

NATIONAL SPEAKERS ASSOCIATION



**NSA**  
**NEW ENGLAND**  
**2018 AUCTION**

**Kathy Kingston,  
Auctioneer**

Thank you to everyone who contributed valuable products and services to help our members and guests.

**2018 Auction Committee**

Roger Grannis - Chair

Steve Lishansky - Vice-Chair

Nick Tokman - Volunteer Coordination Chair

**Thank you to our wonderful auction volunteers:**

Nancy Michaels

Elizabeth Freedman

Jen Miceli

Robbie Samuels

## **LIVE AUCTION ITEMS**

L-1



**Lt. Col. Rob "Waldo" Waldman, CSP, CPAE**  
**60-Minute Coaching Call to Grow Your Speaking Business**

**Value: \$1,250**

As Waldo says, "Growth is the ultimate metric in business and life. However we can't grow to our fullest potential on our own."

As the 'ultimate wingman,' Waldo's main message he delivers all over the world is to never fly solo.

- Whether you are looking for greatness or just the right push, some insight into building a successful future or to get beyond a blind spot, Waldo's passion, experience, training, and coaching expertise will ensure that you will be ready to fly!
- Win the opportunity for this Hall of Fame speaker to help you take off the brakes, push the throttle forward, and be more successful than ever!

*"I've attended hundreds of meetings and I must say, Waldo is one of the best speakers I've ever heard."*  
- Kevin Yates, Director, President, LMV Division

[www.YourWingman.com](http://www.YourWingman.com),  
Waldo@YourWingman.com, 770-333-9867

Use by 10/15/19 (1 year)

L-2



**Jay Baer**  
**45-Minute Pick My Brain Consultation via Video Conference**

**Value: \$1,500**

Jay Baer, inducted into the Speaker Hall of Fame in July, 2018, has started six businesses. He is a sixth-generation entrepreneur. He has worked with more than 700 companies.

Jay is the founder of Convince & Convert, a strategy consulting firm that helps prominent companies gain and keep more customers. The media division of Convince & Convert runs the world's #1 content marketing blog and multiple podcasts.

You will gain more from a 45-minute consultation with Jay than you will in a weeks' worth of consulting from other "experts." Think of Jay as a Chiropractor for Your Career. In your time with Jay, you can ask him things like:

- How can I improve my business model?
- Is my core message the right one?
- How can I add revenue streams to my business?
- What is the best way to add part-time consultants to work with me? How did you become so successful?

*"Jay is a bundle of energy with practical, out-of-the-box ideas. He is incredibly generous. In my time with him, he held nothing back about his business model and his path to success. His encouragement and recommendations were incredible."*

- Roger Grannis, NSA New England

[www.jaybaer.com](http://www.jaybaer.com), jay@jaybaer.com

Use by 10/15/19 (1 year)

L-3



**Former President Suzanne Bates**

**Ask Me Anything Lunch at Alta Strada, Wellesley**

**Value: \$1,000**

- Join Suzanne for a conversation about your business and lunch featuring the foods of Tuscany and the Amalfi Coast.
- This will be a brainstorming session on any topic that you believe will take your business to the next level.
- Suzanne has built an integrated business of executive coaching, training, speaking, and consulting, with major corporate clients like Dow Chemical, Fidelity Investments, Bank of New York Mellon, Raytheon, State Street, Merck, and more.
- A former television personality, Suzanne is a CSP, speaker, and author of two books and hundreds of articles who can share tips on building a multifaceted business that works for you.

*"This amazing thought-leader was able to offer suggestions which helped lead me to writing my first book and to developing my professional membership with NSA. Take advantage of the opportunity to meet with the best of the best!"*

[www.bates-communication.com](http://www.bates-communication.com),  
sbates@bates-communication.com

Use by 10/15/19 (1 year)

L-4



**David Newman**

**Flagship Speaker Marketing Workshop, On-Line Enrollment**

**Value: \$3,000**

- Do you want to get in front of economic buyers who hire paid speakers for associations, conferences, and groups?
- Would you like to quickly identify, precisely target, and powerfully connect with decision-makers who hire speakers just like YOU all the time?
- This cheat sheet shows you EXACTLY how to find hundreds of associations, conferences, and groups; identify specific decision-makers to contact; connect using a proven template that's fill-in-the-blank easy. The winner connects with David and he immediately enrolls the winner with full online access.

*"This program got me into the international speaking circuit. I went from charging \$1500-\$2500 to immediately jumping my fee to \$7500 on my way to \$10K. Looking at other coaches and gurus, the value David brings is not even close. If you implement, this stuff WORKS."*

- Sardek Love, Global Peak Performance Expert

[www.doitmarketing.com](http://www.doitmarketing.com), [david@doitmarketing.com](mailto:david@doitmarketing.com)

Use by 10/15/19 (1 year)

L-5



### Robbie Samuels

#### Launch a Bestseller on Amazon

**Value: \$1,500**

- Ideal for self-published authors, this package includes strategies to design a book that looks traditionally published, how to build and manage a launch team, and a timeline and tech tips to manage it all.
- Also included is a system to choose the right categories for your book and suggested resources for book promotion. Includes four (4) one-hour virtual sessions over twelve (12) weeks.
- Does not include editing, formatting, or book promotion services.

Robbie launched a self-published book in 2017 that hit #1 in three Amazon categories, was downloaded over 2500 times in 3 days and even made it into the Top 100 Free Kindle list for all of Amazon. His book received 150 reviews worldwide during launch week.

The launch and subsequent book sales have more than tripled his email list. To accomplish this, he built and managed a launch team of 300+ people.

He will give you a roadmap to break into the Top 100 in an Amazon category – maybe going all the way to #1!

*"The final steps leading up to the launch are some of the most important to gain visibility for your book. I used Robbie's services for my recent book launch and found his step-by-step guidance and process helped me have a highly successful book launch. This is an essential service for any author."*

- Mari Ryan, CEO/Founder, Advancing Wellness

[www.robbiesamuels.com](http://www.robbiesamuels.com),  
robbie@robbiesamuels.com

Use by 10/15/19 (1 year)

L-6



### Chris West

#### 60-minute Narrative Clarity Session plus Subscription to Home Studio Course

**Value: \$2,150**

##### Narrative Clarity Session

- After years of working with over 100+ speakers a year, Chris will ask you a series of questions to learn your speaking business model, marketing strategies, and brand positioning.
- Then, together you will build a powerful marketing strategy with clarity around messaging, weekly marketing plan, video advice, and ways to bring in passive income after each speech.

##### Home Studio Course Includes:

- Home Studio Creation & filming
- Editing & Sharing to YouTube Tutorials
- BONUS COURSE: Step by step instructions for building an online training program with your videos
- BONUS COURSE: How to drive massive traffic to your website through YouTube campaigns
- BONUS: Access to private FB group with other speakers creating videos, including daily feedback from our team of experts

*"Chris West creates magic with speaker videos. He did such a good job with my demo video, it paid for itself before I showed to a single prospect – by helping me hone my brand and giving me a shot of confidence."*

- Roger Grannis, NSA New England

[www.videonarrative.com](http://www.videonarrative.com), [chris@videonarrative.com](mailto:chris@videonarrative.com)

Use by 10/15/19 (1 year)

L-7



**Dick Bruso - Heard Above the Noise**

**Brand Your Uniqueness & Penetrate the Marketplace**

**Value: \$1,000**

- Spend one very special hour over the phone focusing on your branding and marketing challenges with international branding expert, Dick Bruso.
- Using the innovative "story-based branding" approach, he will show you what it really takes to develop your own authentic and relevant brand, so you can powerfully and profitably penetrate the specific target markets you want to serve.

