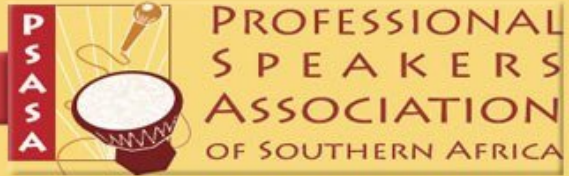


Newsletter



PSASA Newsletter February 2009

Hello everyone!

I am Robin Wheeler and the new editor of the PSASA newsletter.

I am taking over from Clive Simpkins and you are probably wondering if I am in my right mind, which is understandable.

How does one take the reins from Clive, he of sharp mind, extensive experience, social grace, voluminous generosity and notable rigour, as well as, of course, huge proclivity for humour? Well, like with becoming a professional speaker, you just take a deep breath and do it!

So here we go...

Welcome to the February 2009 issue. You will notice some gradual changes because I am making this my own, as we are well advised to do when wanting to thrive and enjoy our work so much it feels like play.

I would like you to play along, by contributing photographs of events to keep the colourful graphics alive and well, and by writing short pieces that add value without trying to use this forum to advertise your personal business.

Look forward to staying stay in touch via these monthly newsletters and robin@bentrepreneur.com.



Global Speaker Summit (GSS)



The Global Speakers Summit, which happens every alternate year, is not only happening this April, but is happening in Cape Town.

Simply put, it promises to be more than worth the time and entrance fee many times over.

Based on my experience of the networking and knowledge sharing value I get from chapter meetings, plus the testimony I have heard from members about previous global summits, I can only imagine the impact of the GSS on one's career.

I will be there, as will a wealth of international and local contributors of the highest order. Hope to see you.

Early bird registration ends on 28 February 2009 and hotel availability is running out, so visit the website to read all about it and book your place on the [Global Speakers Summit website](#).

For those of us who are really struggling with the recession this year but still feel that the Global Speakers Summit will boost their business, we can make a special arrangement. With a minimum deposit of just R1,000 you can spread the rest of the payments over the coming 6 months and still attend the most important 4 days of your career. If you book now, flights are really cheap in April and there are some good deals to be had with accommodation if you are prepared to share. If you are serious about your future in this industry it is really important to be there.

The Presidential Posting

Richard Mulvey reports:

I have just arrived back from a speaking Gig with 9 other international speakers. During one of the breaks I raised the question of why they joined the speaker's organization in their own country (NSA, CAPS, PSAUK, PSAME and PSASA).



The answers were many and varied, with each individual having their own incentive to becoming a member. The next question was an easier one to answer.

Why stay a member of your speaker's organisation?

Mostly they look at me as if I was crazy. They could not imagine not being a member.

The conversation went on for some time but the outcome was as follows:

Speakers are generally clever, articulate, interesting and well read. They are also usually honourable, ethical, charismatic, passionate and just a little crazy.

Where else could you meet such a varied group of people who have so much in common and who are delighted, at the drop of a hat, to share successes and failures, advice and warnings, positive praise and constructive criticism?

In April of this year you have an opportunity to mix with some of the greatest international speakers in the world, don't waste it.

I am sure you have planned to get to Cape Town from the 15th to the 19th so while you are there introduce yourself to at least 5 new speakers every day. Ask them to help you.

You will be amazed how many will willingly give you advice on how to make contact with customers in China or the Middle East, how to fine tune your keynote to be internationally relevant, or just how to get more bums on seats in Port Elizabeth.

Have some money in your pocket to buy a few drinks then sit back and listen.

We even have a few showcase slots left for the GSS on the 17th April. This is your opportunity to get in front of the agents and conference organizers, as well as local business people. We have saved some places for local speakers so don't hesitate to make contact.

Finally if you really can't afford to get to the GSS, use your credit card and ask to spread the payments over the next 6 months. If you are already "maxed out" we will be happy to help you by spreading the payments over 6 months as well.

If you are serious about getting new ideas about your business this is your one chance in a million. Don't miss it.

Richard
richard@richardmulvey.com

Tip of the month (by me, the new Ed)



I am always supportive of people writing books, and I am helping quite a number, including PSASA members, get through the process.

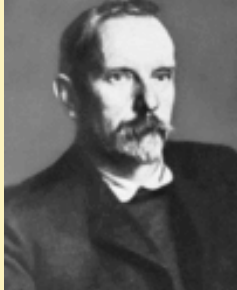
A book is:

- A significant journey and growth experience
- An incomparable branding tool
- A newsworthy marketing tool
- An extra-income-generating form of merchandise
- An intimate companion for clients to take home and keep
- A rite of passage to the next business level.

If business is quiet, it may be time to re-strategise and produce that book you've been contemplating. If business is booming, channel your message into a product that can speak when you aren't there.

Begin, keep going, and ask for help from your many published peers in the PSASA.

Quote of the Month



Further to the above tip, here is a quote Clive Simpkins saw in Business Day and sent through:

"Writing is the only profession where no-one considers you ridiculous if you earn no money." **French Author Jules Renard (1864-1910)**

Comforting sentiments for when you are investing in the writing process, before the release of the book takes your business up.

Renard's point also applies to being a drummer in a rock band!

Techwatch (new Ed again)



I am coming at the Techwatch section from a creative angle and looking at the technology of a speaker's body.

I recently began going for voice training, which began with breathing exercises.

Breath is the foundation of speaking. Getting the basics right is good for the well being and performance of your voice, an essential tool at the front of a room!

