

NATIONAL SPEAKERS ASSOCIATION



Attn: Professional Speakers, Entrepreneurs, Coaches,
Meeting Planners and Business Professionals

Give The Experts of NSA-Illinois just 3 hours
a month and we'll give you the Insights,
Strategies and Tactics you need to build
a successful speaking business...
...Even if you're starting from scratch.....

Announcing
The National Speakers Association-Illinois
"Speaker University"

Dear Business Professional

Whether you are a beginning speaker, moderately busy speaker or Business Professional who would like to take your career to that next level, **Speaker University is for you**. In our nine month training you will be provided with the best "How to information" on how to take your career to a new level of excellence through speaking and the nuts & bolts for building a successful speaking business.

Listed below are some of the many learning benefits of our program:

1. How to find speaking opportunities locally and internationally.
2. Selecting & developing meaningful topics within your chosen area of expertise.
3. How to find out what topics are hot through offline & online research.
4. How to develop an effective & unique communication style.
5. Mastering the art and craft of presenting and performing.
6. Understanding how to set the stage for your presentation.
7. How to develop productive marketing strategies for sales success.
8. How to design brochures/promotional materials that get noticed by buyers.
9. How to develop a brand image that is memorable.
10. How to find leads and develop productive sales & marketing contacts.

And Much More.....

And that's only a taste of what you will learn....



So what is "Speaker University"?

Speaker University is a program of the Illinois chapter of the National Speakers Association, designed to get you started in the speaking business or take your current business to the next level. The curriculum is designed around the National Speakers Association's four competencies of Expertise, Enterprise, Eloquence and Ethics.

This program consists of nine monthly forums led by some of the best talent the speaking industry has to offer and personal support by assigned mentors. Our program has been designed into action-sized portions so even the busiest business professional who wants to speak can get actual results and build their speaking business quickly.

Let Speaker University...

"Give you that Competitive Edge..."

It's no secret that the economy has made doing business tough. However, there are those business professionals with specialized knowledge and training who are finding ways to not only survive but dominate their marketplace. We at Speaker University have taken the time to understand the speaking secrets behind their success and in our nine month training program we will share with you what they did and what you need to do to gain that same competitive edge.

Who Should Participate?

This program is designed for:

- **New speakers who want to accelerate their careers.**
- **Moderately busy speaker who want to sharpen their skills.**
- **Business Professionals who want to speak to promote their businesses.**

What's The Next Step?

If you are truly interested in becoming a professional speaker or in learning how speaking can help grow your current career or business, please speak with our Executive Director Sue Black.

Sue Black. E-mail sueblack@nsa-il.org

office: 630-208-0776

website: www.nsa-il.org

Don't miss out on this unique opportunity to take your career or Business to the next level...