Dick's branding clientele over the past two decades include hundreds of in-demand speakers and best-selling authors, as well as highly successful coaches and consultants. So, if you want to move to the next level in your professional career, you will definitely want to take advantage of this outstanding opportunity.

*"I was greatly impressed by Dick Bruso's ability to analyze and synthesize my background, book and other writing efforts, with laser-like focus, to create a brand and tag line that fits like a finely tailored glove. He has my highest recommendation!"*

- Jeff Walton, speaker and author; former federal investigator; author of the multiple-award-winning Christian Fiction Novel *Final Departure*

[www.heardabove.com](http://www.heardabove.com), [DickBruso@HeardAbove.com](mailto:DickBruso@HeardAbove.com),  
(303) 841-5122

Use by 10/15/19 (1 year)

L-8



**Margo Chevers, Past NSA-NE President**

**4 Hours of Marketing Plan and Materials Upgrading**

**Value: \$2,000**

One of NSA-NE's most experienced speakers and speakers' coach, Margo Chevers has helped many speakers achieve the business success they always wanted.

- Knowing what is needed, and what really works in the business, Margo will review all of your marketing plans and materials to help you get your message strong, clear, compelling and able to drive your business to new levels of growth.
- With up to four hours of review and consultation, you have the opportunity to ensure that your marketing, plans, and materials will provide what you need to get to the next level of business as a speaker.

[Margo@MargoChevers.com](mailto:Margo@MargoChevers.com), 800-858-0797

Use by 10/15/19 (1 year)

L-9



**Trevor Perry, Stunning Slides**  
**Produce One Stunning Slide Deck Presentation**  
**Value: \$2,500+**

Your slide deck is a tool to facilitate the delivery of your message. Trevor is your Slide Advisor, and will work with you to stunnify one slide deck presentation.

- He'll work with you to understand your message, discover new ways to express your message, and build a stunning presentation.
- He'll work with you to understand how your brand works with your message and how it should be represented. Your message delivery will be (even more) powerful and amazing!
- Your slide deck can be new, or one you've been presenting regularly. The slide deck will be built with your presentation tool of choice.

Trevor Perry has been working with technology for his entire career. He is a working speaker on technical, futures, and motivational topics. He works with top presenters in the speaking industry to improve their slides, message, delivery, and reputations.

*"Trevor takes the time to get to know you and your performance, so that he may bring your concepts to life visually, while maintaining your branding and respecting your personal style."*

- Tim Gard, CSP, CPAE

[www.stunningslides.com](http://www.stunningslides.com), [trevor@stunningslides.com](mailto:trevor@stunningslides.com), (516) 234 4945

Use by 10/15/19 (1 year)

L-10



**Joanne Dennison MSEd, CMP**  
**Pick a Meeting Planner's Brain**  
**Value: \$1,000**

- Ever wonder what a meeting planner is thinking?
- Wouldn't you love to pick her brain?
- NSA-NE has its own resident Certified Meeting Professional (CMP), Joanne Dennison.
- Learn what really goes on inside a meeting planner's office—and inside her head. Find out how to turn even the most jaded planner into your own personal cheerleader.

Come look behind the scenes with a former President of the New Jersey chapter of Meeting Professionals International (MPI), as she answers your questions, looks at your materials and gives you insights as to how a planner may perceive you.

Joanne uses not only her perspective, but having trained hundreds of meeting professionals from DC to Asia, she has heard what they think too. You'll never approach a planner the same way again. Up to 2 hours, in-person or on the phone.

*"I knew I wanted my business to focus on associations and was keen to speak with Joanne and get a better understanding of how I could position myself with meeting planners. Upon her recommendation, I joined MPI New England and have been publishing an article in their monthly newsletter ever since. Meeting with members of MPI helped me understand the difference and benefits of MPI, ASAE, ILEA, and PCMA - acronyms I didn't even know before meeting with Joanne."*

- Robbie Samuels, Speaker, Coach & Author - [RobbieSamuels.com](http://RobbieSamuels.com)

[www.joannedennison.com](http://www.joannedennison.com), [joanne@joannedennison.com](mailto:joanne@joannedennison.com), 732-672-1134

Use by 10/15/19 (1 year)

**L-11**



**South Africa Photo Safari for Two**

**Value: \$4,500**

South Africa Photo Safari for Two – six-days of amazing accommodations, all meals, and twice a day safari trips.

Soak up 6 fabulous days and 6 glorious nights with luxury accommodations in one of the richest wildlife conservation regions in South Africa. Full board: 3 meals per day prepared by the finest international chefs. Two game viewing activities per day with nationally certified game ranger. This is an extraordinary experience to see wildlife in the wild, live in beautiful, luxurious accommodations and have the experience of a lifetime while benefiting NSA NE. Subject to availability and does not include airfare, transfers or side trips.

Use by 10/15/20 (2 years)

**L-12**



**Matt Ward**

**Ft. Myers Vacation Rental – Six Nights / Seven Days**

**Value: \$1,000**

Relax for 7 Days / 6 nights, in this beautiful 2 BR 2.5 Bath Condo located in Fort Myers Florida, yet perfectly situated only 2.3 Miles from Sanibel Island.

- Golf Courses and an outlet mall, and a local restaurant all less than 1 mile away.
- Shopping, relaxing, and Fried Alligator right at your fingertips.
- Property Owner Matt Ward will pick up the taxes and the cleaning bill for your stay!
- Blackout dates of Jan 1 – April 30th apply. This auction item does not expire, and is transferrable if approved by the owner.

Matt@Breakthrough-Champion.com,  
978-895-6262, [www.TheFavoriteSun.com](http://www.TheFavoriteSun.com)

Use by 10/15/19 (1 year)

L-13



### Former President Steve Lishansky

#### Lunch & Coaching Session: Accelerate Your Success – Now

**Value: \$1,500 (Potentially Priceless!)**

Have lunch with Hall of Fame coach Steve Lishansky to get the most important insights and answers that will accelerate your success.

- Are you ready for clarity, focus, and impact on the most important questions and issues that will launch you to the next level of success?
- Then it may be your time to have one of the most amazing lunches of your life, where you get to ask Steve anything you want.
- Steve will buy you lunch and help you work through the challenges, overcome the obstacles, leverage the opportunities, and provide the kind of insights that will accelerate your business results, enjoyment, and success. Just ask any of the people who have already done this with him.
- This session will answer your most pressing questions, transform your perspectives on what is possible, and get you moving to make it happen.

Steve has presented to and coached top executives and professionals from more than 40 countries, in companies ranging from the Fortune 100 to leading entrepreneurs. In addition to his NSA NE post, he is a past president of the International Coach Federation of New England, where he was elected to the ICF-NE Coaches' Hall of Fame. For best results, use as soon as possible.

*"Working with Steve was an absolute game changer for me. He helped me reposition my talks and expand my possibilities. That session was key to helping my professional speaking career take off!"*

- Mache Seibel, M.D.

[www.OptimizeIntl.com](http://www.OptimizeIntl.com), [Steve@OptimizeIntl.com](mailto:Steve@OptimizeIntl.com)

Use by 4/15/19 (6 months)

L-14



### Jacob Bozarth, Resonate Recordings

#### New Podcast Launch Package for 3 Episodes

**Value: \$1,325**

Resonate Recordings is a podcast production company that partners with the Associated Press, Intuit, Up and Vanished, and many other popular podcasts. This package includes everything needed to start a professional podcast:

- Media hosting and RSS feed configuration and setup
- Submission to iTunes, Stitcher radio, and other podcast directories
- Podcast recording training | Podcast cover art creation
- Intro/outro music creation
- Professional podcast editing, mixing, and mastering for your first 3 episodes

Resonate Recordings will partner with you to improve the quality of your podcast by providing professional podcast editing and production services.

