



PSASA Newsletter June 2009

Hello fellow PSASA members and other readers

Greetings from sunny, summery and hot London. I am here mostly on holiday, which is an essential part of any speaker's business, soaking up some soul food, which is, too. A special thank you to Nikki Bakker for helping compile and bring you this month's newsletter long distance.

Got an idea and insight you feel your peers should read about? Write it up for us and send it to me for consideration.

Here we go...

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The Presidential Posting by Gustav Gous



Believe it or not, this month's presidential posting comes to you from Tehran in Iran. Would you have accepted an invitation to speak on Innovation, Creativity and change in a closed country in the midst of huge turmoil? Some PSASA members would and others not. Four South Africans went: Myself, Frank Furness, Graham Codrington and Paul du Toit. The deepest motivation for a speaker is, if given the opportunity, to speak into the lives of others: To be sowers of liberating thoughts that can take root and come into fruition via action. Action leads to habits, habits to culture and a changed culture can change the destiny of a company or even a country.

The hunger for knowledge in the small towns and Tehran was telling - a far cry from audiences elsewhere in the world who are unteachable because of their arrogance.

Herewith a few observations relevant for PSASA members:

1. Professional speakers can go where few others can, because of the value they bring. Seize the opportunity when it shows itself.
2. Never underestimate the transformational power of professional speaking. Good content and style, in this case on Innovation, Creativity and Change - can make a difference. There is nothing as powerful as an idea whose time has come.
3. South African speakers rate amongst the best in world - according to the organizer this conference (+- 600 attendees) rates as one of the top 2 conferences ever (out of 16 previous conferences with other well know international speakers) staged by his company in Iran. 4 South Africans. So step out, create an international profile and footprint for yourself and go compete in the international arena. Don't be surprised if you do really well!
4. All future speaking will be intercultural speaking, because we live in a global village. If you are not yet an

intercultural speaker, then become one. It is not enough any more to just be a skilled presenter. Now is the time to master the art of intercultural presentation skills. It will also empower you further to deal with the inner diversity in audiences in South Africa. Inter-cultural intelligence is a must for all PSASA members.

5. All over the world there is a movement away from the 'jumping on the chair shouting slogans, ra-ra-rally'. In Iran there is a need for content speaking with audience participation. They need the speaker to cut the perfect balance between style and content while having fun.

6. Lastly: We are just seeing the beginning of the internet revolution with its free flow of information. The window to the outside world for many young Iranians, is the internet, and the ability to communicate ideas through communication networks. It was telling that all SMS's were blocked, during the time here, as well as social networks like Facebook and You Tube. Even internet connectivity and mobile phone calls were cut during riots. Frank Furness is right - all speakers (PSASA members) must have a strong internet footprint – it will revolutionize your business.

I wish that all PSASA members can experience audiences as hungry for knowledge and good content, as the Iranians. This Hunger will drive Iran to a great future, and the new generation will help create it via a free flow of information!

Have a great month

Gustav Gous

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Hyperbole can diminish your chances of getting a professional speaking engagement by Jacques de Villiers



I've read 40 biographies, advertising and marketing blurbs from speakers. In every one of them I believe they overstate their case. I see things like, "I've transformed thousands of lives"; "Spoken to more than a million people"; "I'm a best-selling author (in South Africa, a best-selling author sells 4000+ books and those are paid for books ... not workbooks that you hand out at your course)"; "After my course you'll make thousands of dollars" and so on.

How do these speakers know that they have influenced millions, spoken to 100s of thousands?

It's a big thumb suck, isn't it? And, of course, they'll get away with it because who will ever ask them to produce their invoice book?

But, do they really get away with it? Because when it comes to influencing and persuading people to buy, hyperbole and guessing doesn't cut the mustard.

When people are seen to be rounding up or averaging out, especially in multiples of 10 (thousands, hundreds of thousands, millions ...), they are seen to be lying. This could have a serious impact on the sale, couldn't it?

When it comes to persuasion, it is better to be precise or to under state your case. People who are precise are seen to be credible and trustworthy.

