



*Presentations, Coaching & Consultation that  
Rekindle the Spirit, Raise the Bar and Create Excitement!*





## Business Presentations

*Business communication skill-building tools,  
techniques and solutions for radiant results!*

### ☆ 7 Secrets to Connect ... with Anyone!

Establish authentic rapport with others. Tailor this session for sales/marketing, service, meetings...  
Gain instant credibility with your listeners, bosses, clients, vendors, teams, prospects, shareholders...

### ☆ Creating a Positive Work Environment

Tap into intrinsic motivation that inspires problem-solving, decision making, and earned shared respect.  
Refresh effective interpersonal communication skills for increased teamwork, collaboration and results!

### ☆ Customer Service with Heart

Become more stress-resilient in a high-pressure customer/patient service environment!  
Create a sincere connection with internal/external customers. Sprinkled with attitude booster and fun!

### ☆ How to Conduct Productive & Energizing Meetings

Set up yourself-and your teams-for success with these tips! Applies to virtual, hybrid and on-site meetings.  
Planning the agenda, core logistics, facilitating discussions, action lists, follow-up... gaining engagement!

### ☆ Market Like A Pro! *In Print and On-Line*

Proven time-tested simple techniques for boosting sales and promotion efforts... in print and online.  
Tailor this session to your organization's target audience, products, services or business...

### ☆ Sparkle-Tude!

Boost employee morale, engagement and productivity!  
Reduce stress, increase teamwork, beat burnout and energize staff!

### ☆ Speak Like A Pro! *How to Design and Deliver Presentations!*

Easy-to-use public speaking techniques and strategies... for every level of presenter!  
Organize your thoughts, create structure and logical flow, design effective slides and handouts...



View topic detail, tailoring suggestions & video clips at  
[SherylRoush.com/communication](http://SherylRoush.com/communication)



*Bring out more  
**BRILLIANCE**  
in your organization!*

Tailor your sessions to address specific objectives and desired outcomes, including:

- Improving customer service
- Building trust and teamwork
- Interpersonal and networking skills
- Conducting productive meetings
- Handling critical issues for results
- Submitting proposals and ideas
- Boosting sales and marketing efforts
- Preparing and giving presentations
- Interviewing, recruiting and retaining talent
- Delivering train-the-trainer programs
- Relaying updates to shareholders
- Refreshing active listening skills

**Expertise: Business Communications**

**Sheryl Roush** is a subject matter expert, published author, consultant and presenter on business communication: in person; in public; in print; and online.

CEO of Sparkle Presentations, Inc., based in New York, she works with organizations to activate authentic connection which results in increased engagement, morale, service, trust, collaboration, innovation and business. Experienced, Sheryl has presented well over 3,500 on-site programs in 14 countries since 1987, and has conducted virtual presentations since 2010. She is a Certified Virtual Presenter, and a Zoom awardee. Active as a professional member and officer in the National Speakers Association since 1990, both the Los Angeles and San Diego Chapters awarded her their "Member of the Year." The Hospitality Human Resources Association selected her their "Vendor of the Year." Toastmasters International honored her with the 2009 Presidential Citation for enhancing global communication and leadership, selecting her from 260,000 members that year. Sheryl was the youngest female to earn Toastmasters Accredited Speaker credential in 146 countries (1993). With her college degree in Commercial Art, Sheryl is an award-winning graphic designer and marketing consultant. She is the 2016 "Author of Influence" awardee from the State of California Legislature and Senate. A 17-time author her inspirational books include: *Heart of a Military Woman* (2009 Best Inspirational, San Diego Book Awards); *Heart of a Toastmaster* (2014 Best Anthology, Int'l Book Awards), *Sparkle-Tudes!*; and *Heart of a Woman in Business*. Her fifth business book, *Solid Gold Newsletter Design* became a marketing course book at the University of Ottawa.



***Bring in Sheryl Roush!***

Sheryl@SherylRoush.com  
SherylRoush.com

*Is your organization dulled by negativity, stress overload, declining service, lack of teamwork or poor communication?*

*Provide relevant techniques, tools and tactics they will implement!  
Polish-up interpersonal communication skills for sparkling results!*

## 7 Secrets to Connect

- ☆ Discover easy-to-use methods to establish rapport and instant connection with others.
- ☆ Gain instant credibility with any listener, boss, client, co-worker, prospect, vendor..
- ☆ Learn simple ways to reach the head and heart of others... using genuine communication!

