

LEARN WHAT  
PROFESSIONAL  
SPEAKERS KNOW  
THAT YOU DON'T ...  
YET!

# SPEAKER UNIVERSITY

NSA NYC 2018/2019



## WHAT YOU GET

- 10** Online modules which you can digest in the comfort of your own home. These modules cover everything from Social Media Marketing to Course Creation.
- 4** Live coaching calls with some of the most accomplished speakers in the industry.
- 1** In-person workshop
- 1** Day in-person boot camp where you will work with highly experienced speakers to help hone your speaking message and your target market
- 2** Day in-person boot camp, where you will work on a 5-minute presentation and get one-on-one feedback and coaching that will take your delivery skills to a whole new level.
- 1** You will also receive a professional video of your speech that you can use to market your business.

How long have you had becoming a professional paid speaker on your to-do list? NSA NYC's Speaker University can help you put it on the to-DONE list. If you've been to any of our NSA NYC meetings, you've experienced the wealth of information our guest speakers and fellow members share on a monthly basis -- knowledge and experience that has taken YEARS to accumulate. Speaker University was created to help you shorten that learning curve. In Speaker University you'll learn the specific steps NSA professional speakers have taken to build successful revenue streams from sharing their passion and expertise.

## SPEAKER UNIVERSITY SCHEDULE 2018/2019

End of Early Bird Registration	Sign up during Early Bird and receive a FREE ticket to all ten monthly Chapter Meetings (Value \$750)	August 30th, 2018
End of Regular Registration		September 16
Online Curriculum Kick-off		September 17
Live Coaching Calls		October 1 December 4      October 15 January 3
Boot Camp 1 - Topic Development & Business Building		November 10
In-Person Presentation Skills Workshop		November 27
Boot Camp 2 - Performance, Delivery & Showcase		January 19 & 20

It's time to take "speak more" off your to-do list and make your speaking dream a reality. We'd love to help you! Feel free to share this opportunity with someone you know who wants to get paid to share their message. Learn more at [www.nsanyc.org/speaker-university](http://www.nsanyc.org/speaker-university) or e-mail [university@nsanyc.org](mailto:university@nsanyc.org).

**YOUR INVESTMENT**  
**\$1,497**

(BONUS \$750 DURING  
EARLY BIRD REGISTRATION)  
PAYMENT PLAN AVAILABLE



*Robyn*

**Robyn Hatcher**  
Dean, Speaker University



**Pauline Kehm**  
Assistant Dean

# PART

# 1

Delivered in ten online modules, each lesson contains:

- Overview video setting the context and what you'll learn
- Handouts, worksheets, exercises and action steps
- Supplemental videos, audios, and interviews that support and expand on the topic and share best practices from speaking professionals



# PART

# 2

Attend two in-person boot camps (three full days total) and work with mentors to put what you've learned to practice. You leave with a refined message, intentional delivery and increased confidence and presence. The boot camp culminates in a live showcase, presenting five minutes of your signature speech and receiving a professional video of your presentation.

## 0

### INTRODUCTION

You'll meet Jill Schiefelbein, your digital guide throughout the program, who will explain the course structure and what you can do to keep on track. As with any endeavor, the more you put into Speaker University the more you'll get out of it, and you'll have the most success if you stick to the schedule, take action each week, attend the meetings and take advantage of the community of students and mentors dedicated to helping you achieve your goals.

## 1

### OVERVIEW

A self-assessment with the framework of seven basic levels of professional speaking will help you understand where you are now, your current key areas of focus, and steps you can take to progress to the next level. In this module you will:

- Set short and long-term goals
- Conduct a personal SWOT analysis
- Assess opportunities available in your network

## 2

### PROFESSIONAL AWARENESS

This module looks at professional organizations and associations relevant to the speaking industry and to your own audience and topic. You will begin to identify resources for your market and examine the impression you're making now through your:

- Professional and topic awareness
- Image and behavior
- Personal presentation and materials

## 3

### TOPIC DEVELOPMENT

You have a message to share. Your topic is born from what you want your audience to learn, believe or do when they hear that message. The focus of this module is to:

- Evaluate your expertise, credibility and passion to choose your primary topic
- Understand what your audience knows and needs
- Research and develop your topic

## 4

### SALES AND MARKETING

To be a professional speaker, you have to define exactly what you're selling and who will buy it, and then find and approach that ideal audience. This content-rich module will help you to do that, and also to:

- Determine your fee structure
- Script a benefit-rich sales approach
- Create your marketing materials
- Define your business strategy

## 5

### PROF. RELATIONSHIPS

Your reputation and profile as a leader grows through your personal, professional and paid relationships, each of which serves a different mutual purpose. Learning objectives include:

- Working with mentors and mastermind groups
- Developing media relationships
- Maintaining professional presence

## 6

### PRESENTING & PERFORMING

You have to understand your audience, know where you want to take them, and then lead them there through your presentation:

- Structure your message using frameworks
- Establish and maintain connection
- Integrate professional delivery dynamics
- Entertain and inform with humor and story
- Continually polish your performance

## 7

### PLATFORM MECHANICS

You'll consider how you are perceived from your first interaction, and how you can instill confidence through your command of the process every step of the way:

- Create a pre-program questionnaire
- Make an impression with on-site best practices
- Use room setup to your advantage
- Craft your introduction
- Prepare for and take the stage

## 8

### AUTHORSHIP & PRODUCTS

You can grow your business and reach more people if you have products that share your message without your physical presence:

- Books and articles
- Audio and video
- Live and virtual events
- Content spinoffs and strategic partnerships
- How to get started, price and sell your product

## 9

### MANAGING YOUR BUSINESS

Your continued success depends on your vision and commitment AND on the foundational elements you have in place to create a positive experience for you and your clients:

- Your vision and business objectives
- How to write a business plan
- Essential forms and contracts
- Workflow, processes and systems
- Technology and record-keeping

## 10

### PUTTING IT ALL TOGETHER

In this last module, you'll reflect on what you've learned, what you've accomplished, and what remains to be done to achieve the status you desire.

- Review and prioritize your goals
- Break each goal into one/six/twelve months increments
- Develop an action plan that leads you closer to your goal with each step