business. Products:

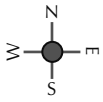
- help stake your claim as an expert in that field. People pay to hear from experts, not speakers – they want to book the person who knows the most about that topic.
- create passive streams of income – once created, products can be sold in any quantity and in any number of ways, e.g. online, through distributors, etc. without you having to be present
- build your profile. Writing books can lead to invitations to write articles for industry journals and business magazines, and also television and radio appearances, consulting and speaking opportunities.

ROBYN HENDERSON ⊕

People Pay To Hear From Information Experts – Not Speakers

If you want to dominate your niche market, you need to position yourself as an information expert. To build your own information empire, consider creating a business model which includes some or all of the following elements:

- Derivative products
- Templates
- Co-branding
- Future product development
- Research
- Media Work
- Website Resource Centre
- Fee for Service
- Distribution
- Writing
- Publishing



⊕ UNLIMITED POSSIBILITIES

List your four key areas of expertise:

1. _____
2. _____
3. _____
4. _____

For each individual topic or area of expertise, you can then create an entire information empire. Now multiply the number of ideas (___) from the preceding Information Empire Model by your four key areas to give: **A** (___).

A is the number of potential streams of income in your information empire, based solely on the topics on which you're already an expert – not to mention the additional ones you'll develop in the future.

Next, decide on the number of languages into which you would like your work translated: **B** (___).

Now multiply **A** x **B** to give **C**.

Your number of topics X number of IEM ideas X potential languages =
THE POTENTIAL STREAMS OF INCOME FOR YOUR INFORMATION EMPIRE

What dollar value could you place on C for this year? \$_____

What Are The Potential Niche Markets For Which You Could Create Customised Product?

For example:

- Networking and Strategic Alliances for Funeral Directors
- Networking for Real Estate Agents
- Strategic Alliances for Bankers
- Self Esteem and Confidence Building for Unemployed People Who Want to Work

Consider the industries and professions you have had experience with, the groups you have already spoken to, have an interest in, and know something about. Using the correct jargon is very important!

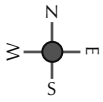
List 10 potential niche markets you could create product for:

(books, ebooks, CDs, ebooks on CDs, articles, magazines on CD, DVDs, online programs, tele-coaching, pod-casting, blogging, videos etc.)

1. _____	6. _____
2. _____	7. _____
3. _____	8. _____
4. _____	9. _____
5. _____	10. _____

Now prioritise the top 3 that, if you decided to, you could produce immediately.

What action can you take this month to kick start the building of your own information empire?



If You Were To Create A Series Of Products, What Would Be Included In The Series?

For example, a series for unemployed people who want to work might include:

- Self Esteem building
- Goal Setting
- Positive Affirmations
- Networking
- Interview Skills

MY SERIES WOULD INCLUDE:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

What's the first step I can take towards the production of my series?

ROBYN HENDERSON ⊕

12 ways to find material for your e-zine.

1. Write

Obviously, one way to get material for your newsletter is to write it from scratch.

What should you write? Start by asking yourself the question, "What do I know that my clients don't know, but would like to know?" Don't sell yourself short. You might think that you don't have anything useful to say, but that's not true. Some of the things you take for granted could be gems for your readers.

2. Relate

Take note of things that happen in your life, look for a connection with your area of expertise, and relate these stories and lessons to your readers.

This is a particularly compelling form of writing, because most people love reading a good story. You don't have to be a great writer, either - just tell the story in your own words, and add your message to it.

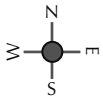
3. Comment

If you have trouble finding new ideas, let the world do it for you. Look out for topical stuff - news, announcements, and the like - in your topic area.

Report it in your newsletter, along with your commentary. This does two things: it keeps your readers informed about interesting events, and it describes how this news affects them.

4. Report

It's useful to add your own commentary to the news, but it's okay to just publish the news without the commentary.



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In fact, when I first started writing my newsletter, it was just a summary of Internet-related news stories. I would have been keeping abreast of this news anyway, so it didn't take much effort to pick a few stories, write a brief summary, and then link to the full story on a web site somewhere.

You can do the same in your business, especially if your industry gets reported regularly in the news. Sign up for Google Alerts on your topic area (at news.google.com), and Google will send you the latest news stories to your e-mail in-box.

Note: It's okay to link to a news article on a web site, but don't copy the article text directly into your e-zine. That would be a copyright violation.

5. Transcribe

Do you have any audio material that could be transcribed and then shaped into material for your newsletters?

I recently met an entrepreneur who has interviewed some of Australia's leading businesspeople, and sells these interviews as audio CDs. He could easily take short extracts of these interviews, ask a secretarial service to transcribe them, and then publish them in his newsletter.

6. Salvage

Do you have any old stuff that you've written - a book that's no longer in print, e-books that aren't selling well, articles that you wrote a long time ago, and so on? Look through the stuff that you no longer use - sometimes it's the best source of material for your newsletter. It might require a bit of sprucing up, or perhaps a modification of the angle to make it more relevant, but often you'll find that most of it is written for you already.

I recently spoke with a client who was in exactly this situation. He'd written a number of books of tips and hints, but wasn't selling many from his web site. I suggested that he simply publish the tips and hints as his newsletter.

7. Extract

Look at material that you've written in the past, and publish an extract from it.

For example, if you've written a special report on the "Seven Fatal Mistakes That Most Web Site Owners Make" (as I have!), that's too much material for a single article. But it's a cinch for me to summarise these seven points in an article.

Similarly, if you've written a book, perhaps you could summarise it in a single article, using the chapter headings as your main points.

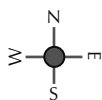
8. Answer

When somebody e-mails you a question in your area of expertise, you reply with the answer, of course. But do you keep a record of the question and your answer for use in a future newsletter? This can bring you some of your most valuable newsletter material, because you're answering real questions from real clients.

In fact, I do the same with my blog (at GihanPerera.com/make-more-money) - it simply consists of genuine questions, and my answers. However, I know that most people don't read my blog, so from time to time I'll look through it, find an article of interest, and publish it in the newsletter.

9. Employ

If you don't have the time, inclination or skills to write your own material, employ a writer to do it for you. Use a service like Elance.com, where you'll find writers and ghostwriters just hanging out to write your articles for you!



10. Invite

Invite colleagues, clients, and even competitors to write a guest article for your newsletter. You could offer to write something for them in return if you wish, but that's not always necessary. Many people would be happy to publish their articles in return for exposure to your mailing list.



Invite colleagues, clients, and even competitors to write a guest article for your newsletter.

The easiest way to make this happen is to look out for an interesting article in somebody's newsletter or web site. Then e-mail them, asking for permission to reprint that article (and promising to give them full credit, including a link back to their web site). Because they've already written the article, it doesn't require any extra effort on their part, so you're more likely to get a "Yes".

11. Copy

It's even easier if you don't ask for permission!

Obviously I'm not suggesting that you copy somebody's material without their permission. But there are web sites chock-full of articles that you already have permission to use, as long as you give the author credit. Three that I've used in the past are:

- ezinearticles.com
- articlecity.com
- ideamarketers.com

12. Recycle

Finally, remember that you can always recycle old articles from your newsletter. Just because you've published them before doesn't mean that you can't run them again. Many subscribers would have missed it the first time round, and if it's a popular topic, even those who've read it before won't mind reading it again.

For example, early last year I published an article featuring a "\$1,000 on-line marketing challenge". Six months later, I published it again, and it was just as well received the second time around.

GIHAN PERERA ⊕

Write something about your message every day.

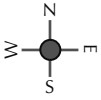
It could be:

- an interpretation of an experience that supports one of your speaking points
- a précis of an article, a web site, or a book
- a contribution to an online forum

If you take thirty minutes each day to think about, read about and write about your topic, at the end of the year you'll be an expert, and in five years you'll be a world authority.

