

Join the 2018

NSA-Virginia Speaker Academy - Booster Pack

The on-ramp to your speaking business. Class of 2018 forming now!

The NSA-Virginia Speaker Academy - Booster Pack is the local cohort learning system that connects you with others like you, keeps you on track through steep learning curves, and accelerates your speaking results while staying close to home.

"The Academy presented a golden opportunity for me to take what I have been doing for someone else and make it on my own, with plentiful emotional support along with the academic support." – Pat Duggan, Class of 2017

Booster Pack Outline

- 1. Ignition** – "Topic Development"
Half-day Topic Discovery and Development
- 2. Lift Off** - Ask the Experts*
Choose from Local Topic Experts
- 3. Target** – "Inside the Bullseye"
Live Webinar on Target Marketing
- 4. Acceleration** - Chapter Programs
Chapter Events and Afternoon Sessions
- 5. Landing** – Showcase Presentations
Stage Time and Feedback

Ask the Experts*

As part of your *Booster Pack*, you get to choose four of the one-hour consulting sessions offered by our local professional speakers during 2018. The list is growing, so stay tuned for even more:

- Ramping up your product development and sales (Rick Ott)
- Adding facilitation to your speaking tool kit (Mary Foley)
- Reviewing or renewing your strategic plan (Mary Foley)
- Amping up your platform presence and talk structure (Joan Bowling)
- Adding book and other writing to your speaking practice (Yvonne Ortega)
- How to run a small business and not die by a thousand paper cuts (Angela Edwards)
- Articles and other writing for speakers (Gloria Thomas)
- Taking your topic to the next level, a workshop follow-up (Gloria Thomas)
- Networking through relationships and personal presence (Shirley T. Burke)
- Making your business cards & one-sheets work (Harold Wood)

Perfect for when

- You are new to professional speaking but not new as an expert in your field
- You are new as an entrepreneur but a veteran in your subject matter
- You are experienced as a trainer, coach, author or consultant but growing your speaking business

You Get

- **Two cohort group workshops**, one live and in-person with Speaking Coach Gloria Thomas and one online live video webinar with Target Marketer Tom Davidson
- **Four private consultations** with your choice of topic experts ranging from business cards to strategic plans and platform skills
- **Waived chapter workshop** and afternoon session fees for April, May, June and September 2018 events
- **Live and on-stage practice** to the chapter with feedback on the afternoon of the September 2018 event
- **Get-Real Roundtable** where you get to ask speaking pros anything about any topic

The Investment

- **\$647** - *Booster Pack* investment includes*:
 - \$348 worth of chapter programs
 - \$394 worth of seminars
 - \$800 worth of personal consulting
 - \$200 worth of platform coaching
 - Total conservative estimate \$1742
- or **\$525** if already a Candidate Partner
- or **\$760** for *Booster Pack* and half-price on Candidate Partner annual fee

Registration closes March 31, 2018

Contact Tom Davidson at 804-339-4653 or Tom@LeadershipNature.com

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Kick-off Workshop Description

Topic Discovery and Development - Dig Deeper to Find the Magic

with Gloria Thomas – Wizard Workforce Development

Speakers often don't recognize all of their strengths. They may discount the things that come easily to them, yet those skills that have become second nature can be their greatest gifts.

Mining these gifts is a process. This program is designed to make that process easier, whether you need to refine a topic on which you already speak or discover something new. Content is KING. The most boring speaker, in terms of platform skills, can prove fascinating and memorable—when delivering exciting, interesting and unique content!

In this half-day workshop, you will:

- Examine the origins of your expertise, for experiences and ideas you may have overlooked.
- Detail your traditional education and experiences.
- Add non-traditional resources and experiences that have further enhanced your knowledge.
- Look at your topic from many different angles, beginning with the conventional wisdom.
- Establish patterns to continuously build knowledge and to question assumptions that creep in.
- Develop an alert and critical eye and ear to continuously watch and listen for wisdom.

Target Market Workshop Description

Inside the Bullseye

with Tom Davidson, CSP – Leadership Nature

Two of the most important - and difficult - questions that speakers need to answer sooner or later are: What problem do you solve, and whom do you solve it for? This workshop is about the latter.

Your speaking topic, training, book, consulting or other solutions might be useful to *anyone*, but you can't afford to *market* your services to *everyone*, at least not effectively. This program is designed to accelerate your journey to your natural niche market and get you inside your bullseye to find a lifetime of work.

In this two-hour workshop, you will:

- Understand the speaker's journey from *unknown generalist* to *well-known expert*
- Evaluate your potential target markets and begin narrowing your options to the critical *one*
- Find the epicenter of your bullseye and map the people and organizations that matter most
- Discover how to get in front of your target market's eyeballs and "earballs"
- Explore one speaker's journey for clues about your own
- Begin to pick high-caliber, high-impact marketing options that are likely to make your phone ring

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