- With experience in both studio and live sound engineering and from years of partnering with many top podcasts, we have established a thorough understanding of what it takes to create a top notch podcast, from selecting what gear to use all the way to the final mastered product.
- Resonate Recordings exists to help you create a quality podcast that represents your unique creative expression so it will resonate with your listeners.
- If you are ready to improve the quality of your podcast or want to start a podcast of your own, we would love the opportunity to partner with you.

*"Resonate Recordings gave me the extra confidence I needed to launch my podcast by making the process of editing so easy! The team is so supportive and always accessible."*

- Roxanne Saffaie, BlackBeltBeauty Radio

[www.resonaterecordings.com](http://www.resonaterecordings.com), [Jacob@resonaterecordings.com](mailto:Jacob@resonaterecordings.com)

Use by 1/15/19 (3 months after auction)

L-15



**David Glickman, CSP, CPAE**

**Two Hour Humor Punch-up**

**Value: \$1,000**

- David will spend two hours "punching up" your speech with humor.
- You'll provide him with a transcript of your speech and he will create funny lines for the speech that are relevant, clean, and clever—and that will get BIG laughs from your audiences.
- Note: David can punch up approximately eight pages of double-spaced 12-point copy in two hours, so you can select the stories or areas of your speech you want him to concentrate on.
- If you'd prefer, you can use your time to Skype with David to work on larger strategies for your humor. Or mix and match. You've got two hours of David's funny bone dedicated to making you funnier!

*"If you think being in the 'Shark Tank' would be tough, try getting laughs from a business audience with really high expectations. I give almost 100 speeches a year—and thanks to David Glickman, I'm getting great laughs at each one! He has become my 'go to' guy for humor!"*

- Kevin Harrington,  
Original Shark on ABC's Shark Tank

[www.FunnierSpeeches.com](http://www.FunnierSpeeches.com),  
David@DavidGlickman.com, 813-964-8283

Use by 10/15/19 (1 year)

L-16



**Former President Stephen Shapiro, CSP, CPAE**

**Two-Hour Consultation: Creating a Successful Speaking Business**

**Value: Over \$1,000**

Enjoy a two-hour phone consultation with NSA National Board member and CPAE Hall of Fame Speaker Stephen Shapiro. He has spoken in 44 countries.

- Want to learn about book publishing? Stephen has four commercially published books (two with Penguin). His most recent is a #1 international business bestseller and was selected as the best innovation book of 2011.
- Want PR? Stephen has been featured in O, The Oprah Magazine, The Wall Street Journal, ABC News, CNBC, and SUCCESS Magazine.
- Want to command top speaking fees from corporations around the world? Stephen's clients include Nike, Microsoft, Marriott, NASA, Procter & Gamble, the US Air Force, Staples, Nestlé, Fidelity Investments, Johnson & Johnson, Dell, and many more.
- Want to create high-margin products? Stephen's "Personality Poker®" has been played by over 100,000 during his speeches and has led to massive product sales after his speeches. Personality Poker was featured on an episode of a reality TV show on USA Network.
- Want more leverage in your business? Stephen has several partnerships, including a licensing deal with a large training firm that delivers his content (they do all of the work) and he sits back and gets a slice of the revenues.
- Ask him any question — and he'll probably have an answer.

*"Stephen is the best presenter of ideas since Tom Peters."*

- Michael Johnson, former Writer, Business Week

[www.stephenshapiro.com](http://www.stephenshapiro.com),  
stephen@stephenshapiro.com

Use by 10/15/19 (1 year)

L-17



**Tamsen Webster - Message Strategist**

**The Red Thread Weekend™ Workshop**

**Value: \$1995**

Walk in with an idea for your next big talk, and walk out with everything you need to build and sell it - including a readymade mastermind group to share it with. We will:

- Define your primary market - and its mindset
- Identify the 5 key elements that make up your idea's Red Thread™
- Draft the 'storyline' of your idea - its high-level outline (think: 'elevator pitch')
- Write and rehearse your written and spoken presentation pitch
- Begin outlining your talk in detail
- Includes:
  - Pre-session assessment
  - 1 1/2 days of one-on-one interaction in a group setting
  - Red Thread™ planning documents
  - Recordings of key feedback sessions
  - One 30-minute follow up call

*"Tamsen is a master chef whose ingredients are words, stories, and emotions. She takes speakers and speeches from meh to amazing."*

- Jay Baer, CSP, CPAE; Founder and CEO, Convince & Convert

[www.TamsenWebster.com](http://www.TamsenWebster.com),  
[Tamsen@TamsenWebster.com](mailto:Tamsen@TamsenWebster.com)

Offered a few times a year. Use by 10/15/19 (1 year)

L-18



**Roger Grannis**

**Rock The Stage: Add Some Sizzle, Spark, and Sunshine to Your Keynote, Training Session, or Presentation**

**Value: \$1,000**

Ready to wow your audience every time? Two, one-hour private coaching sessions to improve your keynote, training session, or presentation.

In these sessions, you will improve your content and delivery by:

- Sharpening your key points for maximum impact
- Identifying and honing killer stories
- Adding humor
- Deleting the dull stuff
- Better engaging the audience

Sessions will be delivered via telephone, Skype, etc.

[www.clearview24.com](http://www.clearview24.com), [roger@clearview24.com](mailto:roger@clearview24.com)

Use by 10/15/19 (1 year)

L-19



**Mark LeBlanc, CSP, Growing Your Business**

**Achiever's Circle Weekend**

**Value: \$1,500+**

Join Master Business and Marketing Coach, and past National NSA President Mark LeBlanc for a weekend that will change you and your business in very important ways.

- Limited to 15 people at a time, Mark educates you in nine best practices around money, focus and marketing, and provides powerful, specific strategies, steps and tools for making it happen.
- A legend as the coach to some of the most successful speakers, trainers and consultants around NSA, these exceptional experiences take place multiple times a year in your choice of Minneapolis, Nashville and La Jolla.

*"Mark LeBlanc is a business brain surgeon with a black belt in business development. I recently attended my third Achievers Circle and was blown away. I am continually impressed by the depth and details he keeps adding to the many layers of his business philosophy. If you have heard him speak or read one of his books and you think you got it, well, you haven't seen anything yet!"*

- Bill Stainton, Speaker, Author and 29 Emmy Award Winner

*"After 20 successful years in business I attended Mark's Achievers' Circle - and my daily and weekly processes have improved, the ease of my marketing has increased, my business has grown, and I am making more money and having more fun than ever!"*

- Steve Lishansky, CEO - Optimize International

Mark@GrowingYourBusiness.com, 612-339-4890

Use by 10/15/19 (1 year)

L-20



**Dennis Mahoney**

**Mentoring and Consultation – Developing and Promoting a Sustainable Speaking, Training & Consulting Practice**

**Value: \$3,000**

Dennis Mahoney brings thirty years' experience as a leading niched industry expert, working with national corporations, associations and organizations. He has leveraged his expertise to build his own highly profitable speaking, training, and consulting businesses.

- Dennis's speaking & training businesses have provided services to over 70,000 participants.
- Dennis is a Certified Professional Speakers (CSP) and Past President of the National Speakers Association New England and a recipient of the chapter's Alan Weiss award as well as many healthcare industry awards.
- He has coached hundreds of professionals to develop and market their own successful practices.
- Work with Dennis as he guides you through his "seven step" process from identifying your niche and brand, to developing a marketing strategy that will generate results.
- In person and/or by telephone sessions over a two month period.