Save this material in a folder on your computer, and go there when you're short of ideas for your next speech or article.

JOHN SLEIGH ⊕



Can Producing Joint Products With Other Speakers Work?

YES! Says Robyn Henderson, CSP

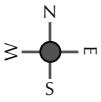
However, the successful creation of joint products is based on developing successful strategic alliances.

The three main reasons strategic alliances fail:

1. **TIME**-poor speakers, who haven't made their joint product a major priority – they may have lots of great ideas, but aren't allocating sufficient time to implement them, develop them to a professional standard, and get them off the ground.
2. **MONEY**: Champagne ideas on a beer-budget. You want the best, but you're not prepared to pay for it. Or you under-estimate the resources required to create professional-standard books, CDs, DVDs, etc.
3. **MOTIVATION**: Every successful joint product needs a driver – someone who communicates well, keeps everyone on track and on schedule, comes in within budget, and ensures that projects are completed in a professional manner.

✦ CHECKLIST For Creating Joint Products:

<input type="checkbox"/>	Select your partners carefully – make sure you attract like-minded partners with similar values to your own.
<input type="checkbox"/>	Don't agree to a joint product solely because someone asks you. Check if this product will move you closer to your goals.
<input type="checkbox"/>	Leave your ego at the door – be prepared to learn from others.
<input type="checkbox"/>	Be clear, and as specific as possible, on your desired outcome. How many items do you both want to sell? How will you sell them? What's the situation with regard to copyright – joint or individual?
<input type="checkbox"/>	Never assume anything. Document everything in writing as soon as possible after your initial meeting, especially who is to do what, by when, and where. Be sure to ask for feedback and clarification if required.
<input type="checkbox"/>	Set specific time lines or trial timeframes, and clear exit clauses. This will ensure clean breaks are available if required.
<input type="checkbox"/>	Clarify with all parties – how much are you prepared to invest, and potentially lose, on this product? Work your budget around the minimum amount being invested. Be prepared to walk away at the start, rather than run out of money half-way through the project and find yourself in a situation where one party has to prop it up. This can get very messy.
<input type="checkbox"/>	Agree on how quickly you expect each other to respond to phone calls and emails.



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<input type="checkbox"/>	Treat each product as a one off project. Just because you do one product with someone, doesn't mean you have to do every future product with the same person. There are benefits in cross-networking products and clients.
<input type="checkbox"/>	Ask for help before you need it.
<input type="checkbox"/>	Brainstorm regularly with creative big picture people.
<input type="checkbox"/>	Stay humble – don't believe your own publicity.
<input type="checkbox"/>	Know that it's okay to make a mistake, as long as you learn from it.
<input type="checkbox"/>	Always aim to work win-win. Brainstorm possible best and worst case scenarios.
<input type="checkbox"/>	Befriend the enemy – two experts can be better than one!
<input type="checkbox"/>	Share your mistakes, so others can avoid repeating them.

Potential Joint Products To Create Passive And Active Income Streams

Think series, rather than one-off products.

e.g. Robyn Henderson has developed the:

- Worth Knowing Series
- Lifestyle Options Series

The real profit is in the repeats, the reprints, and accreditation, not the initial one-offs.

15 Potential Products

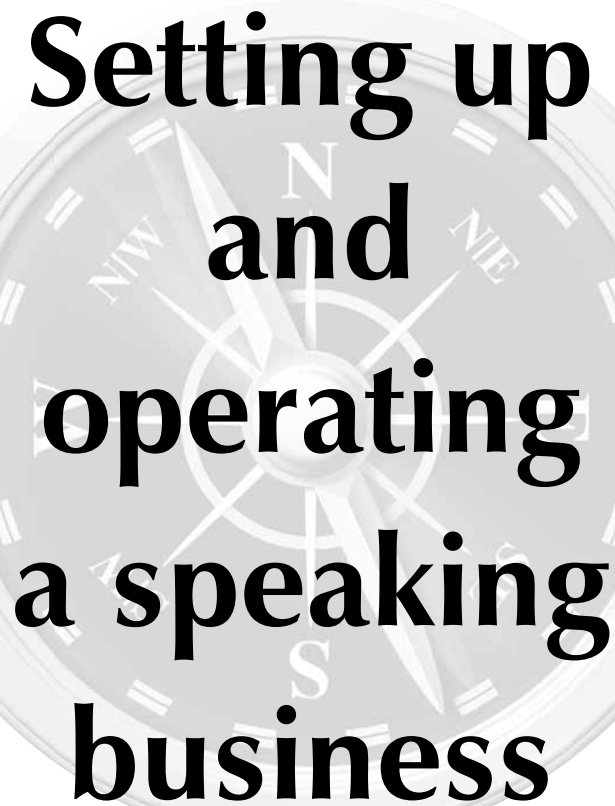
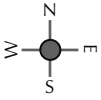
1. Articles ★★
2. Subscription newsletters ★★
3. Books with accompanying CDs or DVDs
4. Surveys – turned into articles or books ★★
5. Questionnaires – turned into special reports ★★
6. Vapour products – recordings of the presentations you give ★★
7. Ghost writing – writing a book anonymously for another person ★★
8. Boot Camps
9. Tele-coaching ★★
10. Public Seminars ★★
11. On-line learning ★★
12. Multiple ebooks on CDs for back of room sales
13. Private edition information for members only (web based) ★★
14. Coaching ★★
15. Compilation books ★★

★★ - indicates product can be both hard copy and on-line version

“All information, once learned or mastered, can be filtered into the marketplace in multiple ways – verbally, visually, and electronically – either by you, or by those you train, or through whom you distribute your information.”

Don't attempt to forge strategic alliances or produce products if you're not a risk taker – it can be stressful!

ROBYN HENDERSON ⊕



Setting up and operating a speaking business

Follow Weiss

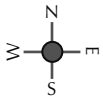
This is a tip that many speakers have followed, and Alan Weiss's books *Money Talks* and *Million Dollar Consulting* are on all speakers' bookshelves. In fact Ian Berry, former National President, said he was on his fourth copy of *Money Talks*, having worn out the other three! My favourite Weiss tip is the one per cent solution™: "Improve by one per cent a day, and in 70 days you'll be twice as good." Those of you who, like me, are innumerate would need to be told that it's based on the principle of compound interest, and it really works. But what really inspired me was his tag line: "I'm constantly amazed at how stupid I was two weeks ago." My one per cent a day improvements have been as seemingly inconsequential as moving my desk-top screen to be closer to my lap-top screen, doing daily email housekeeping, and moving things I use every day to within easy reach.

GEORGINA BIRCHALL ✦

Realise that speaking is a business. It's wonderful to be able to speak, and deliver a message which you believe is worthwhile, but if you want to rely on speaking to earn your living, you must realise that you're a product, and it's not all that different to running any other small business, in terms of marketing, keeping accurate financial records, managing cash flow, keeping the data base updated, research and development, travel arrangements, stock control, office administration, etc. Only a very small percentage of my time is actually spent on face-to-face client contact.

And, one last word ... you're unique, with your own story to tell, and speaking is a wonderful growth business to be in, so I'd certainly encourage anyone to pursue it. Just remember, like any other business, there are no quick fixes or easy answers; and the only place where success comes before work is in the dictionary!

CATHERINE DEVRYE ✦



The Speaker's Compass

It was Winston Marsh who initially got me involved in professional speaking over 10 years ago. He used to say: 'Have something interesting to say, and say it in an interesting way.'

With so many good speakers around these days, perhaps it is timely to update Winston's sound advice to: 'Have something original or valuable to say, and say it in a uniquely memorable way.'

