

PROTRACK

For Speakers Taking Their Careers to a Higher Level

A year of Pro-Track is like getting an MBA in the business aspects of professional speaking!

– Ian Griffin
Pro-Track Class of 2006
NSA/NC President, 2008

Each session is jammed full of information. Years later, I still discover gems in my Pro-Track notebook that help me as my business grows.

– Paul Kingsman
Pro-Track Class of 2005
Speaker, Executive Coach,
Olympic Medalist

Pro-Track is fantastic! I'm using it as the launch pad for building the business tools needed to expand my speaking business.

– Candace Campbell
Pro-Track Class of 2008
Filmmaker and Speaker

About NSA/NC

NSA/NC is the Northern California chapter of the National Speakers Association. NSA is the leading professional association for speakers providing resources and education designed to advance the skills, integrity, and value of its members and the speaking profession.

Pro-Track: How to Succeed as a Professional Speaker

Professional speaking is one of the most LUCRATIVE but challenging professions in the world. Pro-Track delivers proven techniques, strategies, and resources used by professional speakers in their own businesses.

The 2010 Program

Each program contains essential information ranging from improving platform skills to marketing and running your business. Participants will be equipped with the tools they need to succeed as professional speakers. Note: Formal presentations are videotaped to review at your convenience.

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| January 23 | The Reality of Professional Speaking <i>The Good, the Bad, and the Ugly</i> |
| February 20 | Topic Development I <i>The Intersection of Passion and Expertise</i> |
| March 20 | Markets for Speakers <i>Beyond Corporations, Associations and Schools</i> |
| April 17 | Topic Development II <i>Honing Topics for a Competitive Edge</i> |
| May 15 | Business Planning <i>Developing a Blueprint for Success</i> |
| June 19 | Marketing Plans <i>Strategies for Reaching Hot Prospects</i> |
| July 24 | Marketing Materials and Identity Systems <i>Creating Tools that Really Work</i> |
| August 21 | Product Development and Sales <i>Fill your Wallet, Not your Garage</i> |
| September 25 | Polishing your Presentation <i>Wow them from the Platform!</i> |
| October 16 | Running your Office <i>Tactics to Keep it from Running You</i> |
| November 13 | Beyond Pro-Track <i>Implementing Lessons and Accountability</i> |

Additional topics include: *Winning Proposals, Driving Traffic to Websites, Negotiations, Copyrights, Demo Videos, Graphics Clinic* and more! Pro-Track members may also attend all NSA/NC meetings and events during 2010 at no program charge (meals not included) as well as all mini-sessions typically restricted to NSA/NC members.

Joining the Pro-Track Class of 2010

Our candidates include emerging and experienced speakers who are ready to make an investment that will provide tangible results and take their speaking business to a higher level. Pro-Track will help you refine your business plan; increase visibility and the number of bookings; raise your fees; develop profitable products and improve your platform skills.

Cost and Selection Process

The investment in your future success is \$1,395 for NSA/NC members and \$1,995 for all others. The Pro-Track selection panel will review applications and choose candidates to fill available program openings, plus alternates. Applications will be processed on a first come, first served basis until the session is full, so apply now!

A Unique Opportunity

Pro-Track is created by speakers for speakers. Every element is customized for professional speaking and provides directly-relevant information that can be used immediately. Presenters are successful speakers who share their craft, passion and enthusiasm for speaking along with key tools, techniques and samples of items they use in their own businesses. Hands-on workshops, participant presentation “showcases” and detailed workbooks create an experience-rich environment for learning and remembering. Take advantage of this unique opportunity and move your speaking career to a higher level!

New This Year ~ Pre-program Teleconference

Want to know more about Pro-Track? Participate in any of the following conference calls: **September 10th** 5-6pm; **October 14th** 3-4pm; **November 4th** 10-11am; **December 7th** 7-8pm; **January 13th** 4-5pm. Call in number: 605.475.4825, participant code 146694#.

Contact Karen Walker-Tunoa for more information at karen@kwtcommunications.com or 707.542.8114.

Visit the NSA/NC website at www.nsanc.org to download an application. **Apply now!**