[www.dennsmahoney.org](http://www.dennismahoney.org),  
[dennis@dennismahoney.org](mailto:dennis@dennismahoney.org)

Use by 10/15/19 (1 year)

L-21



**Former President Robert Siciliano**

**One-Hour Consultation: How to Take Your Media Visibility into the Stratosphere**

**Value: \$10,000**

- Learn how Robert has become a go-to expert for CNN, MSNBC, Fox, the New York Times, and the Wall Street Journal.
- Learn how to get paid to blog, be a corporate spokesperson, and catapult your media visibility into the stratosphere.
- Robert, CEO of IDTheftSecurity.com, consistently ranks #1 on Google in his specialty, collects checks every month from his clients, and is the top-of-mind personal-security and identity-theft expert to reporters and TV producers with the top media outlets in the country.

*"Robert provided exceptional value with the auction item I purchased. Based on his recommendations, I was able to build a reputation as media savvy. Since, I've had several of my reporter responses printed in various articles. Recently, I was published in Real Simple Magazine as a result of a reporter calling me as a media source."*

- Susan Fitzell, MEd, CSP

[www.robertsiciliano.com](http://www.robertsiciliano.com), [Robert@robertsiciliano.com](mailto:Robert@robertsiciliano.com)

Use by 10/15/19 (1 year)

L-22



**Joe Veneto**

**Learn How to Grow Your Business Over Lunch at Abby Park in East Milton**

**Value: \$1,500**

- Discover opportunities for your business with Joe Veneto, aka the Opportunity Guy.
- Joe will work with you on strategies to create a sustainable speaking or consulting business.
- Lunch at Abbey Park in East Milton is included, along with consultation on how to grow your business.

[www.venetocollaboratory.com](http://www.venetocollaboratory.com),  
[joe@venetocollaboratory.com](mailto:joe@venetocollaboratory.com)

Use by 10/15/19 (1 year)



**Marilee Driscoll**

**One Seat at Marilee Driscoll's 9-Hr Reset  
Business Owners' Retreat**

**Value: \$499**

You receive admission to one of Marilee Driscoll's 9-Hr Reset programs.

- These are held at least 3 times a year in Plymouth, MA. This program is all about getting clear on your goals and the strategy that will get you there.
- From 30,000 feet high - all the way to nitty-gritty.
- This program (which Marilee has been offering and refining for years) is transformative. If you want to hit the RESET button in your business (and we ALL need that - regularly), this is the way to do it easily - and affordably.

Are you an alum of the program? Or one of Marilee's former coaching or consulting clients? You don't have to be a new client to buy this!

**Logistics:** The program runs Thursday, noon to 4 PM, and Friday, 8 AM to noon. In between, participants go out to an optional dinner as a group (we each pay our own bill). At the event, you will schedule a one-on-one follow-up call with Marilee (30 minutes), and a group follow-up call (30 minutes). Lodging and meals are not included.

*"My business had a major breakthrough as a result of meeting with Marilee. I had been struggling to build an online coaching program that would attract my ideal client, an entrepreneurial woman in her 50s (more or less). Through a series of exercises and questions, Marilee helped me clarify what my ideal client wants and that led to a change in the name of the program and how it was marketed. Since then, the program has been a success!"*

-Robbie Samuels, Host, On the Schmooze Podcast;  
Member, NSA New England, host

[www.MarileeDriscoll.com](http://www.MarileeDriscoll.com); [MD@MarileeDriscoll.com](mailto:MD@MarileeDriscoll.com)

Use within two years of auction. No cash value. Ticket is transferable.

## **SILENT AUCTION ITEMS**

### **Table A: Ask an Expert**

S-1



### Nancy Michaels

#### Lunch and Learn with Nancy Michaels at Concord's Colonial Inn

Value: \$500

- Come prepared to share lunch at Concord's lovely Colonial Inn with Nancy and pick her brain on creative, off-the-wall and tried-and-true marketing ideas.
- Nancy is a published author, has worked with major sponsors, and has a unique way to seek out corporations as clients and sponsors.

*"Nancy is spot-on at recognizing my strengths and understanding my career goals. She then makes appropriate and achievable recommendations to help me achieve those goals. Nancy does this with low-key compassion and amazing focus. Nancy is spot-on at recognizing my strengths and understanding my career goals. She then makes appropriate and achievable recommendations to help me achieve those goals. Nancy does this with low-key compassion and amazing focus."*

- Jo-Ann Ross, JRossWine

*"At an NSA auction, I was the high bidder for a consultation with Nancy Michaels. The consultation resulted in almost a dozen practical and strategic next steps for me to take. You will be happy you tapped into Nancy's wealth of ideas and experiences!"*

- Susan Baker, Author and Speaker

[www.nancymichaels.com](http://www.nancymichaels.com), [nmichaels09@gmail.com](mailto:nmichaels09@gmail.com)

Use by 10/15/19 (1 year)

S-2



### Chip Eichelberger

#### One-Hour Consultation on How to be a Top Professional Speaker

Value: \$1,000

Gain insight on what it takes to become a top professional speaker with Chip Eichelberger.

- Chip has been speaking professionally for over 20 years, has presented over 1,000 keynotes, and has been selected as one of the top five speakers by speaking.com.
- He obtains half of his speaking engagements through speaker bureaus.
- Before his speaking career, he was the international point-man for superstar Tony Robbins.
- Chip will consult with you on what you need most to succeed in speaking to corporate, whether that's marketing, working with speaker bureaus, a direct sales strategy, or even stage tips to knock your presentations out of the park.

*"Chip is a friend, an excellent communicator and a man committed to constant and never-ending improvement. His experience, energy, and engagement will make a difference."*

- Tony Robbins

[www.getswitchedon.com](http://www.getswitchedon.com), [chip@getswitchedon.com](mailto:chip@getswitchedon.com)

Use by 10/15/19 (1 year)

S-3



### Heather Lutze

#### One-hour Marketing Consultation, Books, and Online Access

**Value: \$1,250**

- Ever wonder why your competitor's site ranks under critical keywords but yours does not?
- Have you received a call from a company guaranteeing you #1 on Google?
- Ever feel like the geeky SEO talk is just too much?
- You are in the right place.
- Hallelujah!

For over a decade, Heather Lutze has helped speakers transform their online presence and get found online.

This package includes:

- One-hour consultation with Heather Lutze
- Two books: Marketing Espionage and Thumbonomics
- Inside access to the Findability Vault

*"Heather worked with my marketing team for about a month as we got our website up. She was extremely easy to work with and gave clear and understandable direction on how to optimize our findability without paying for placement. The results so far are astounding!"*

- David Ashen, dash design

*"Heather makes 'findability' understandable, doable, and meaningful, even to us non-technical types. Her ability to help me position for the people I want to reach is outstanding."*

- Steve Lishansky, CEO, Optimize International

[www.finability.com](http://www.finability.com), [heather@findability.com](mailto:heather@findability.com)

Use by 10/15/19 (1 year)

S-4



### Rob Peck

#### ZEST Ten Minute Tune-Up (Make your start more colorful, comedic, and compelling)

**Value: \$1,800**

Getting off to a strong start sets the table for a stellar presentation. Rob's got a keen wit, a good eye, and a great feel for adding a creative touch. (He's also smarter than Alan Weiss, richer than Donald Trump, and in the NSA Modesty Hall of Fame!)