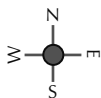
Here are my tips to advance your speaking business:

1. Find a market. You shouldn't have to find a topic so much as a market. In other words, you should have expertise in a particular subject, or a special talent, before you even contemplate becoming a speaker. Your challenge is to find people out there who will pay for that special expertise or talent. The more expert or uniquely talented you are, the more you can charge. If you're constantly under pressure to cut your fees, accept that the market doesn't view you as having that special expertise or talent yet. I'm a former lawyer with a business background. My expertise is in the area of professional practice development, and my market is the international legal profession. One of my talents is my ability to mimic people, which I put to good use not only to deliver my message, but also to market myself to other industry sectors as an occasional 'MC' or corporate hoaxer.
2. Don't restrict yourself to speaking. Use all your skills. Clients hire speakers for their expertise, whether it is in sales, comedy, or accounting. They don't care if you call yourself a speaker, consultant or clown, so long as you can help them, using whatever hat is appropriate.

3. Get published. Whether you self-publish or not, get a book under your belt, and make it a good one. It must have relevant and fresh content, and should be easy to read. Give it a catchy title and don't compromise on quality. The best thing I ever did was to package my expertise in a self-published book written specifically for my target market, the legal profession. A book will help to position you as an expert, and enhance your credibility. It's a great promotional tool, and can earn you additional passive income.
4. Learn from more experienced speakers. Much of what I've achieved in my speaking business is largely due to what I have learned from other speakers and authors from around the globe, and from regular attendance at NSAA meetings, especially the annual convention. If you want to build your speaking business, ask more experienced people for their advice. Very often, they will be only too willing to help.
5. Understand the nature of business. If you want to get into the business of speaking, then run your 'speaking' as a business. Understand all the behind-the-scenes stuff that all speakers need to attend to if they are serious about the business of speaking. You don't have to do it all yourself. Outsource in areas where you don't have the time, the inclination or the expertise. Specifically, focus on product development, research, lead generation, and marketing, while aiming to outsource such tasks as book-keeping, database management, office management, and technology.

If you want to build your speaking business, ask more experienced people for their advice.

SIMON TUPMAN ⊕



It happened by accident! I began a consulting business in 1988, to freelance my business development skills; to do for other firms what I had done for my employers to date; to help them build a hugely successful, profitable, service-based, mission-driven organisation. How I wish I knew then what I know now.

Firstly, even though the cash flow stuff is rough, take 10% of everything you earn (this is another 10% over and above your personal savings and superannuation), and put it into a survival fund. There'll be times when you'll need it.

Secondly, spend time and money on marketing. It doesn't matter how brilliant you are, if nobody knows about you, it's a gift gone to waste.

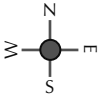
Thirdly, please get good. Study, learn, and attend lots of speaker workshops and conferences. There are layers and layers to be learned.

Finally, work much, much harder at impressing your bank manager than at impressing your speaker colleagues. NSAA members are your mates, not your market. They'll help you, but they won't book you. So run a seriously well-managed business (it's a huge jump from being self-employed), and you're laughing.

CATHERINE PALIN-BRINKWORTH ⊕

21 Technology Tips for Speakers

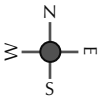
1. **Back up the data on your computer.** This can be done in a variety of ways, including backing up to a web server (a third party provider who allows you to store data on their server for a monthly fee), CD, DVD, or memory stick.
2. **Create a list of all the files/folders you need to back up.** This ensures you have everything you need – don't forget to back up emails, contact management software (ACT!, Goldmine, etc.) and accounting software as well. Use a checklist with file locations.
3. **If you back up your files to CD/DVD or to an external hard drive, keep your backup offsite.** That way, if you have a fire or are robbed, the back up data will be safe. Consider getting a staff member to take it home, or store it at a family member's home. TIP: if you use a CD or DVD, have 2 rewritable ones, and rotate them. That way, if something happens to one of them, you still have the other.
4. **Computer crashes DO happen to people like you and I.** They ALWAYS happen when we are under pressure, so back up regularly.
5. **Ensure your anti-virus software is always up to date.** Renew it annually, and set it to update automatically – check the vendor's website if you aren't sure how to do this. Viruses can destroy your system, and inadvertently sending messages containing viruses to clients may impact on their desire to work with you!
6. **Make sure you can access your email remotely via any internet connection (i.e., webmail).** If you aren't sure if you have access, check with your internet service provider, or the company that hosts your domain name.
7. **Get your own template developed for presentations.** It will cost \$100-200, but avoids the ho-hum (yawn) of yet another presentation with generic backgrounds.



8. **Carry presentations on a memory stick and CD**, just in case one or the other isn't available.
9. **As an additional back up, you can email your presentation to a web access or hotmail email account.** Then you can retrieve it anywhere in the world as long as you have internet access.
10. If using technology in your presentations e.g., Powerpoint or Mac, **minimise the number of transitions and the amount of animation** you use. Remember, your audience wants to know about your content, now how good you are with software!
11. **Review your computer's folder structure annually.** As your business changes and grows, we tend to "tack" files on ad-hoc, rather than build a structure to make files easy to find. For example set up folders for speaking, training, coaching, consulting, and products, and then create sub-folders beneath these.
12. **Use signatures in emails** to save having to type your details for every email you send.
13. **Use rules in your email program** to organise and automate the receipt and actioning of messages e.g., you can automatically send messages that you have been cc'd on to a folder you specify.
14. **Use your email program to generate a task list.** Most applications have the ability to either drag emails to a task or "to do" list, or to copy emails to a separate "to do" list. Reminders can then be added as prompts.
15. **ALWAYS use spellchecking** in all emails and documents – there's nothing more unprofessional that a document with spelling errors.

16. We often get so engrossed in what we're doing that we forget to save, and our computer freezes. Use Control + S (Option + S on Mac) to quickly and **regularly save documents** you're working on.
17. Take the time to **learn some keyboard shortcuts** in the applications you use regularly. Many applications have a list that you can access by typing "keyboard shortcuts" in the "Help" function.
18. Consider investing in getting someone to **set up standard documents and templates** in Word and Excel for you. It will save you unnecessary time and money trying to get things to look the same for each proposal. It's more professional (and decidedly safer) than simply using "Save As" and forgetting to remove the previous client's name or pricing!
19. **Invest in a domain name.** If you're serious about your speaking business, donna@yahoo.com doesn't look very professional. Give some thought to choosing a domain name that best represents you or your business name. Shop around and ask friends who they got their domain name through. They can be as cheap as \$50 for a two-year registration.
20. **Get a web site.** If you don't already have one, a web site is an excellent reference point for potential clients to access information such as flyers on your topics, client testimonials, etc. Shop around for someone who can build a web site to meet your needs, within your budget.
21. **Clean your computer regularly.** Make sure it's switched off, and use a damp (not dripping wet) cloth. Be sure to use proper screen wipes too. Clean the mouse by undoing the casing surrounding the ball, closing your eyes and blowing the dust out. You'll be surprised how much dirt gets picked up off the desk.