Examples:

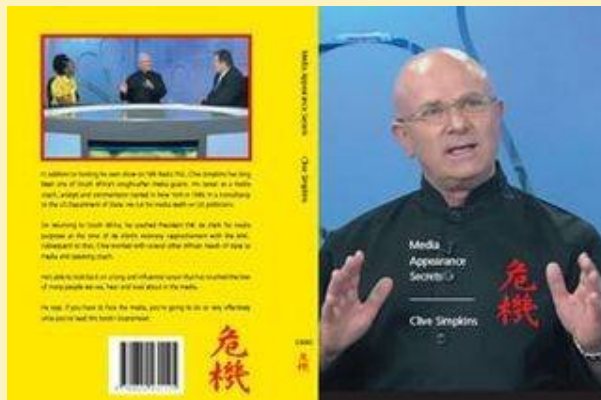
I've spoken to 98 audiences since starting my speaking career in 2001.

Based on research, you should increase your sales by 21.5% over the next three months if you attend my course. I've spoken to 47 568 people in the last five years. I've spoken in four countries and 12 states in America. Currently, I've sold 3 257 books.

Go on, get real and cut down on the hyperbole and watch your business soar through the stratosphere. Mmm, I meant to say, "... watch your business increase by 3%"

Jacques de Villiers
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Book Review by Jacques de Villiers: Media Appearance Secrets - Clive Simpkins, Marketing and Communications Strategist



As much as death and taxes are inevitable, if you're a CEO of a half-decent company, you or your company will be called before the Fourth Estate at some stage during your watch.

Of course, if you don't know what Fourth Estate is, you really need this book. It will help you get into the mind of the media so that when you are called (and you will be), you are prepared.

You'll discover how to handle the media in a crisis; how to write a credible press release; what to do at a media conference; how to look credible on TV, radio and in the print media, and even how to write a brilliant speech with

the registered CuePhrase System. And, that's just in the first 170 pages (it's 236 pages long). Clive Simpkins doesn't bill himself as the speaker coach and facilitator for thinking people for nothing.

Media Appearance Secrets is no airport read that you can whisk through in an hour. Neither the book nor the language is dumbed down to cater for the lowest common denominator. You've got to be able to keep up. You've got to study it, absorb it and implement it for it to be a success for you.

And Clive is a language artist, so keep a dictionary nearby. The diversions caused by looking up a word that you don't understand will be worth it. You'll walk away a lot smarter for it.

In my opinion, this body of work is probably 100 pages too long. Luckily there are 361 pictures in it to help break up the copy and give you pause for reflection. But, having read Clive's book, **Change your thinking, change your life**, which was just short of Leo Tolstoy's *War and Peace*, I understand the nature of the beast. He puts his heart and soul into writing. He wants you to get the best possible information and won't risk leaving anything out so that you're not short-changed.

It is well worth adding Media Appearance Secrets to your marketing and public relations arsenal.

Jacques de Villiers, The Business Generator
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Make the client sign a contract by Clive Simpkins

*"In some cases, the client's word is no longer their bond – regardless of relationship duration. My recommendation? Even if it's your **granny** – make the old dear sign a contract, won't you? Your cash flow will love you for your foresight."*

Annie Greeff suggested that we run this blog entry about Clive's experience and advice. It's a bit long to include, so follow the link and see what you think...

http://clivesimpkins.blogspot.com/clive_simpkins/2009/05/if-youre-a-conference-speaker-make-the-client-sign-a-contract.html

Are you Legally or Illegal using Music in your presentations?



There was a section on the following point a few issues back but, owing to its importance, I have included it here again, with more detail, thanks to Adolph Kaestner. I recommend registering with SAMRO, which I found easy and pleasant to do. ED

If you play music or parts of music in your presentations, or even in the comfort breaks, and you have not registered to do so with the appropriate authority, you are doing so illegally.

PSASA is very keen to ensure that none of its members transgress the law, so we have negotiated a special deal with SAMRO (Southern African Music Rights Organisation) whereby our members can apply for a general licence costing as little as R172 for the first year, no matter how often you speak and how much music you play.

In the subsequently years, you will advise SAMRO of the number of occasions and size of your audiences and they will adjust the rate to your specific needs, but generally most members will not pay more than about R250 per annum.

We have also been granted General Speakers Licence status, which means that you do not have to keep track of the specific music you play, which reduces your admin load, too.