- Rob's a funny guy, and he's a giving guy, who's got decades of experience helping other presenters punch up their scripts, and sharpen their stage craft.
- He'll review the start of your presentation, point out places for improvement, identify areas of promise, and help you polish what's already working to make it shine even brighter.
- As a special bonus, Rob will write, in your voice, several customized comedic lines that'll help you build rapport in your next presentation through topical humor.

*"I loved having Rob's big brain - his even bigger heart - at work on helping to make a recent talk even stronger, and definitely funnier! His feedback is thoughtful, practical, and sure to make you see your material in new and better ways."*

- Tamsen Webster

*"Rob's a joy to work with. He really believed in my message, and helped me add fun and humor. His wise insight, and clear input also improved the key points in my presentation. Based on his suggestions, we co-created a visual model that I now use in nearly all of my programs on effective communication (between medical professionals and their patients)."*

- Nancy Michaels

[www.zestworks.com](http://www.zestworks.com), [robpeck@zestworks.com](mailto:robpeck@zestworks.com)

Use by 10/15/19 (1 year)

**S-5**

### Four Seasoned Meeting Planners & Authors of Frankly Speaking... Insider Advice (Most) Meeting Planners Won't Share with Speakers

**Value: \$597**

Winning bidder receives:

- The book: Frankly Speaking... Insider Advice (Most) Meeting Planners Won't Share with Speakers
- 3 - month membership to Frankly Speaking Insiders
- One hour consultation with one of the planners

Want to get inside the minds of four seasoned meeting planners and learn how to:

- Find your niche and differentiate yourself?
- Set the right fee?
- Learn about speakers bureaus?
- Be findable in the right way?
- Smart questions to ask?
- Getting planners to respond?

With more than 100 collective years as meeting planners, these four literally wrote the book on how to get more bookings: Maralynn Adams, CMP, Bonni Scepkowski, SFP, Tracey Smith, CMP, CMM, and Shawna Suckow, CMP, SFP.

As a 3-month member of Frankly Speaking Insiders, you will receive:

- Two live group coaching sessions monthly via Zoom (recorded and archived until the end of the program).
- Two interviews monthly with outside experts, like Speaker Bureaus and other planners (recorded and archived until the end of the program).
- A private Facebook group just for members, to meet and network with other speakers, and pose questions to the authors anytime.
- Exclusive discounts on services speakers need, negotiated with our favorite companies.

*"WOW! OMG! This is the most powerful, realistic book I've ever read (and I've read hundreds!) that is laser-targeted to those of us in professional speaking."*  
- Terry Brock, MBA, CSP, CPAE, Cavett Award Winner

[www.franklyspeakinginsiders.com](http://www.franklyspeakinginsiders.com),  
bonni@stellarmeetings.com

Use by 10/15/19 (1 year)

**S-6**



**Susan Friedmann, Get Rich in your Niche**

### One-Hour Coaching Session: Get Rich in Your Niche

**Value: \$400**

Want to take advantage of the fast-growing and dynamic niche-marketing trend? You have to differentiate your business to prosper (and survive) in today's overcrowded and competitive marketplace.

- In a one-hour coaching session with Susan Friedmann, The NichePreneur Coach, you'll discover instant and actionable "get rich in your niche" tools you can use to catapult your business success. Specifically, after your session you'll have...
- Access to proven strategies to separate you from your competition
- Winning secrets to become an expert in your niche
- Simple ways to distinguish your business and win more sales
- And, if you need help choosing the right niche market, we'll do that too!

*"Susan gave me more valuable marketing tips and strategies in our time together than I would have ever imagined! Her ability to listen and create a Cliff Notes version of where you are, where you want to go, and how to get there – is practical and refreshing. Susan has the experience, expertise and marketing excellence to take your brand to the next level. I highly recommend her not for just her charming British way, but her ability to help you get clear, save time and money, and move forward by leaps and bounds."*

- Robin Samora, Small Business Marketing/PR expert

**Bonus:** You'll get a signed copy of Susan's international bestseller, *Riches in Niches: How to Make it BIG in a Small Market* (value: \$21.99)

[www.thetradeshowcoach.com](http://www.thetradeshowcoach.com),  
susan@thetradeshowcoach.com, (518) 523-1320

Use by 10/15/19 (1 year)

S-7



**Jeff Yalden, How to be a Success in the Youth Market**

**One-Hour Consultation on how to be a Successful Youth Speaker**

**Value: \$5,000**

Learn how to become a successful youth speaker in the high school and middle school market from Jeff Yalden – Amazon #1 bestselling author and one of the top youth motivational speakers in the world for over 25 years. Jeff will consult with you and tell you what you need to know in order to succeed in the education market. Consult with him on building content for your website, sales, marketing and how to firmly establish yourself as a top youth speaker.

[www.jeffyalden.com](http://www.jeffyalden.com), [jeff@jeffyalden.com](mailto:jeff@jeffyalden.com)

Use by 10/15/19 (1 year)

S-8



**Steve Markman, Markman Speaker Management**

**One-On-One Coaching Session: How to Land (More) Speaking Engagements - 60-90 minutes**

**Value: \$800**

With 30 years of experience in the speaker agency and conference business, Steve will provide actionable info and advice, customized to your specific needs.

In this session you'll learn how to:

- Research and identify the “right” speaking opportunities aimed toward your target audiences... And how to reach the decision-makers
- Submit proposals to the event organizers – the formal and informal processes
- Attain unpaid speaking opportunities and why they represent a powerful stepping-stone to paid engagements
- Leverage speaking gigs to create leads for your products or services

*“Working with Steve Markman allowed me to take a good look at my speaking business – in particular, how to best monetize my expertise. He provided feedback on my speaker’s kit, signature talks, and strategies on how to target speaking gigs best suited for my goals – along with a list of contacts I should be in touch with. I’d recommend working with Steve and his speaking agency to build, tweak and get big time exposure on stage.”*

*– Robin Samora, Small Business Marketing & PR mentor, consultant & author, Member, National Speakers Association*

Session over the phone or at Steve's office in Needham.

[www.markmanspeaker.com](http://www.markmanspeaker.com),  
[smarkman@markmanspeaker.com](mailto:smarkman@markmanspeaker.com), 781-444-7500

## **SILENT AUCTION ITEMS**

### **Table B: Branding, Blogging & More!**

S-9



**Cathy Fyock**

**One-hour Book Strategy Session and Unlimited Access to Online Learning for Writing Your Book: On Your Mark OnLine**

**Value: \$549**

In this online learning program, you'll learn how to go from first word to your first draft quickly and effectively so that you can use your book to build your business, establish your thought leadership, and increase your bottom line.

Each of the six recorded modules has exercises and activities to get you moving forward. Download the pages before the session to get maximum value from the program.

You can do the program in six hours, six weeks, six months, or longer. Move at your own pace to learn what it takes to write your first or next book.

**Included:**

- Six recorded sessions with author and book coach, Cathy Fyock, The Business Book Strategist, based on the curriculum from her book
- A pdf of Cathy's book, *On Your Mark: From First Word to First Draft in Six Weeks*
- Handouts, templates, and checklists to for writing your book

*"I've been in the speaking industry 20 years and have met several professionals who help authors. When I met Cathy I knew I wanted her expertise to guide me along the way. She was helpful in every aspect of this book, and she held my feet to the fire to make sure it got done! I highly recommend her."*

—Lois Creamer, author *Book More Business*

[www.cathyfyock.com](http://www.cathyfyock.com), [Cathy@CathyFyock.com](mailto:Cathy@CathyFyock.com),  
(502) 445-6539

Auction winner agrees to let Cathy use your name and photo in her newsletter and on social media.