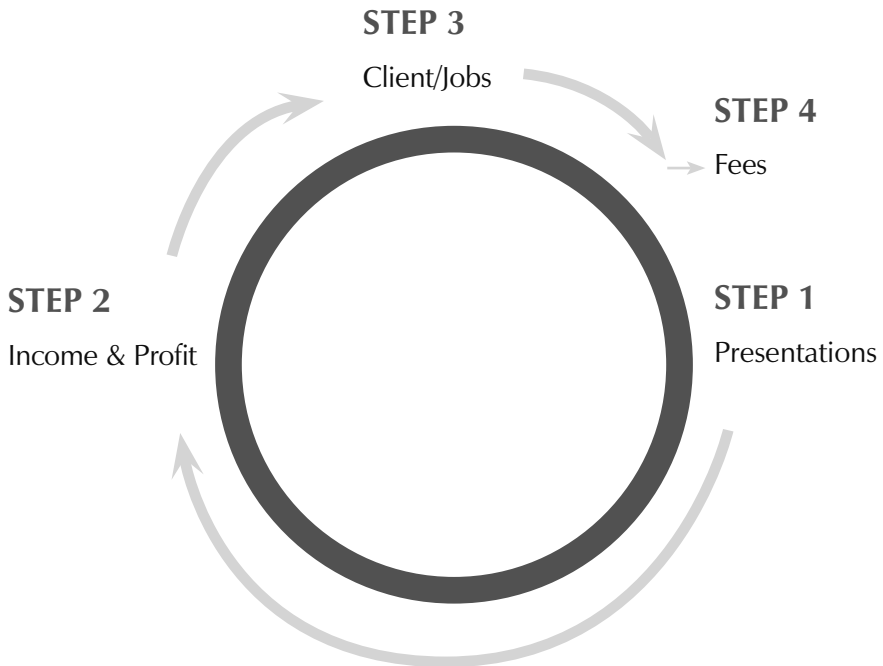
DONNA HANSON ⊕



Setting Up and Operating the Business

Considering the Circle

When planning for your business, the starting point can be wherever you choose, but as all three elements are connected, you progressively consider each, review, and adjust the numbers.



⊕ **STEP 1. How Many Presentations Can You Do?**

	Example	YOU
Weeks per annum	52	52
Late December & January - no work offered	-6	
	<hr/>	
	46	
Mid-year annual leave	-2	
	<hr/>	
	44	
Attend Conference	-1	
Weeks available to provide presentations	<hr/>	<hr/>
	43 weeks	weeks

How many presentations can you do, or do you want to do, per week?

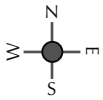
1 2 3 say 4 5 6+

The answer will depend upon a number of factors,

- Your health
- Possible leverage - use of other presenters and product sales
- Your home and office support
- Whether or not travel is involved
- Duration of the presentations
- Research and preparation required

Therefore the number of annual presentations is $[3] \times 43 = 129$

You [?] x ??? = ???

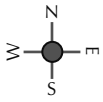


⊕ STEP 2. What Income and Profit Will You Need to Earn?

This requires presenters to determine their desired income levels, both notional salary and profit (return on investment) from their business.

	\$Example	\$YOU
Desired notional annual salary	90,000	
Add % return on investment in business say 25% on \$40,000	10,000	
Total required income	<hr/> 100,000	<hr/> \$
Add annual operating expenses, say	30,000	
Total presentation fees to be collected, after GST	<hr/> 130,000	<hr/> \$
Average fee per presentation \$ 130,000 / 129 =	<hr/> \$1007	<hr/> \$

THEA FOSTER ⊕



The Reconciliation

Clearly, the previous calculations under the headings How Many Presentations Can You Do? and What Income and Profit Will You Need to Earn? give a false picture if you estimate you do not have sufficient work. Some marketing and selling will be necessary. Can you do it? Alternatively, after estimating the likely amount of work, you may decide that you need to increase your fees to realise the income you want. Which leads us to a consideration of fees.

Step 4. What Fees Will You Charge?

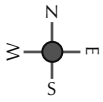
i. How to Set Prices

- Consider the client
What value will you be creating? Why have they hired you? If you meet a special need of theirs, then presumably the fee can be higher. Exercise caution, as some organisations, with more resources than you, may try to drive your price down.
- Price per hour
Depending upon the length of the presentation and assuming it is not a keynote, an hourly rate may be used, e.g. \$500, with a minimum, e.g. \$1,000, and a full-day maximum e.g. \$3,000.
- Hours to write a job
If it is possible to charge a separate fee for writing the job, then this may be based on an hourly rate (generally a lesser rate than that used for presentation). Use a factor of between four and eight hours writing for every hour face to face.
- Recurring jobs
Generally a discount is allowed for recurring jobs, especially if they occur more than three or four times.
- Products
Negotiate the right to sell products at the back of the room. You may be able to create customised products for your client to provide to all their personnel.

- **Freebies**
These may be used to trial new material, or to sell product or consulting services. Freebies, or a discounted fee, may also be charged for not-for-profit organisations. If you do work for free, remember to ensure that you receive a testimonial, and, where possible, recognition that you're a sponsor of the organisation.
- **Overseas jobs**
These may not be economic, after you take into account the additional travelling time, compared with locally-based work.

ii. How to Negotiate Fees

- **Raise fees in initial contact**
Have a rule for yourself whereby you ask the client about the likely fee, or ask a number of questions so you obtain information to enable you to determine the fee later. This is important in order to avoid wasting a lot of time with a prospective client who may not be able to pay you, or may have unrealistic expectations, and be hoping to pay a very minor amount.
- **Face to face, if possible**
Before suggesting fees, obtain as much information as possible, and attempt to place a value on the change the organisation wishes to create. If possible, arrange to meet the client.
- **Price per person**
Even when charging a flat fee, it still helps to translate it into a price per person, because often that is what the client will be doing.
- **"Sell them two"**
This idea came from Winston Marsh, and it is especially useful when people explain they cannot afford your fee, if they put it on top of all of the necessary travelling expenses. In that case, suggest to the client you do an additional break-out or whatever, to amortise the travel costs across two presentations, and save them having to use an additional presenter.



The Speaker's Compass

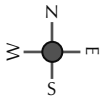
- Profit share
A better option may be a royalty rather than a profit share, as determining the profit may lead to disputes. Therefore, ask the client to indicate a break even point, which incorporates your minimum fee, then agree to share any additional registrations received.
- Clarify what is needed
Don-t assume you know exactly what the client wants. If you're writing a training workbook, will they also need a facilitation guide? Obtain as much information as possible.
- Travelling costs
Clients often prefer an all-up fee, which incorporates travel costs. In that case it is up to you to make your travel arrangements.
- Ask about other speakers and other activities
When estimating a fee for a client, always ask whether they have held similar activities previously, and if so, the identity of the speakers. This helps you determine the fees they are likely to have paid in the past.
- What's your budget?
Patricia Fripp says, "Before we get too excited about this, may I ask about the budget?"
- Learn to say "No."
A colleague suggests we need "get out of bed money" before we begin to do any work. If you cannot see any direct benefit in undertaking your work for free, and especially if it's scheduled during a busy period, then say "No."

iii. Collecting Fees

- Difficulties with corporates
Corporate organisations often take in excess of 60 days to pay, so it is important to negotiate special payment terms.
- Purchase orders
Corporate organisations generally have a process where an authorisation number is needed before any invoice can be paid. Therefore you may need to quote that authorisation number on your invoice, or attach a company purchase order.
- Cash up-front/bureaus
These organisations require a percentage of the fee to be paid at the time of booking the presentation, and then the balance just prior to the presentation. You have to decide whether you will adopt the same arrangement for your presentations, regardless of whether they are arranged via a bureau or not.
- Problems with 3+ way deals
Be very careful if you're involved in a project with other presenters, as the more organisations involved, the greater the possibility of confusion and dispute. Always confirm expectations in writing.

iv. How to Record Income and Expenses

- Suspension file for each job, chronological order
- Special set up and arrangement files for recurring jobs
- Invoice using MYOB and email to client
- Manual sales journal for invoices.
- MYOB for receipts and payments
- OOPs. Keep a daily sheet (with receipts) and summarise regularly
- List debtors and creditors each 30 June



v. Setting Up

If you're considering leaving your day job, how much money do you need before you can do so? Ian Berry suggests ensuring that you have enough funds in the bank to cover your normal living expenses for 12 months. The money you earn from presentations will quickly be absorbed in computer software, telco costs, training, coaching, etc.

vi. The Objective

Many years ago at a National Conference, Michael Harrison explained his 'power of 40' planning template. Michael is famous for saying "Oh, I never do the same presentation once." So, for leverage he suggested the following annual plan.

