

NATIONAL SPEAKERS ASSOCIATION



For Experts Who Want to Speak to Be Heard!

Professionally Speaking

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

January 2009

Newsletter Editor
Lois Gallo



**JANUARY PROGRAM + Bonus
Session:**

**Social Networking Best Practices
for Personal and Professional Success**

Presented by: David Nour

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www.nsavirginia.org

www.NSAProfessionalSpeaker.blogspot.com

COMING ATTRACTIONS

Have you jumped head-first into social networking? Or merely dipped your toe into LinkedIn? Perhaps you haven't yet ventured into this power-ful realm of business and personal development?

If you speak, consult and/or train you will want to be there for the January 16th program. And whatever business you and your colleagues might be in, you'll benefit from David Nour's ability to fast-track your learning curve on social networking.

Social networking offers exciting NEW avenues for creating relationships in every business - including the speaking business. No more "cold-calling" -- hot leads are there waiting for YOU to appear - you can develop your business right from your desk chair, IF you know how to effectively establish your business presence.

These emerging technologies will create enduring strategic success for those who know how to use them.

What does B2B Social Networking - from LinkedIn® to ZoomInfo, Spoke, Second Life and Jigsaw - offer?

** Build your prospect and mailing lists

** Prospect with Fortune 500 companies (the big guys like Disney, Siemens and KPMG are there!)

** Conduct due diligence on current or prospective client

January 16

David Nour

Richmond

February 20

Ford Saeks

Chesapeake

March 20

Patricia Fripp

Richmond

April 17

Mikki Williams Chesapeake

May 15

John Kremer

Richmond

June 19

Darren LaCroix

Chesapeake

companies.

Social networking is here - and will continue to grow! David's super-interactive session will give YOU the tools and best practices YOU need to jump right into social networking - ahead of those who are still in "wait and see" mode.

BONUS AFTERNOON SESSION:

If you're REALLY ready to rock and roll, we'll have a hands-on, mini-workshop format where we'll critique your online presence, review templates of best practices, and discuss how to leverage article marketing via applications such as Twitter, Digg, Slideshare and multiple article distribution engines.

We'll also discuss and review tools for you to build your own private social network via Ning and IntroNetworks (and this is just to name a few!). Blogs and forums build interest in our topics, while those smart speakers who leverage social networking applications are developing their businesses by networking from the desk chairs.

(Please note: Only \$20 additional for optional afternoon session from 1-4 p.m., with Pro Track students at no charge for first hour of their program.)

REGISTER ONLINE NOW!

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

Afternoon BONUS SESSION from 1-4 p.m. is available at special negotiated price of only \$20!

Sign up now to reserve your place!

We thank our Sponsor

INSIDE BUSINESS

The Hampton Roads
Business Journal

visit them at
www.insidebusiness.com

This & That!

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!

Join us
**Friday,
January 16, 2009**
at the Westwood Club
in Richmond
for a great program!

Optional Bonus Session
from 1-4 p.m.
(First hour session included for
Pro-Trackers)

Register online:
www.nsavirginia.org
by January 12th

SAVE THE DATE!
Coming in February -
**Innovative Marketing
Mastery with speaker &
internet guru
Ford Saeks!**

Dues Due!

Just a reminder that your 2009 dues are due by January 31st. You can pay online with a credit card or give a check to Jean Austin. *Special bonus for paying this month that you won't want to miss out on! Stay tuned for details!*

Inquiring Minds Want to Know!

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

Member News

Lois Gallo's latest book project arrived last month: **Faith Lessons: Experiencing the Miracles**. She partnered up with Dr. Robert Schuller and actress Jennifer O'Neill and a few others. Details are online at: www.Real-Life-Institute.com. Lois is also a Certified Life Coach and has several speaking engagements lined up for January on accomplishing your New Years ReVolutions.

Have You Visited the New Blog?

For quick updates during the month, plus additional articles and resources, we've set up a blog at: www.NSAprofessionalspeaker.blogspot.com

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.

And Now A Word From Your President...

Start your New Year's Resolutions heading in the right direction by attending the January program and bonus session with social networker David Nour.



In this era of technology and connections online, you can connect with almost anyone by the internet. But knowing how to use those connections and relationships to your best advantage to help reach your niche audience and grow your business could be most valuable! That's what it's all about this month, so be sure to sign up before the deadline.

Mark your calendar also for the next program - Friday, February 20th in Chesapeake. Ford Saeks will show you how to get more bookings, sell more products, and create residual