Use by 12/31/19

S-10



**Dan Janal**

**Write Your Book in a Flash. Four hours of one-on-one coaching**

**Value: \$1,500**

The most effective marketing tool for speakers is a well-written book. A book demonstrates your credibility; positions you as an expert and thought leader; and serves as your calling card.

Do you want to write your non-fiction business book without wasting time or money? Dan Janal will show you how. Known in NSA circles as The PR Leads Guy, Dan knows how to write books that promote speakers. He has written 13 best-selling business books himself and ghost-written many more. His own books have been translated into six languages.

Dan will work with you to develop a comprehensive outline for your book. Who is your book for? What problems are you solving? What stories, statistics, and case studies will you include?

If you want to eliminate the worry of the direction of your book and the anxiety of staring at the blank page wondering what to write, then *Write Your Book in a Flash* is for you!

[www.writeyourbookinaflash.com](http://www.writeyourbookinaflash.com), [dan@prleads.com](mailto:dan@prleads.com)

Use by 10/15/19 (1 year)

S-11



### Claudia Gere

#### One-hour Consultation and Webinar Recording: Rock Your Business with a Book!

**Value: \$800**

- Ask Claudia, who has helped hundreds of aspiring authors, anything about book writing, marketing, and publishing.
- Listen to her four-hour Rock Your Business with a Book! webinar. These four nuts-and-bolts sessions will catapult your project into high gear with the confidence and know-how to write and publish your book like the pros.

*"We thank Claudia Gere, our book coach, agent, and friend, who is guaranteed a place in heaven for her patience and persistence in keeping us focused on finishing the book. Without her help, we may never have finished the project."*

- Gerardo V. Tabio and Sally Beamer, Authors, *Creating Demand: Generate Cool, Custom Marketing Ideas*

[www.claudiagere.com](http://www.claudiagere.com), [Claudia@claudiagere.com](mailto:Claudia@claudiagere.com)

S-12



### Marilee Driscoll

#### A beautiful website from NoSweatWebsites - Design costs and first year of service

**Value: \$907**

- You receive a beautiful website designed specifically for speakers/trainers/consultants coaches, updated with your photos and graphics and text, in conjunction with Marilee Driscoll and her team.
- You'll receive up to 2 hours of one-one-one time with Marilee who can help you make important content decisions relative to the site.
- If you are not yet clear on what you are selling to whom, this offering is not for you. We use a proprietary custom design, and customize it for you.
- Say goodbye to hosting fees, secure site certificate fees, maintenance fees, "help my website is down" service fees, and outdated designs.
- Say HELLO to gorgeous designs (see [DarleneCorbett.com](http://DarleneCorbett.com), [WritingWithClarity.com](http://WritingWithClarity.com)) and caring, professional support.

This company has been providing websites for insurance agents across the country for over 6 years. We are now expanding to the NSA community! Clients include board member Darlene Corbett and Ken O'Quinn, who owns a training company with clients such as Facebook, Oracle, John Deere, and Oracle.

**Fine print:** Your complimentary year starts when you have your first call with Marilee about building out your site. We can get your site live in as little as 10 days if you have all the elements ready to go. Does not include email. Regular price is \$199 start-up cost and \$59/month thereafter. [www.NoSweatWebsites.com](http://www.NoSweatWebsites.com)

*"I have a beautiful, user-friendly website. Why? Marilee Driscoll and her No Sweat Website team created it. Not only is it easy to navigate, but it is both desktop and mobile functional which is a must in the twenty-first century. Because of my great satisfaction, I continue to use the No Sweat Team to host and monitor my website. For anyone in need of a new or refurbished website, I give the savvy Ms. Driscoll and her team my highest recommendation."*

- Darlene Corbett, President, Unstuck; and NSA New England Board Member

[www.marileedriscoll.com](http://www.marileedriscoll.com); [md@marileedriscoll.com](mailto:md@marileedriscoll.com)

Transferable to speakers/consultants/coaches/trainers. No cash value. Use by: 6/20/19

S-13



**In Concert Web Solutions: Web Development  
Gift Voucher (for new orders only)  
or any new website project over \$2000**

**Value: \$500**

- inConcert offers a wide variety of web related services. From hosting, marketing, design and development; our team approach to projects is a very simple one. We believe service goes beyond the project.
- Regardless of your new website needs, you will be introduced to a personal development assigned to your account. Someone who gets to know you, your business, and your website.

*"Wow! It's great when you ask someone why they called and they say I love your website!"*  
- Mike Campbell, Platinum Productions

[www.inConcertWeb.com](http://www.inConcertWeb.com), [info@inconcertweb.com](mailto:info@inconcertweb.com)  
(978) 632-5300

S-14



**Robin Samora**

**One-Hour Phone Consultation to Rev Up Your Business and Brand with PR Branding Expert and Speaker**

**Value: \$350**

The winner will complete an assessment to maximize effectiveness and ROI.

- Small-business marketing and PR expert Robin Samora teaches small-business owners how their brands can command attention in a noisy, crowded marketplace.
- Through her speaking, consulting, and coaching, she helps clients find ideal prospects, form valuable relationships, & turn followers into loyal customers and raving fans.

[www.RobinSamora.com](http://www.RobinSamora.com), [robin@robinsamora.com](mailto:robin@robinsamora.com)

Use by 1/15/19 (90 days after auction)

S-15



**Mari Ryan**

**YouTube and You: The Future of Content Marketing**

**Value: \$950**

If a picture is worth a thousand words, then what is a video worth?

- Marketing statistics estimate that 80 percent of all Internet traffic in 2019 will be video.
- Don't miss out on one of the fastest growing ways to market your services and create content.
- In this intensive two hour tutorial, you'll learn about how to create video content, how to create your own YouTube channel, and ways to position your content to attract your target client, all while having fun!

[www.advwellness.com](http://www.advwellness.com); [mari@advwellness.com](mailto:mari@advwellness.com)

Use by 2/1/19

S-16



**BLOGWORKS**  
MORE TRAFFIC • MORE BUSINESS • MORE TIME

**BlogWorks: Social Media for Three Months**

**Value: \$1,188**

One-hour blog coaching call with Hugh Culver, MBA, CSP

- In the last 12 months Hugh has:
  - Grown his blog traffic by 241%
  - Increased his list size by 10,000, and
  - Generated over \$150,000 in new revenues from his blog.
- This \$300 value coaching call will identify key changes to make your blog convert better, look better, and attract better prospects.
- If your blog qualifies, we will assign a social media expert to your blog for 3 months of promotion (value \$888)

*"I would recommend them to anyone trying to enhance their social media activity."*

- Eric Bloom, Executive Director, ITML Institute

*"Their team is your team and they go above and beyond!"*

- Colette Close, UpCloseteam

*"BlogWorks is like a magic pill for procrastination and takes care of everything I never seem to get around doing!"*

- Alvin Law, CSP, HoF

Hugh Culver, [Hugh@yourblogworks.com](mailto:Hugh@yourblogworks.com)  
[www.yourblogworks.com](http://www.yourblogworks.com), 250-862-8482

Begin engagement by 12/15/18

## **SILENT AUCTION ITEMS**

**Table C: Pictures, Presence, Performance,  
Peace, and Pillows!**

S-17



**Nicole Connolly**

**Photo Fabulous You – The Personal Branding Photo Session**

**Value: \$1,450**

Branding portraits are not just headshots. They are someone's first impression of you and what you stand for

- Are you a professional that would like to take their personal branding to the next level?
- Together we will work to create compelling images that get you and your brand noticed.