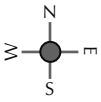
1 client giving you 40 presentations	=	40
4 clients giving you 10 presentations	=	40
10 clients giving you 4 presentations	=	<u>40</u>
Total Presentations		<u>160</u>
The others are cream		?

vii. Annual Operating Expenses

Complete the table on the next page to budget your likely annual operating expenses.

THEA FOSTER ⊕

ANNUAL OPERATING EXPENSES	\$
Accounting	
Administration	
Advertising	
Book keeping	
Commissions	
Computer	
Consumables & Repairs & Maintenance	
Internet and Web	
Software Support	
Depreciation/Lease/HP	
Marketing	
Memberships	
Motor Vehicles	
Repairs and Maintenance	
Depreciation/Lease/HP	
Registration and Insurance	
Parking/Tolls	
Printing	
Promotional Costs	
Rent	
Salaries (Q Self?)	
Speaking Suits	
Stationery	
Telephone	
Training	
Travel and Accommodation	
Sub Contractors	
Other	
TOTAL	\$

A large, faint, circular compass rose graphic in the background, centered behind the text. It features a central point with lines extending to the cardinal directions and intermediate directions, with letters N, S, E, W, NE, SE, SW, and NW visible around the perimeter.

Health and fitness tips for the road warrior

Recognise that speaking on stage is not the “glamour” job that it appears to be when you’re sitting in the audience. You’re often away from home for extended periods of time, waiting at airports, living out of a suitcase, and missing family and friends. But that’s no excuse to let your physical or mental health suffer.

We hear about ‘walking the talk’, and I love to walk, walk, walk when I’m traveling. As soon as I arrive at a new destination, I unpack, put on my sneakers, and go for a walk, which not only helps clear my head from the flight, but also gives me a perspective of the environment in which I’ll be addressing my audience. I usually pick up a local point or two that I can incorporate into my presentation.

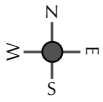
For mental health, I have a checklist of everything I’ll need on the back of my cupboard door – and a pre-packed toiletry bag and medical kit – to ensure that I never forget anything in what is often a rush to get away. I try to arrive early and relax, rather than being stressed by arriving at the last minute.

Drink lots of water on flights, and avoid alcohol. Join a frequent flyer club to make those inevitable delays at the airport bearable. If it’s a long flight, get up and walk up and down the aisle, and stretch and wiggle your toes. Stretch at the luggage carousel when you arrive.

After many years in this business, and traveling millions of kilometres, I’ve learned to give myself a treat at the end of each flight – by booking a massage. So rather than dreading the next flight, I look forward to the massage afterwards – my own little mind game, but it seems to work.

People often ask how I have time to keep fit, but I firmly believe that if we don’t take care of ourselves, we can’t take care of others.

CATHERINE DEVRYE ⊕



Choose preventative practices that travel well

Tai chi is a valuable practice when travelling. It fosters wellbeing by improving balance, flexibility, and leg strength. It helps to clear and calm the mind, as well as refreshing and energising the body.

You don't need special clothing, equipment, or lots of space. It can be done in a hotel room or corridor. Nor does it take a lot of time. Five or ten minutes can be beneficial.

Tai chi is also preventative, helping to address stress before it accumulates. There's a Chinese proverb that says, 'Don't wait till you are thirsty before you dig a well.' Tai chi is a form of exercise that you can practice regularly no matter where you are, and which contributes to both mental and physical wellbeing.

ANN VILLIERS ⊕

Two quick tips

1. Always pack your running shoes, even if you only walk! In addition to giving you an opportunity to see the sights during the breaks wherever you're presenting, it gives you the opportunity to get some fresh air, and keep the weight under control.
2. Always travel with healthy snacks such as breakfast/muesli bars for those times when healthy food is not readily available.

CANDY TYMSON ⊕

When you're on the road, eating can become a bit monotonous when you're faced with the same meal options day in, day out.

To maintain the appeal of the ever-constant buffet selection when you're staying at a venue for several consecutive days, try creating different meals at each sitting, rather than routinely taking 'a bit of this and a bit of that' each time. To maximise nutrition, make sure that your plate has several of the colours green, yellow, red, and orange before you add white or brown.

...make sure that your plate has several of the colours green, yellow, red, and orange before you add white or brown.

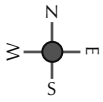
The other way to make meals more interesting is to ensure that you seek out new and interesting company each time you dine!

DONELLA BURRIDGE ⊕

When I'm on the road, I do something that I can do almost anywhere, anytime, either on my own or with someone else – walking. As well as using it to help me keep fit, I use my daily half-hour walk to think, let my mind wander, explore places I haven't been to before, and control stress levels (both before and after speaking).

I also use public transport whenever I can because, apart from being about 200 times safer than using a car, it gives me time to read, think, sleep, or simply relax (as the mood takes me), and walking to the railway station or tram stop helps to keep me fit. It's surprising how it also keeps you plugged into your local community, as I often meet neighbours on the train or tram. And as if that wasn't enough, it's also good for the environment, is often quicker and more convenient than using a car, and costs a lot less.

MALCOLM SIMISTER ⊕



The Speaker's Compass

When your career feels totally purposeful, you'll tend to put your whole heart into all that you do. You'll tend to give all of yourself, and while this can be extremely fulfilling, it can also be draining if you don't keep the balance in your life and remember to give something back to yourself. Giving and receiving is as simple as Yin & Yang; one doesn't exist without the other. Further, for most people, receiving is often much more difficult than giving. This is why it's important to develop a conscious plan of action, and monitor your progress. Every person re-generates their energy in different ways. It's important to discover your preferred and most effective means of regeneration. What is it that you enjoy doing that restores your energy? Remember, if you don't give something back to yourself, you'll lose the ability to give all of yourself to others.

PHILLIP MCKEWIN ⊕

As road warriors, we face a constant challenge in relation to managing our food intake. When faced with the temptation of morning and afternoon tea tables, just eat half of the scone/muffin/slice. You won't feel like you've missed out! The same principle can be applied when dining at major client events. Rather than appearing ungracious, or eating too much and blowing your calorie intake for the month, just eat half of every course. That way, you get to enjoy all the yummy tastes, but still feel light and energised when the time comes to deliver your presentation.

HELEN MACDONALD ⊕

Walk whenever you can

One of the trials of being on the road is time spent waiting – at airports, for limos, and for conference organisers. My approach is to use this time to move up the energy chain: standing takes more energy than sitting, so when I can, I stand; in turn, walking takes more energy than standing, so when I can, I walk.

Walking – that’s my way of keeping myself a little fitter, no matter where I am. Walk from one end of the airport to the other, and back again. On a speaking tour of the USA last year, I walked whenever and wherever I could. I took short five-minute walks, and I took hour-long walks; after eight weeks, I found I had lost nearly five kilograms.

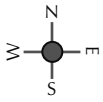
Prepare your ‘dilly’ bag

Prepare a speaker’s bag for yourself. This should include spare batteries for your microphone and personal recorder, spare tapes, your back-up introduction sheet, cough medicine, white board markers, a clipboard with paper, a written back-up of your presentation, 2 CDs with your PowerPoint presentation (one to use, and a reserve), and your camera, to collect images for your web page.

By having all this stuff in a dedicated carry bag, you can be ready to go at any time with the confidence that you have everything you need. You won’t be scratching your head and looking for things when you are perhaps a little nervous.

My ‘dilly’ bag sits on a bottom bookshelf. I check its contents the day before each presentation, then the next day I just pick it up and go.

PAT NAUGHTIN ⊕



The best advice about health & fitness – get enough sleep, engage in wellbeing practices that keep you fit & healthy, visit health practitioners for tune ups and preventative measures or early intervention, and carry a pack of homeopathic remedies for emergencies.