### Tailor your session to spotlight specific objectives and desired outcomes:

- improving customer service
- building trust and teamwork
- interpersonal and networking skills
- conducting productive meetings
- handling critical issues for results
- submitting proposals and ideas
- boosting sales and marketing efforts
- preparing and giving presentations
- interviewing, recruiting and retaining talent
- delivering train the trainer programs
- relaying updates to shareholders
- refreshing active listening skills

\* Sessions include valuable reference handouts.

Engaging, interactive, highly-tailored programs that rekindle the spirit, raise the bar and create excitement!

### Available internationally as on-site and virtual:

- Conference Keynotes & Breakout Sessions .....60-120 minutes
- Seminars, Workshops & Training ..... 45-90 minutes to 3 hours
- Retreats & Boot Camps ..... 1-3 hours to Full-day (7-8 hours)
- Individual and small group coaching & consultation

*Bring out more Brilliance in your organization!*



**Schedule Sheryl Roush for your event!**  
Sheryl@SherylRoush.com • SherylRoush.com  
CEO, Sparkle Presentations, Inc. • Based in New York



#### Clients include:



# Bring out more Brilliance in your organization!

“While at Starwood Hotels & Resorts I had the pleasure of working with Sheryl for four years, and over 150 of the managers were wowed by her training prowess, which had a major impact on the organization. We would recommend Sheryl to any other company, whether in the hospitality industry or not, as a trainer and public speaker.” - Tim R. Mulligan, J.D., Area Director of Human Resources, Starwood Hotels & Resorts

“Her training has helped bring the management team of the Zoo to another level altogether, and we look forward to each new class she brings to our organization.” - Tim R. Mulligan, CHRO, San Diego Zoo Global

“Sheryl’s expertise is communication skills for the workplace and she re-energized us to get back to the workplace. Many of us in our industry have been either laid off or furloughed... Sheryl was a breath of fresh air... Although the conference was virtual, she was able to bring the session to life. Sheryl engaged in real time and in the chats. This was not like most other virtual sessions I have been part of. This is the second time we have had the opportunity to have Sheryl as part of our education and connecting opportunities.”

- Shelley Albanese, Region 7, International Association of Venue Managers (IAVM)

**Clients include:** for larger list, click on “Partial Client List” at <https://sherylroush.com/about>

## Banks, Financial & Legal

Ass’n of Legal Administrators (ALA)  
Bank of America, Union Bank  
Healthcare Finance Mgmt. Ass’n (HFMA)  
Société Générale Bank, NY  
UCLA Financial Division  
Verizon Wireless - Finance Division

## Education

Alliant International University  
Bucknell University - SBDC, PA  
Calif. Ass’n of School Business Officials  
Gemological Institute of America (GIA)  
Los Angeles Unified Schools (120 programs)  
University of California-Berkeley  
University of Denver  
University of Pittsburgh

## Government

City of Revelstoke, BC, Canada  
County of Los Angeles, CA  
Management Council and 9 Agencies  
County of San Diego, CA  
Leadership Shelby, Shelbyville, KY  
Morrison County Government, MN  
National Rural Water Ass’n (NRWA)  
U.S. Census Bureau, Economic Division

## Healthcare

Abbott Laboratories, GlaxoSmithKline  
Am. Ass’n of Healthcare Mgmt. (AAHAM)  
Ass’n for Healthcare Admin. Professionals  
Baptist Memorial Health Care Corporation  
Gen-Probe Technologies, Inc.  
Kaiser Permanente - Physician Recruiters  
UCLA’s Arthur Ashe Wellness Center

## Hotels, Hospitality & Travel

California Department of Transportation  
Century Plaza Hotel, Beverly Hills, CA  
Loews Coronado Bay Resort, Coronado, CA  
Marriott, Sheraton, W and Westin Hotels  
San Diego Zoo & Safari Parks  
Southwest Airlines  
Themed Entertainment Ass’n (TEA)

## IT & Communications

AT&T, Lucent Technologies, US West  
IBM’s Women in Management  
Intuit Turbo Tax® executive sales team  
Intuit IT Department

## Real Estate

Century 21, New Jersey corp offices  
Institute of Real Estate Management (IREM)