**STYLISH | FUN | FABULOUS**

- 2h Photo Shoot with up to 5 Outfits
- Brand Consultation & Session Planning
- Professional Hair & Makeup (optional)
- Studio and/or Brand Specific Location
- In-Person Viewing Session
- 15 High Resolution Digital Files with License

*"As a repeat client I continue to be amazed at the results of Nicole's work. My latest shots were even better than from a couple of years ago. Nicole has enabled me to recreate my personal branding. The overwhelming comments I have received from my latest pictures prove that it's working. Thank you Nicole!"*

- Sherry H. Director; Global Supply Chain at DELL

[www.photofabulousyou.com](http://www.photofabulousyou.com),  
[info@photofabulousyou.com](mailto:info@photofabulousyou.com), 508.873.6387

S-18



**Sylvie di Giusto**

**Image Makeover eLearning Course**

**Value: \$497**

Sylvie di Giusto is the current president of NSA New York. She is a personal branding expert. She uses her multi-cultural background to work with leaders from around the world who place great importance on themselves and their reputation.

Details about the Image Makeover eLearning Course:

- Five-week program including 27 videos, audio, and text lessons. Available online and downloadable to keep for your lifetime
- 12 months of free bonuses including subject matter expert interviews, keynotes, designer and brand lists, app recommendations, etc.
- Created exclusively for professionals, business owners, everyone in customer-facing roles or the public eye
- Physical and style online assessments to create a personalized learning experience for you
- Covers all aspects of your person and professional image (ABCs), from basic knowledge to expert-level insights
- Based on 20 years' of Sylvie's corporate experience
- Countless checklists, cheat sheets, templates, personalized recommendations, and bonuses
- Easy to use and navigate, 24/7 online support. Ready for mobile devices, and so much more!

*"Sylvie provided the tools and education I needed to create the look I've been trying to create all along, and help me put my best professional foot forward."*

- Donna Cutting, Customer Service Expert & Speaker, Red Carpet Learning

[jamie@sylviedigiusto.com](mailto:jamie@sylviedigiusto.com)

S-19



**Gina Razón, GROW Voice LLC**

**Three hours of one-on-one voice coaching, in Boston or virtually, with Gina Razón of GROW Voice.**

**Value: \$1,350**

Three hours of one-on-one voice coaching, in Boston or virtually, with Gina Razón of GROW Voice.

- Gina has over 16 years of experience in helping people discover and develop their true voice. This True Voice package includes a thorough vocal assessment including a spectrograph analysis of your voice, and two sessions to teach vocal tools and create a personalized plan for building your best voice.
- Sessions include a personalized warmup, technical work, and practicum.
- My primary goal is to have you speaking in a way that is true to you and your goals.
- My methods include structural integration, vocal/body alignment, vocal function exercises, phoneme articulation, projection, and breathing support.
- You will leave these sessions with a deeper understanding of how your individual voice works, and concrete tools for voice care and maintenance.

**Possible Areas of Instruction:**

- Voice Health - Never lose your voice again
- Authoritative Voice
- Voice Projection and Clarity
- Optimal Speaking Pitch
- Diction and Articulation for both Native and Adoptive English Speakers
- Vocal Physical Alignment and Integration
- Performance Coaching

*"Gina is a speaker's secret weapon. She not only hears what your true voice is and should be, she works with you to find and take care of it."*

-Tamsen Webster, Tamsen Webster, LLC

[www.growvoice.com](http://www.growvoice.com), [gina@growvoice.com](mailto:gina@growvoice.com)

Use by 10/15/19 (1 year)

S-20



**Erika Salloux, Certified Professional Organizer**

**Getting You Organized for Success!**

**Value: \$285**

- Get your space, systems, and time organized and simplified so that you feel in control and energized. Use your time effectively so that you're super productive and doing the work that lights you up instead of the drudgery.
- Enjoy being in your spaces and having them—and the structure of your days—support the lifestyle you desire.
- Craft a schedule that creates boundaries and leaves you feeling grounded as well as frees you up to bring calm, health, and joy into your personal and work lives.
- Get clarity on your specific organizing goals. Clarity leads to strategy. Strategy leads to action that will catapult you to satisfaction and your personal vision of success, whatever that looks like to you.

*"I knew I needed help with my schedule when I missed a close colleague's going-away party. Taking Erika's initial suggestions confirmed my suspicions: I only made time for work. The next steps we took together were a wake up call and the impetus for me to do what I needed to do to get back time for the rest of my life."*

*"It spurred me to make the decisions I had been putting off and let go of activities I no longer needed to be doing. Today I still tend toward working, but I am aware of the negative impacts that too much work has on my quality of life. So, now, I adjust and readjust and don't end up with all work and no play. It has helped me find some peace of mind and boundaries."*

- Maggie Mistal, Maggie Mista Career Consulting

[www.living-harmony.org](http://www.living-harmony.org), [erika@living-harmony.org](mailto:erika@living-harmony.org)

Use by 10/15/19 (1 year)

S-21



**Steve Hoffman**

**The Business of Speaking – and What We Don't Like Dealing With**

**Value: \$500**

We all like to speak, write, maybe even market, and can tolerate QuickBooks – but very few of us get excited about taxes. And what we don't know can hurt us. Fortunately, NSA-NE has its own tax expert, Steve Hoffman – "The Tax Translator," who can help anyone understand tax and answer all those questions that keep us up at night. Having worked in many areas of tax, including the IRS for more than 15 years, he reads tax code for fun. He is also an Enrolled Agent (EA) with the IRS, meaning he can represent people in tax court, instead of any attorney. Ask him all those terrifying questions you do not even want to ask your accountant like:

- What can I deduct? (My clothes I wear on stage are deductible ....right?)
- What's the latest on home based offices?
- What records do I need to keep?
- What if I'm audited?
- Do I have to pay taxes in different states? How about different countries?

Answers to these pressing questions and more are yours for the asking!

[www.thetaxtranslator.com](http://www.thetaxtranslator.com),  
[steve@thetaxtranslator.com](mailto:steve@thetaxtranslator.com)

Use by 4/15/19

S-22

**ZEN SPEAKING PACKAGE**



**Part A: Ingrid Dinter**

**Two-Hour Private Coaching Session: Using EFT Tapping Acupressure to Achieve Your Speaking Goals**

**Value: \$450**

- Get clarity on your message
- Release negative self-talk
- Release self-sabotaging habits or behaviors
- Gain confidence and project your message

[www.ingriddinter.com](http://www.ingriddinter.com), [ingrid@ingriddinter.com](mailto:ingrid@ingriddinter.com)



**Part B: Darlene Corbett**

**45-Minute Hypnosis Session: Rehearse Your Speech Through Hypnosis**

**Value: \$300**

- Hypnosis and hypnotherapy can help with speakers, test-takers, athletes, and others who experience performance anxiety.
- It can be used to promote positive thinking and for wide range of other issues including phobias, habits, and pain management.

*"Darlene quickly put me at ease with the hypnosis process and I was so happy with the results of my sessions with her." - Kathleen G.*

[www.darlenecorbett.com](http://www.darlenecorbett.com), [darlenemsw@gmail.com](mailto:darlenemsw@gmail.com)

S-23



**Dr. Will Newman, Clinical Psychologist**

**The Power of Presence, 90-minute coaching session**

**Value: \$750 - An invaluable quality to connect heart to heart with your audiences and your one-to-one communications.**

Dr. Will has developed the power of presence with patients over the past 35 years in private practice.