To register you need to complete the application form, sign and fax it to the fax number on the form. SAMRO will then process your application and send you a contract to complete and sign with the invoice for payment. Once they receive this, they will send you your licence, which you can then display to indicate that you are playing all the music legally.

SAMRO will pay the royalties to the Artists General Fund, and these get distributed to the artists worldwide. The form is available in the members only section of the PSASA web site, just [follow this link](#) and enter your user name and password to access and download the forms.

Let's see if we can ensure that PSASA is never challenged by music artists or authorities for the legality of you enhancing your presentations with music.

Please note that this licence does not cover you for video clips and material. You should ensure that such material is only shown if you have permission from the source, except for stuff that is in the public arena and is free to use under the public usage copyright rules.

Register Today.

Another Members' Benefit brought to you by PSASA!

Powerful Words By When by Jürgen Tietz



During most interactions we attempt to influence each other, even if it is just sharing of information. In sales, the influence is towards somebody buying what we have to offer.

For most of us, the selling process does not come naturally and selling is a 'dirty' word, or at best something we dislike having to do. A fundamental reason for our reluctance to own up to selling, is our fear of the word 'NO' from the prospective customer. To dodge this issue we share the information, but then do not 'close' the sale by asking for a commitment. Yet closing is much easier

to do than we think! All we need to understand is the power of asking BY WHEN:

Once we are done talking, the other person will give us some reaction, often one or more of the following :

- Thanks, but not now
- I need to check what our budget will allow
- I need to think about this first
- We will get back to you
- We have to discuss the options
- I have to check with my boss first
- I will let you know what we decide
- First we have to review our strategy.

Listen for action verbs like think, get, discuss, check, see, decide, review, and then ask **BY WHEN?** By when will you get back to me? By when will you make the decision? By when will you check with your boss?

This gives you the return ticket for action to be taken by the other person with a commitment to you. Plus it makes it very clear that you are serious about closing the sale.

If you do not get a date in response to your 'by when?' question, set a follow-up date and take action yourself. Say, "I will send you an e-mail with a proposal by the end of the month," or, "I will call you next week Monday to find out your decision"

Be specific and clear about your intention and get those sales!

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Make It So by Jeetesh Kathawaroo



A great deal is said and made of leadership. You can get your Doctorate in the subject. There are hundreds of leadership gurus, several of whom are PSASA members, each with their own special spin on why their approach is unique... like everyone else's.

So I searched Google for leadership courses and found many excellent ones, but sadly, many of them are just plain silly, such as these real life courses that you can sign-up for:

- "Leadership Lessons of Don Corleone", the Don from the Godfather movies. My favourite lesson they teach is "Eliminate the competition!" I'm serious, that's one of their recommendations!

"The Leadership Lessons of Rock Climbers", their key learning, surprisingly, is "Don't look down, it can take the focus off your objective" Again, I promise you this is true.

And my personal favourite, "The Leadership Lessons from Star Trek". Not a word of a lie, there's a course offered in the US, where you can spend your hard-earned dollars on learning the leadership lessons from Star Trek. Some of the titbits of advice that they offer includes the ability of focus on the mission at hand, knowing when to "Engage" and being decisive, by saying "Make it so" frequently! Honestly!

Imagine for a moment, our esteemed President Gous wondering around his office, dressed in Lycra, barking the order "Make it so"?!

Jeetesh Kathawaroo
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KZN Chapter News by Roger Knowles



Another active month is behind us, while a busy one is just beginning. Here are some news snippets:

The first of our Saturday morning workshops took place on 20 June. A photographic workshop presented by Mark Young, it was packed with advice on how to take award-winning photos for presentations, promo material and Web sites.

Our monthly meeting took place on Thursday, 25th June, which saw the addition of two new events a "Getting to Know You" slot that allowed each person present to deliver an introduction and describe what they offer as speaking professionals, bringing everyone one step closer to attracting referrals from our fellow speakers. Associate and Candidate members were also invited to compete for a slot at the next KZN Professionals Showcase, taking place in August.

Pat McKrill, Charlotte Kemp, Graham Bush and Basil Smith all delivered lively presentations, but Pat McKrill was awarded the slot by secret ballot.