SARAH CORNALLY ⊕

Imagine stepping onto the platform feeling energised, full of joy and wellbeing, and ready to give your best presentation ever. It will happen if you allocate 15 minutes a day to having a healthier work/life balance.

Every speaker can achieve this, simply by embracing the fast-growing worldwide practice of laughing without resorting to jokes, because it's available any time, any place - and it's free!

Research shows that a hearty laugh will reduce your stress level, enhance your creativity, and boost your immune system. A good laugh releases endorphins, and being natural painkillers, these help in healing and recharging your body.

In the lead-up to your presentation, share a laugh with someone, or attend a local community Laughter Club. At day's end, after your presentation, watching ten minutes of a comedy movie will give you the equivalent of two hours good sleep.

Laughter is good for the mind, body, and soul.

PHILLIPA CHALLIS ⊕

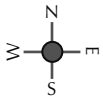
⊕ **SIX TIPS for health and fitness on the road:**

1.	Arrive at your destination in plenty of time to become familiar with the surroundings and unwind.
2.	Take a gentle walk on the day of your presentation.
3.	Eat as close as possible to your regular meal times, and try to eat the types of food you would normally eat.
4.	Drink even more water than normal.
5.	Avoid too much alcohol and fatty foods – they'll upset your digestive system.
6.	Book some time out for yourself once you get back from your trip, to allow for unpacking and relaxing before getting back into the office.

MARIE FARRUGIA ⊕

Walk, no matter where you are: around the airport, the hotel, the presentation venue. Drink lots of water. Order vegetarian.

RODNEY MARKS ⊕



If You Don't Take Care Of Your Body, Where Else Do You Plan To Live In The Future ?

After thirty years in the professional speaking business, the most important advice I can offer is: "Take care of yourself."

I promise you, no one else will - and I've never heard of anyone on their death bed wishing they'd spent more time in the office. Trying to make everyone else happy is the fastest way to make yourself unhappy. They love you, but it stops there.

I have watched them come and go, and if you don't believe me, then ask your doctor - a body under continual stress, over-tired, and out of balance, is asking for trouble.

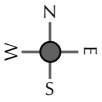
These health negatives are simply the result of poor personal habits that have been allowed to evolve over a period of time. The "HOW" to reverse it could fill a book, but the "MUST" is obvious:

- Take charge. No excuses. Get tough - now!
- Don't promise anything that will put you under excessive stress to deliver.
- Eat healthy food – every day. Create new habits of eating what is good for your body. Cakes and biscuits aren't treats or rewards – they're your enemy. Carry healthy dried fruit with you for emergencies.
- Sleep! Always travel with your own pillow - and use it. Get to bed early and get up early.
- Alcohol is a waste of time. Drink mineral water, and plenty of it.
- Pamper yourself - everyday. Make it a habit to allow time for healthy skin, clean hair, and clear eyes.

- Walk! Moderate and regular exercise is not only good for your body, but it helps you feel good about yourself as well. When you get up a little earlier and go for your walk, you can talk to yourself about what a good person you are, and how you deserve all these nice things in life because you have good habits, and lots of people who love you!

Trust me, I'm a professional speaker!

RON TACCHI ⊕

A large, semi-transparent compass rose graphic is centered on the page. It features a circular face with a compass needle pointing towards the top-left. The cardinal directions 'N', 'S', 'E', and 'W' are clearly visible on the face. The entire graphic is rendered in a light gray, semi-transparent style.

Maintaining work/life balance

Work/life balance is a key issue for my buyers, and therefore it has been essential for me to become an expert in this area. From my study, research, and application in my own life, I've learned that work is a part of life. It is not separate from life. For me, the key to work/life balance centres on the choices we make for ourselves, and how well we put our choices into action. Making wise choices seems to involve living by 11 laws:

1. The Law of Harmony

Opposites attract. There are always at least two sides to every story.

Possible Action/Results: Always think both/and, rather than either/or; accept the good with the bad; appreciate pleasure, gain from pain; focus on the positive, learn from the negative; and you'll soon begin to experience harmony in your life.

2. The Law of Possibility

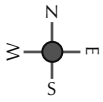
Life offers us endless opportunities. There are no limits, except those we place on ourselves. There is nothing we cannot achieve.

Possible Action/Results: Love change, embrace change, create change; see all problems as opportunities; practice abundance; laugh a lot, particularly at yourself; and it won't be long before you'll see different horizons in your life.

3. The Law of Personal Responsibility

No one else can make us feel or think glad, sad, bad or mad. These are our responsibilities alone.

Possible Action/Results: We must take ownership of our feelings and thoughts, and not get tangled in other people's feelings and thoughts. We must let go of any attachment to what other people feel and think. This enables us to eliminate guilt and worry, two of life's most useless and debilitating emotions.



4. The Law of Attraction

Success is not something we attain, but something we attract.

Possible Action/Results: Commit to life-long learning; focus on insight more than information, and wisdom more than knowledge. The more we become who we are capable of becoming, the more we attract success.

5. The Law of the Farm

You find fertile ground, plough it, seed it, and nurture it, and more often than not you reap a harvest. We get what we give. What goes around comes around. These are modern ways of describing an old adage; we reap what we sow.

Possible Action/Results: Focus on proven processes, and detach from outcomes. If we are taking the right action, the results will take care of themselves.

6. The Law of Relationships

We gravitate to those people we like, know, and trust.

Possible Action/Results: Establish shared values with family, friends, and work colleagues, and agree on how they will be lived; have shared goals, and agree on the key strategies required to achieve them; practice non-judgment; give genuine attention to others. Before you know it, your relationships will be stronger, and the great door of opportunity will open more often.

7. The Law of Service

Giving without attachment to expectation of getting back creates one of life's great paradoxes; we get more back.

Possible Action/Results: Make the effort to fully understand what others need, and provide it; go the extra mile by adding value to every transaction and interaction; co-create 'wow' experiences at work,

home, and play. Before long, others will be serving you in ways beyond your wildest expectations.

8. The Law of Confidence

Confidence is maintaining a positive inner and outer image, and displaying them. The problem is, confidence is often perceived as arrogance.

Possible Action/Results: Demonstrate openness to learning, rather than asserting that your way is the only way, while at the same time believing in yourself; believe in others; speak and communicate from your heart; and confidence will rarely be mistaken for arrogance.

9. The Law of Actual Communication

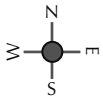
Not all talk is communication. We often talk just for the joy of it. To actually communicate is to agree on some course of action, even if it is to agree to disagree.

Possible Action/Results: To communicate better, speak with a specific goal in mind, and listen simply to understand; when speaking and listening, ask for feedback to ensure message effectiveness. You'll most likely find that you'll speak less and listen more, which will reduce and eventually eliminate misunderstanding, one of the great causes of stress in our lives.

10. The Law of Adaptability

I heard a great saying recently: "Better to adapt than be a sitting duck and get run over."

Possible Action/Results: Our willingness to adapt, be flexible, and go with the flow are keys to a stress-free life. It's important to remember that it's not what happens to us that is important, but our response to what happens. Take responsibility for your responses to life, and life will respond to you.



11. The Law of Synchronicity

Everything is connected in some way to everything else.

Possible Action/Results: Seek coincidence, follow your heart, do what you love; and your life will soon change for the better.

IAN BERRY ⊕

Plan for a real holiday

In 2004, I decided to take a holiday the following year. Not an occasional long weekend, but a real break. I organised my whole year around a three week trip to China with my tai chi group, and told any clients wanting engagements in September that I was fully committed, offering alternative options.

Kerrie Nairn's illness set me straight. We never know what's around the bend in the journey of life.