It's worth investing in. The teacher I'm seeing consults in Joburg and Pretoria, is named Ruan Xen, and can be reached on 073-012-0182.

There are lots of singing or voice trainers around. It's quite a personal thing to make funny noises in front of a stranger, so look for someone who puts you at ease.

KZN Chapter News



Roger Knowles reports:

Durban is cooking! In more ways than one.

The steamiest time of the year happens to coincide with ongoing action in the KZN Chapter of the PSASA. We keep going from strength to strength.

At an exclusive ceremony a few weeks ago, the Chapter honoured its most 'senior' member, Anton van der Post, the sole 'original' South African CSP (awarded in the U.S.A. before our organisation was even contemplated).



Anton was presented with a special Certificate of Recognition confirming his special membership. His presence, experience and wisdom enrich our organisation. Come and hear him speak at the next meeting!

Our January meeting included a great 'Power Talk' by Lars, who educated us on how to choose and use microphones. He was followed by a representative of 'Dragon Naturally Speaking' the wonderful voice-recognition program that makes writing or typing almost unnecessary. (Our grand children will not know how to write their names!) The customary snacks 'n fellowship was a great close to a marvellous evening, attended by almost as many guests as members.

Our February meeting was, as has become usual, also a blast. Jonathan 'kicked off' with a powerful reminder that we need to back up all our data. If you need to know how and where, he has the answer!



Jacques de Villiers was our guest from the far North, delivering an inspiring talk on writing copy for articles, ads and Web sites. Refreshments sealed the new relationships and enthusiasm generated by the meeting.

Next month, on 26th March, following a Power Talk still to be announced, we will be treated to inspiration from one of the true veterans of the speaking business, our own CSP (USA), Anton van der Post! His topic will be "How to keep stay ahead and keep growing for 40 years in the speaking/training business."

You cannot afford to miss this one, unless of course you have a gig that night! (By the way, you do know, don't you – NEVER mention the term 'gig' in Anton's presence.)



Some really important things to remember:

- It's the last chance to get a really low rate for the Convention and Global Speakers Summit in April. Book now or wait 20-odd years for the same opportunity.
- Elections are coming up in April and we need a great team to continue the task of keeping this vibrant Chapter going and growing. Volunteer - your country needs you!

Roger's e-mail: team@divorcelink.co.za

Pretoria Chapter News

We hadn't received news from the Pretoria chapter at the time of going to electronic print, so there is none in this issue.

Johannesburg Chapter News



This month at the Johannesburg chapter meeting, the 15 minute PowerTalk was led by Robin Wheeler from BEntrepreneuriNG who spoke about "Being Yourself for A Living".

Our guest speaker Hanlie Raath from Paradox 8 spoke about "Romancing Your Audience". Both speakers were authentic and well received.

On behalf of the Johannesburg Chapter, we would like to express our appreciation to Robin and Hanlie for sharing their insights and wisdom with us.



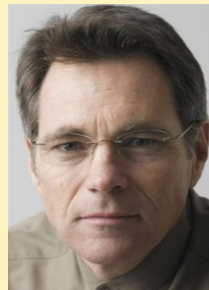
Our gratitude goes to Dave Harraway for recording the meeting and Montecasino Conference Centre for sponsoring the venue at a reduced rate.

Thanks to the PSA members and guests for attending.

Shirley Hickman-Smith
Shirley@shirleyhickmansmith.com



Certified Speaking Professionals Newsflash



Being part of the biggest class of new CSPs in NSA's history in August last year (41 of us in all through NSA), I had the opportunity to chat to some of my fellow recipients.

One of the questions I posed to them was: "What was the most difficult part of getting your CSP - was it the paperwork?"

I was surprised that most gave me a very similar answer which I can summarise this way. "No it wasn't the paperwork itself - it was **getting started** with the paperwork."

That made me think. So I then asked the logical question: "Why?"

The answer went something like this: "When I finally made the decision to go for it, and got started early enough, it wasn't difficult at all. By breaking the task down in to small bite sized chunks and setting weekly targets, I found that once I got to October, it was just a matter of collating the information." Simple.

So, the time to start is now. The final date for submission of documentation to the NSA for the next run is 12 January 2010 - that's still over 10 months from now. If you've had at least 5 good years in the last 6 (perhaps 40 or more paid talks on average per year) and you've attended a few international IFFPS affiliated conventions as well as most of ours - maybe you qualify.

For those wanting to find out more, I will be setting up a Q&A session at the GSS in Cape Town, and we will schedule more through winter in Joburg and Durban to answer your questions about CSP. Remember to first study the information already available on the PSASA site.

Finally, if you are not planning to attend the Global Speakers Summit from 16-19 April at the Cape Sun, then my question to you is: "Are you really serious about your speaking business?"

Paul du Toit CSP (class of 2008)
pdt@congruence.co.za

New members and category

Lucinda van Rensburg – Professional



Barbara Johnson – Candidate

Johan Greyling – Candidate

Wrapping it up

Thanks to all the contributors for making this newsletter what it is!

I am of the view that the so called crisis at the moment is really a tremendous opportunity as a page turns. It is the evolutionary impulse of the universe bringing new form into being.

Whatever is crumbling is overdue for an exit and whatever is being born is infinitely better.

Are you clinging to the old? If so, you may be struggling. Are you delighted that the new is finally here? If so, you may just be on the right track!

Keep living your truth and loving your journey of being yourself for a living...

All best wishes
Robin Wheeler, Newsletter Editor
robin@bentrepreneur.com