We'll be hosting the second of our Saturday morning workshops on 18 July, "Mastering Your PowerPoint", presented by Sharon King. The workshop will be held at Hilltop Manor and registrations can be done online, bookings are open and seats are limited.

Our next meeting will take place on 23rd July, the guest speaker is Geoffery Gordon on "Social Media Marketing Using Twitter"

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Cape Town Chapter News by Wolfgang Riebe



Cape Town certainly is picking up. We had a great meeting this month. Not sure whether it was the 'wine tasting' that prompted the good response though? Either way, it worked! We had Craig Strachan talk to us on the practical use of PowerPoint. This was an extremely interesting and practical talk, presented by a man who really knows what it's all about. It's always such a pleasure to watch a speaker speak from practical experience and share this with others.

From using powerful pictures to illustrate your point to the sparing use of animation and transitions, Craig certainly hit home and covered everything you ever wanted to know about PowerPoint, including using a remote presenter to the 7 words per line and 7 lines per page principal.

If Craig is in your area, I would strongly recommend you try get him to do this presentation for your chapter. It was by far the most useful and practical presentation I have ever seen. Furthermore, Craig is the 2nd Toastmaster in a row (Jason Sandler did last months meeting) to blow us away at a meeting and I truly believe that we need more of them to join the PSA as they are a real asset to our association.

Not only did we taste one of the best Shiraz wines ever, but Margie Stone from 'StoneyCroft' is a business skills speaker with a strong message of looking within yourself and finding your inner magic. She certainly gave us much food (and wine) for thought.

And speaking of magic, if the last two meetings are anything to go by, the rest of year in Cape Town is going to be awesome.



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Pretoria Chapter News by Terri Codd



To say Pretoria was “all a twitter” at the June meeting would be an understatement, which, in spite of many mid winter cancellations, turned out to be productive, enjoyable and informative.

Although only five people were able to attend, it was vibrant and interactive meeting, proof that numbers are not the only factor in defining the success of our organizations. It was also great that a first time guest was able to take the floor and make a major practical contribution.

After the welcome and introductions, Nigel Smith gave a personal overview of his experience at the Global Speakers Summit in Cape Town, and shared valuable materials. His insights on the high quality of our local speakers when compared to the world market

were encouraging. Together with giving some definitive methods for growing one’s business, he had everyone looking forward to the future of our industry.

Nigel then handed the floor to his guest, Rhyn Weatherhead, who encouraged us to use twitter. “To twit or not to twit?” – there is no question. It is the way to network in a big way, in a short space of time. And it seems that this is not just internet “bullwit”, it really works.

As a result, there are now some of us who are not so technologically inclined twittering away north of the boerewors curtain, with great confidence and enthusiasm, thanks to Rhyn.

The meeting closed after our speakers were thanked in unique Pretoria style.

Our next meeting will be on 21 July. Until then, I will “twit unto others as I would be twitted”.

Terri Codd
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Johannesburg Chapter News by Marlene Ward



The first chapter meeting hosted by the new committee on June 9 had Mark Angus, CEO of Multimedia, give his insights on current media trends and how we will be able to produce our personalized magazines on the website.

The chapter has started a trend to coach and mentor members in introducing guest speakers and proposing a vote of thanks, which is working well. We have also introduced a slot on the programme for an associate, candidate, and professional member to take two minutes to introduce themselves to the meeting.

The purpose of these slots on the programme is to give as many members as possible an opportunity to grow and to speak at every meeting.

The Johannesburg Chapter moves to a new venue from July. The Wanderers club is more centrally situated and we anticipate will ease the traffic burden.

The guest speaker for the chapter meeting on July 14 is Cynthia Crose, who is Vice President of Integrated Technology Services for sub-Saharan Africa. She will talk on the "Burning Issues facing the Corporate World", which will give speakers and trainers more insight into what topics to research and develop. The APS workshop on July 25 will focus on the use of Technology.

Marlene Ward
JHB Chapter President
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New Members by Nikki Bakker

Simon Gear – Candidate (JHB)

James White – Associate (DBN)

Lizo Bango – Associate (CT)



Brian Moore – Professional (JHB)

Wrapping it up by the Ed



Have a great month of July, stay in the moment where it's all happening, and keep being yourself for a living.

All best wishes
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