As the year got underway, I started to have doubts. Perhaps I shouldn't go. How will my business cope? What great opportunities will I miss?

Kerrie Nairn's illness set me straight. We never know what's around the bend in the journey of life. The greater opportunity I would have missed if I hadn't gone was a wonderful travel experience, and the mental relaxation of not making a significant decision for 23 days. So

plan ahead to take a real holiday. There are always ways to keep your business running in your absence. Nurturing your physical and mental wellbeing is vital in this business.

ANN VILLIERS ⊕

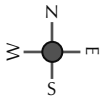
Keith Abraham and Jane Verity summed this up for me. The key is structure – set up a structure and plan for your business. How often will you work, for whom will you work, what will you do, and for how much.

Develop systems and processes that will enable you to create the lifestyle you want, rather than a business to which you will be shackled. Not only will this reduce stress, but it will also make sure that your “house is in order” should you choose to take on staff.

DONNA HANSON ⊕

With busy schedules and lots of travel, staying connected with loved ones can become a challenge. An idea that has worked for me, and for numerous speaker friends, is to plan “dates” with the important people in your life, including your spouse, kids, friends, and extended family. Choose an activity that both parties enjoy (kids love to be allowed to make the choice), and schedule a time in your diary. Treat this appointment as seriously as you would a speaking engagement. One important rule – the focus of the “date” is togetherness time, so business is definitely off the agenda. With your life partner, this time is about reconnecting with the reasons why you got together in the first place, not about reviewing the business activities of the past month!

HELEN MACDONALD ⊕



The Speaker's Compass

In my business, there's always something more that can be done. I could work an extra thousand hours, and still have things I'd like to get done. Therefore, I've chosen to set designated "work times", and when one of these scheduled periods of time is up, I simply stop working. I work part time because of parenting commitments, and currently work Tuesday afternoons, Wednesdays and Thursday mornings. I don't take phone calls, have meetings, do administration tasks, or go into the office other than at those times. If I have a seminar booking outside those work hours I will do it, but will come straight home afterwards, and I might work on the weekend, or at night, once a year if there's a really important project coming up. I'm sure I lose business because of my limited availability, but I'm prepared to accept this for the sake of my life values.

PS: this approach works for housework, too!

KIRRILIE SMOUT ⊕

Successful speakers are congruent. They're the same off the stage as they are on the stage. Practice living out your ideas and theories in your own home. Remember that your spouse and/or family deserve the best of you, not the leftovers. Schedule in time for your partner and kids as your top priority. Make regular dates with each person you are committed to nurturing. Relationships need time and attention. Work will take up all the time you allow, especially for those who run their own business. Put boundaries in place. Everyone needs a good reason to get out of the office and go home.

Get fit with your kids, and get romantic with your spouse. Celebrate your successes together, and plan a family holiday every year. Couples benefit greatly from three romantic getaways a year, but don't restrict your romantic activities to just that. Schedule in 12 "hot" nights a year, if you dare! Happy living and happy loving.

LISA MCINNES-SMITH ⊕

If you work in a home-office, like most of us do, here are some ideas that work for me:

- Create a separate work space (if you don't have a separate room)
- Decide on a "finish" time for each working day, and stick to it as often as possible
- Once you've finished work for the day, leave it behind until the next day, and enjoy your time off!
- Schedule at least one lunch each week – I make this my time for connecting with my clients/prospects/network, and it helps keep "cabin-fever" at bay
- Take a walk in the middle of day as often as possible, preferably just before lunch. This breaks up your day, clears the head for tasks after lunch, and prepares you to enjoy your meal.

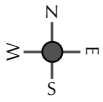
MARIE FARRUGIA ⊕

Take your spouse/significant other with you. If you can't sleep in your own bed with your own spouse, and at least you can sleep in a hotel room with your own spouse!

RODNEY MARKS ⊕

The best advice for work/life balance – don't try to balance everything, but identify all the things that make you feel whole, and integrate all these activities so they are complementary. Exclude anything that doesn't add to your sense of wholeness – a full expression of who you are.

SARAH CORNALLY ⊕



Take Charge Of Your Life Or Burnout

There's an abundance of articles regarding "Work/Life Balance" and "Burnout". Reading them, we may come to realise that we're caught in this "trap", and that we're unsure of how to change our situation.

Gender is irrelevant – burnout does not discriminate. We continue to move forward, knowing we have more and more commitments, stresses and relationships to try to fit into our already-full lives.

If we have children and continue to work and parent full-time, we often forget about our own personal time, space, and needs, and focus on that which we believe is best for everyone else. In the process, it's easy to feel as if we've lost our own identity. This usually occurs from a guilt-oriented focus of not being a good enough parent.

Statistics indicate that most families need additional income to that provided by the primary bread-winner to survive. No wonder we see so many families with both parents working, or solo parents taking on extra work to help make ends meet.

More often than not, the person who is in "burnout" phase is the last to know, and that often compounds the problem.

It's more likely that others will observe (often in silence) stress related symptoms such as exhaustion, irritability, emotional inability to cope (which may produce angry outbursts), sadness, forgetfulness, substance abuse, or crying for no particular reason.

Other symptoms may present, such as:

- Weight loss or gain, (depending on how one reacts when under pressure)
- Butterflies in the stomach
- Stress headaches
- Feeling as if you have no control over your decision-making processes
- Feeling as if you are unimportant

We do however need to pursue our life interests, whether it is for financial reasons, or for our own mental wellbeing.

We need to find a way to change, a way to cope with our lives, work through our views, and work through our options.

Reaching for dysfunctional aids such as alcohol as a coping strategy is really only applying a crutch, which doesn't address the issues at all. Far better to choose to confront the issues, and learn healthy techniques which assist with stress management, such as a balanced and nutritious diet, vitamin supplements, exercise, yoga or meditation.

Time Management Strategies and Life Balance Awareness

We have a total of 168 hours each week. We can't change this, but we can make a decision about how we spend them!

The facts are, we have essential needs that take up a certain amount of our time:

- We need to sleep, and eat properly, to refuel our bodies
- We need to spend time working to provide for our financial and emotional needs

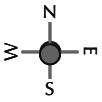
We then need to budget how we spend the rest of our time.

Assess how you're spending your time: I challenge you to re-assess, re-structure, and enjoy the benefits of making positive changes to your lifestyle.

Melt away your stress by being involved in a job that you are passionate about. If this isn't immediately possible, find something you are passionate about, and use this to counter-balance that which you are not passionate about until you can change your place of work, or make changes in your current workplace.

Set your intentions, and create your own future.

SUZANNE GOODCHILD ⊕



The Last Word

"Be Yourself!"... the best advice ever given!!

SUE WILLIS ⊕

Your Action Plan

I _____, having read the many great ideas in this book, realise that one of the differences between me and the speakers who have contributed to this book, is that somewhere along the line - they actually acted on the ideas they read and heard - weeks, months or years ago.

IF I DON'T TAKE ACTION, NOTHING CHANGES!!

As I'm committed to building my speaking career, and realise that "if it's to be, it's up to me" (anon), I will ensure that I act on the following three key points that have been triggered for me in this book:

1.

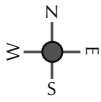
2.

3.

I commit to acting on these three ideas within the next 30 days.

SIGNED _____

DATE _____



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Thank you to all contributors for taking the time to share your wisdom, ideas, tips and strategies in this book. Many of you were great mates with Kerrie Nairn and on her behalf I thank you. This book is a wonderful legacy to the contribution Kerrie made to the National Speakers Association of Australia during her short life.

Robyn Henderson, CSP



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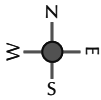
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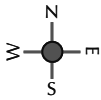
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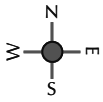
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A note from the editor's desk

My first contact with the wonderful world of professional speakers was the day back in '99 when Glenn Capelli rode into town.

