

NATIONAL SPEAKERS ASSOCIATION



For Experts Who Want to Speak to Be Heard!

Professionally Speaking

"Professionally Speaking" is
NSA-Virginia's Monthly
Newsletter

February 2009

Newsletter Editor
Lois Gallo

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www.nsavirginia.org

www.NSAProfessionalSpeaker.blogspot.com

COMING ATTRACTIONS

February 20

Ford Saeks

Chesapeake

March 20

Patricia Fripp

Richmond

FEBRUARY PROGRAM:

Innovative Marketing Mastery for Professional Speakers

Presented by: Ford Saeks

Get More Bookings!

Sell More Products!

**Create Residual Income from Your
Expertise!**

[Download Program Flier](#)



This high-energy "how-to" session offers you a multitude of creative direct & internet marketing techniques to build your business - even in a down economy.

You'll walk away with a wealth of up-to-the-minute strategies, innovative techniques and bold new ideas proven to sell more products & services.

You'll learn the best strategies for marketing and selling your products and services in today's tough business climate through different channels such as direct mail, catalogs, selling via email and e-zines, and direct from your websites.

Join us on February 20, and you'll learn:

- 14 techniques to turbo-charge your marketing results, even on a limited budget.
- How to effectively use Social Media sites to build your business and protect your brand.
- 10 profitable strategies you can use to build your business - Now!
- Easy methods to increase sales through your website.
- Learn how to price and package your products for maximum sales.
- Creating your Internet massive action plan (I-MAP).
- How to use the PSP Method™ for increasing sales as much as 500%.
- How to increase your effectiveness and get the competitive advantage from your efforts.

Bring your marketing and promotional materials for a chance to be selected for one of Ford's famous "*Marketing Makeover-Hot Seats*"
This program is not just another rah.. Rah..., Blah... Blah... presentation, but an interactive "action-training" that creates a lasting positive impact -Guaranteed!

BIO INFO:

As President & CEO of Prime Concepts Group, Inc., Ford Saeks is best known for positioning people and their products & services for profit through proven marketing and innovative publicity campaigns.

April 17

Mikki Williams Chesapeake

May 15

John Kremer

Richmond

June 19

Darren LaCroix

Chesapeake

Thousands of people benefit from his Television Show "Profit-Rich Marketing" and "Success Strategies" column in business and trade publications, and benefit from his corporate on-site presentations, public seminars, and training resources. Ford speaks nationally and internationally on increasing marketing results & sales performance, Internet marketing/electronic commerce and maximizing corporate and personal potential. Ford's website is: www.PrimeConcepts.com

REGISTER ONLINE NOW!

[Details & Registration for this program...](#)

Brains, Bodies & Advice Needed!

by Tom Davidson, President-Elect



If you were at the January 16 chapter meeting on Social Networking with David Nour, then you saw the energy and spiraling growth of NSA-Virginia, including 45 visitors to one of the most exciting chapters in the Nation. As your president-elect and with the help of many, I have started to make initial plans to keep this spirit alive and thriving in the new NSA year, which begins July

2009 and continues through June 2010.

For example, [Read More...](#)

We thank our Sponsor

INSIDE BUSINESS

The Hampton Roads
Business Journal

visit them at
www.insidebusiness.com

Join us

Friday,
February 20, 2009
at the Greenbrier
Country Club
in Chesapeake
for a great program!

Register online:
www.nsavirginia.org

by
February 17th

SPEAKER RESOURCES FOR YOU!

Professional Speaker Blog

For quick updates during the month, plus additional articles and resources, visit our chapter's blog at:
www.NSAprofessionalspeaker.blogspot.com

SAVE THE DATE!
Coming in March -
Taking Your Presentation to
the Next Level with
international speaker
Patricia Fripp!

Click on Upcoming Events at the
NSA-Virgina site link above for
details.

Go there for links, resources lists and up to the minute information and news from NSA-VA! You can even subscribe to the RSS feed to be notified whenever new posts are made.

Want More Exposure on the Internet?

Interested in a website where you can promote yourself as a speaker? For those who are currently in or have gone through the Pro-Track program, you can sign up for your own profile page and link complete with your own personalized email address at: www.NSAProtrack.com. Check out the details on the site. It's easy to set up - and the price is right! Just another benefit we're bringing our members!

Network Yourself to Our Newsletter List!

If you have speaking engagements, a book coming out, some interesting things happening in your business or your life you think would be valuable for our members, just email me at loisgallo555@yahoo.com with the details and I'll pass them on. Thanks!

And Now A Word From Your President...



We got our 2009 programs

off to a rousing (and perhaps 'dousing') start with David Nour on Social Networking. When David commented that his information would be like drinking from a fire hose, he wasn't joking!

Over 85 people attended and took tremendous value from the program. In the afternoon bonus session, he continued with more resources and also some individual reviews of online presence. I see lots of updates posted on LinkedIn profiles in the past few days. Wow, what a

great kickoff!

We'll continue with our stellar lineup with ***Ford Saeks, marketing guru, on February 20th in Chesapeake.***

Ford's program will provide a wealth of direct and internet marketing strategies that are practical, proven and implementable.

Be sure to be there and invite your colleagues in consulting, training and coaching.

I look forward to seeing all of you at our upcoming programs!!

Dorothy

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