- Your presence with your audience and clients gives them the experience of a heart-to-heart connection to build trust and confidence in you.
- Presence can be developed as you learn to increase your capacity to be in the present with increased consciousness.
- Dr. Will will give you a 90-minute coaching session to learn and experience the Power of Presence.

will@dr.willnewman.com, Office: (978) 388-0022  
Cell: (603) 583-0265

S-24



**One Night, Weekend Stay, Embassy Suites, Waltham**

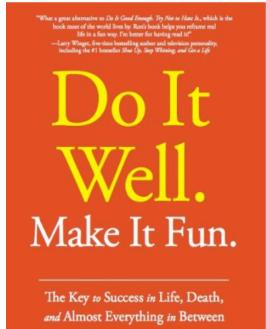
**Value: \$185**

- One night, weekend stay at Embassy Suites Hotel  
Boston Address: 550 Winter St, Waltham, MA
- Relax in comfort before or after your next NSA New England meeting!

## **SILENT AUCTION ITEMS**

**Table D: Self-study - Learn from the Greats!**

S-25



Ronald P. Culberson

**Ron Culberson**

**Four Books**

**Value: \$100**

Ron Culberson is a past president of the National Speakers Association (national).

Speaker, author, and humorist Ron Culberson's mission is to change the workplace culture so that organizations are more productive and staff are more content.

**My Kneecap Seems Too Loose**  
365 Random Thoughts to Inspire Deeply Shallow Thinking

**Is Your Glass Laugh Full?**  
Some Thoughts on Seeing The Humor In Life

**If Not Now, When?**  
Making the Most of Your Life, Your Relationships, and Your Work

**Do It Well.**  
Make It Fun

*"Title says it all - the secret to success on all levels of life is to do what we set out to well, to make it fun. Ron's book is deceptively simple. There is a lot of awakening concepts in this book for those who are looking for clarity in how to live a good life, on every level. Bravo!"*

[www.ronculberson.com](http://www.ronculberson.com), [ron@ronculberson.com](mailto:ron@ronculberson.com)

S-26



**Jason Hewlett**

**Online Course: How to Make a Career from the Stage**

**Value: \$197**

Imagine how you feel receiving another standing ovation for your performance. Imagine your words, concepts, ideas are read far and wide, changing the world. Now imagine holding in your hand your first \$100 paycheck for speaking. Even more important, you know how to make that check become \$1,000 and then \$5,000, perhaps even \$10,000 and beyond.

- Speaking at over 2,000 events, speeches, and performances in his 15-year career, for Fortune 500 companies, and clients such as American Express, Delta Airlines, 2002 Salt Lake Olympics, CocaCola and many more, Jason Hewlett has solidified his place as a top professional in the speaking and entertainment industry.
- His groundbreaking online training will show you how to level up your career no matter what stage you find yourself stuck on right now.

Several videos (which are updated consistently to drive your opportunity to learn) with Jason speaking directly to you, as well as in a classroom setting, entertaining yes, but pulling back the curtain on the truth of how to make it in this industry.

- A hefty workbook with How-To accountability worksheets, philosophies that drive business and your mission, documents that will show you how Jason has done it (contracts, invoices, email templates) that you can use in your business. This will take years off the learning curve.

*"The verdict is in. Jason Hewlett is a 5-star keynote speaker."*

[www.jhetraining.com](http://www.jhetraining.com), [jason@jasonhewlett.com](mailto:jason@jasonhewlett.com)

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**Mark Scharenbroich, CSP, CPAE; and  
Eric Chester, CSP, CPAE**

**\$500-off Coupon to Attend Keynote Kamp  
(Nov 30 – Dec 2, 2018, Denver, CO)**

If you want to take your presentation skills to the next level, attend Keynote Kamp! All four Keynote Kamps have sold out in the past, it's just that good.

- Learn from two Hall of Fame speakers (Eric Chester and Mark Scharenbroich) that have a combined history of 70 years speaking while delivering over 8,500 keynotes. This is an opportunity to be 1 of 20 speakers who will be able to share a portion of their keynote while obtaining valuable feedback to take your presentation to the next level. The total investment of Keynote Kamp is \$4495. By bidding on this item, you take \$500 off. Here's what's included with Keynote Kamp:
- Mark and Eric researching your business and studying your preview video;
- 3 days of interactive learning;
- 6 Shared meals (2 breakfasts, 2 lunches, 2 dinners);
- Transportation between the Curtis Hotel and the Learning Venue (2.1 miles); and
- Lots of extras!

*"Mark and Eric believe the best marketing is a great speech. By attending Mark and Eric's Keynote Kamp, it helped me earn six speaking engagements after speaking at one school."*

- Nick Tokman

*"The specific, high-quality feedback I got from Mark and Eric paid for itself many times over. One of the best investments I've made in my speaking career."*

- Roger Grannis

[www.keynotekamp.com](http://www.keynotekamp.com), [eric@ericchester.com](mailto:eric@ericchester.com)

Use by 10/25/18

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**Michael Domitrz**

**One-Year Subscription to Education through Engagement Online Training Course**

**Value: \$750**

Discover presentation and engagement skills for making a greater impact. Learn from one of the most trusted, experienced, and sought-after speakers and subject matter experts, Mike Domitrz.

- Mike is a critically-acclaimed speaker, author, subject matter expert, and media resource who, for more than two decades, has been inspiring individuals with his passion and energy for creating a culture of respect.
- Each year, Mike conducts up to 250 trainings for tens of thousands around the world.
- "Education Through Engagement" is a course to refine your storytelling, humor and even how to deal with hecklers!
- You will get exclusive content, education, skill sets, and resources for engaging others in some of the most difficult of conversations!
- Monthly "Ask Mike" live video chats are also included in this auction item.

*"Mike Domitrz is without question, the best speaker I have ever seen at disarming a potentially hostile audience, engaging them to the point that they WANT TO BE THERE, and making them laugh along the way. They walk out changed people. I know I did. I have so much I can learn from Mike, and so will you."*

- John Sileo, CPAE

[www.datesafeproject.org](http://www.datesafeproject.org), [mike@datesafeproject.org](mailto:mike@datesafeproject.org)

Use by 10/15/19 (1 year)

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**Patricia Fripp**

**Create Your Keynote Extravaganza Collection of Instructional DVDs + CDs**

**Value: \$625**

Create Your Keynote Extravaganza is a collection of instructional DVDs and CDs.

The collection includes:

- DVDs:
  - Preparing and Presenting Powerful Talks, How to Build a Profitable Speaking and Consulting Business
  - How To Open Your Presentations with Impact
  - 50 Shades of Fripp: Observations, Advice, Experience
  - How To Create Your Keynote... Faster Than You Think.
- CDs:
  - How To Outline, Design, and Deliver a Dynamic Speech or Sales Presentation
  - How To Become a World Champion Speaker.
  - Lady and the Champs Speaker's Conference 2011
  - Create Your Keynote By Next Week (CDs and 200-page workbook created by Patricia Fripp and Darren LaCroix)
  - Price Negotiations for Sales Professionals From Good to Great: 10 Little Known Techniques to Transform Your Speech
  - SuperStar Sales Presentations, The Inside Secrets.

[www.fripp.com](http://www.fripp.com), [pfrripp@ix.netcom.com](mailto:pfrripp@ix.netcom.com)

Receive CDs and DVDs at the auction

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**Darren LaCroix**

**Collection of DVDs to Help You Grow Your Speaking Business**

**Value: \$1,250**

Darren LaCroix is the Toastmasters 2001 World Champion of Public Speaking.

- He felt invisible in high school
- He failed as a business owner
- He worked in a cubicle for over a decade

What made the difference for him can make a difference for you. Learn his secrets to success in this series of DVDs:

- Create Your Keynotes
- DVD: Create Product Now!
- Secrets of Storytelling
- DVDs The Path to Powerful Presentations
- Business Shortcuts DVD