I was teaching at a small school in a remote town in the Western Australian outback, and Cap had been booked to deliver a seminar to teach us some skills so that we might survive, and possibly even thrive.

It was a difficult time, and I was in a difficult place, but I won't bore you with the details. What I do want to say is that I never forgot Cap's presentation, and when I made contact with him last year, it triggered a chain of events that, among many other things, led to me meeting Robyn Henderson, and within half an hour, agreeing to edit the contributions that comprise this book.

It's a time-worn cliché, but nonetheless it's true – most people would rather have root-canal treatment sans anaesthetic than stand up and speak in front of a group. That's certainly the way it's always been, and continues to be, for me, and so I'm always in awe of people who have the courage to get up there on stage and deliver a presentation.

They say that if you read something, it will have a certain amount of impact, and if you are able to hear and see that information the impact will be greater. And that the greatest impact will occur when you're able to participate, and become involved in an interactive learning experience.

As one who works with words, I feel like I'm only ever going to reach the first stage – bronze, perhaps. When a speaker is able to stand up and deliver a presentation that brings words to life, they add a silver lining. And when that speaker is able to truly reach out, connect with, and move their audience, and have them know that they're delivering from their heart – that's pure gold.

As an editor, I see my job as helping to ensure that the author's 'voice' is the best it can possibly be. This normally involves meeting the author, getting to know them, and hopefully developing some degree of rapport, so I can understand where they're coming from, the message that they want to deliver, and their style.

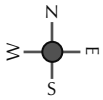
Obviously this wasn't possible in the process of editing contributions for this book, and so I thank all contributors for their generosity in offering their wisdom, and their understanding in accepting my anonymous tweaking.

I believe that the wonderful diversity of contributions we have received is evidence of the wonderful spirit of this amazing group of people, and confirm that any errors of grammar or punctuation are entirely mine.

I extend my sincere thanks to Glenn Capelli for his inspiration, and to Robyn Henderson for giving me the opportunity to help out in a small way with the production of this wonderful tribute.

Geoff Whyte

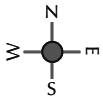
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Kerrie Nairn, ASM – Winner of NSW Walter Dickman Award, 2004

- Kerrie died on May 26 this year (2005) after a five month battle with pancreatic cancer.
- On the NSW Awards night last year (Dec 9 2004) Kerrie was awarded the Walter Dickman Award, and, sadly for many of you, it was the last time you saw Kerrie alive.
- It was a great night for Kerrie – she was still feeling well, and had absolutely no idea that within two weeks from then she would be diagnosed with cancer that was so advanced it was inoperable.
- Kerrie had been a corporate speaker for about seven years. Her field was creativity, and she had published one book, and had written many articles on the topic. She had also developed a distinctive hypothetical program for use at conferences – some of you may have seen or participated in them.
- Kerrie's service and contribution to NSAA was immense, initially as a driving force behind the establishment of the Canberra Chapter, and a member of its Executive Committee, then as its Chapter President.
- She was also a member of the NSAA Board from 1996 to 1998.
- She was one of the driving forces behind the ACT bid to have the 2000 National Convention in Canberra, and what a convention it was.
- It was probably the most outstanding contribution that Kerrie made, as Convenor of the 10th NSAA National Convention in Canberra in 2000, a wonderful Convention that culminated in a magical evening at Parliament House for the National Convention dinner and awards ceremony.

- The convention was an outstanding success due largely to Kerrie's leadership, her incredibly high standards and her creative attention to detail – one trait that she didn't have too much of at home!
- And again, as testimony to Kerrie's selflessness, having worked so hard to establish the Chapter, she was instrumental in closing down the Canberra Chapter. There were a number of reasons, but as the smart businesswoman she was, she could see that rather than draining national resources for a small group of committed ACT members, the chapter should close. She was sad to see her five years of effort fold, but in typical Kerrie style, she just picked herself up, dusted herself off, and started on the next journey.
- Kerrie continued to be the link between the ACT and NSW, regularly driving up to attend meetings. And between 2001 and 2004, she continued to find ways to get some of our best speakers down to Canberra to speak, whether at local networking functions or mastermind groups.
- Kerrie gave countless acts of service to NSAA, while at the same time running her own career and supporting her husband Gary, who is the Federal Member for Eden-Monaro. Gary and Kerrie had known each other for 35 years, been married for 31, and have two great kids, Ben and Deb.
- They had lived all over the world, and were living in Darwin when Kerrie decided she wanted to be a speaker. Even then she would travel regularly to meetings in other parts of Australia, and always attended national conventions wherever they were.
- Kerrie's legacy to NSAA is immense, and she was very proud when she received the Walker Dickman Award. Kerrie never did anything for her own gratification. She was simply not one to gloat, and was not ego-driven.



The Speaker's Compass

- She was hugely chuffed to be honoured by her peers, in fact I think the award meant more to her than recognition from her clients.
- She was extremely proud of the Convention, and saw the award as an acknowledgement that it was a great conference. However that was only part of the reason for the award. Her countless acts of generosity towards the NSW and ACT chapters went way beyond the Convention.
- Kerrie was a passionate supporter of NSAA, always encouraging people to join, even if speaking was a small part of their lives. She saw NSAA as a way for people to develop, personally and professionally.
- She was also a selfless giver to the community and to her family.
- It was a great honour to have been part of Kerrie's life, but I think that NSAA and its members are richer, more successful and more evolved due to having had Kerrie in our midst.
- Vale Kerrie Nairn, Walter Dickman Award winner, 2004.

ANNE RICHES ⊕

Words from Max Hitchins

At Kerrie's funeral, it was mentioned that Kerrie loved writing verse, and never missed an opportunity to do so. At her wake, I told how Kerrie and I often communicated in verse, but I eventually gave up trying to 'out verse' her as she was far better than me.

I was just looking thru some e-mail messages we sent backwards and forwards, and I came across the ones below.

They made me smile, and I wanted to share them with you to demonstrate why I'd like to see the 'poetic ring' to any award that may be established in honour of Kerrie.

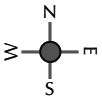
I had sent Kerrie my Melbourne Cup tips, which she chose to ignore! (Why are people so unkind :)

After the Cup (upon realising I'd tipped the winner, but she hadn't followed my advice), Kerrie wrote:

Should have listened to you Max
For 'tis true a Doc does know
Which of those beaut young horses
Is going to steal the show

I pick them by their colours
You know, the ones the riders wear
Oh! I wish I'd read your e-mail mate
Next year I will... I swear!

For today I backed a loser
Hardly saw him down the back
I think he came in second last
Could still be on the bloody track!



The Speaker's Compass

But next time I will take close note
Of your dead cert hot tips
'cause for sure the winner of next year's Cup
Will be right there on the end of your lips

Cheers (and tears)
Kerrie ...

To which I replied....

She's done it again...replied in verse
Why...I'm sure I do not know

A few lines of praise...I'd happily take
But now, to be sure, a verse I must make

How will I end it?...I really don't know
Her name is Kerrie...I wish it were Joe

So all I can say... to finish with flair
Is..."Friends like you...are so very rare!"

Kerrie Nairn

6.6.51 – 26.5.05

'Tis Beautiful, a Spirit when departs
And does it never could on Earth, would seem
Make men from youthful boys; My word imparts:
That good resides in things unfair in theme.
And tears are not what flow from tragic night
But thoughts that live, and grow and spread anew;
For though a heavy heart speeds not to light,
In times of sorrow, burdened progress do.
The monumental stride of life denies
Inconsequential, superficial woes;
A tide eternal, Time is not allies
With lethargy, clocks tick whilst chapters close.
The reason one page ends it can't be known,
But as I write I reap the seeds She's sown!

Ben Nairn, 31st May 2005