## International

Athena Int’l Women, Doha, Qatar  
Deepak Chopra’s lecture team  
Hong Kong Baptist University, Hong Kong  
Institute Teknologi Mara, Malaysia  
Int’l Ass’n of Administrative Professionals  
Int’l Ass’n of Venue Managers (IAVM)  
Int’l Society of Event Specialists (ISES)  
Jones Day international law firms  
Mattel, Inc.  
MENSA International  
Mitsubishi Motor Sports  
New Strait Times, Singapore  
Philip Morris of Asia, Hong Kong  
SDC Technologies, Inc.  
Singapore Press  
Sony  
Southeast Asia Speakers & Trainers Bureau  
Stampin’ Up!  
Symantec Software Int’l, Norton Utilities  
The Leader’s Edge, Philippines  
Toastmasters International  
U.S. Olympic Training Center  
- as Director of the Speakers Bureau  
Women in Publishing Society, Hong Kong  
Women in Transportation, Int’l (WTS)  
Y Access, Manama, Bahrain

**Sheryl Roush** is a subject matter expert, published author, consultant and presenter on business communication: in person; in public; in print; and online. CEO of Sparkle Presentations, Inc., based in New York, she works with organizations to activate authentic connection which results in increased engagement, morale, service, trust, collaboration, innovation and business. Sheryl has presented well over 3,500 on-site programs in 14 countries since 1987, and has conducted virtual presentations since 2010. She is a Certified Virtual Presenter and Zoom awardee. Active in the National Speakers Ass’n since 1990, both the Los Angeles and San Diego Chapters awarded her their “Member of the Year.” The Hospitality Human Resources Ass’n (HHRA) selected her their “Vendor of the Year.” Toastmasters Int’l honored her with the 2009 “Presidential Citation” for enhancing global communication and leadership, selecting her from 260,000 members. Sheryl was the youngest female to earn Toastmasters Accredited Speaker credential in 146 countries (1993). With her degree in Commercial Art, Sheryl is an award-winning graphic designer and marketing consultant. She is the 2016 “Author of Influence” awardee from the State of California Legislature and Senate. A 17-time author her inspirational books include: *Heart of a Military Woman* (2009 Best Inspirational, San Diego Book Awards); *Heart of a Toastmaster* (2014 Best Anthology, Int’l Book Awards), *Sparkle-Tudes!*; and *Heart of a Woman in Business*. Her fifth business book, *Solid Gold Newsletter Design* became a marketing course book at the University of Ottawa.



**Schedule Sheryl Roush for your next event! [Sheryl@SherylRoush.com](mailto:Sheryl@SherylRoush.com) • [SherylRoush.com](http://SherylRoush.com)**



## Partial Client List

### ASSOCIATIONS

Alliance of the American Dental Association (AADA)  
Association of Family Medicine Administrators (AFMA)  
American Ass'n of Healthcare Admin Management (AAHAM)  
American Management Association (AMA)  
American Mensa, Annual Gathering (National & Regional)  
American Society of Association Executives (ASAE)  
Arizona Health Care Association (AZHCA)  
Association for Healthcare Admin Professionals (AHCAP)  
Association of Legal Administrators (ALA)  
Association of Records Management (ARMA)  
Association for Women in Science (AWIS)  
California Farm Bureau Association (FBA)  
California Park & Recreation Society (CPRS)  
Healthcare Financial Management Association (HFMA)  
Hospitality Human Resources Association (HRRRA)  
International Association of Police Chiefs (IAAP)  
International Association of Venue Managers (IAVM)  
International Coach Federation  
International Institute of Business Analysts (IIBA)  
International Society of Event Specialists (ISES)  
National Association of Professional Organizations (NAPO)  
National Rural Water Association (NRWA)  
National Speakers Association (NSA)  
Meeting Professionals International (MPI)  
Professional Coaches Alliance (PCA)  
Professional Coaches Management Association (PCMA)  
Project Management Institute (PMI)  
San Diego Business Resources (SDBR)  
Society for Marketing Professionals (SMPS)  
Women in Publishing Society, Hong Kong (WIP)  
Women in Transportation, International (WTS)

### EDUCATION

Alliant International University  
Bucknell University, SBDC  
California Association of School Business Officials (CASBO)  
California State University, Northridge  
Gemological Institute of America (GIA)  
Franklin Academy, Malone, NY  
Hong Kong Baptist University, Hong Kong  
Institute Teknologi Mara, Malaysia  
Kings County Office of Education, Hanford, CA  
Los Angeles Unified School District, 120 programs  
Board of Education & Office of the Inspector General  
Maricopa County Community College, AZ  
National University  
San Diego State University  
St. Francis University, SBDC  
Tustin Unified School District  
Universiti Teknologi Mara, Malaysia  
UC-Berkeley  
UC-Irvine  
UC-Los Angeles  
UC-San Diego  
University of Denver  
University of Pittsburgh

### FINANCE

Bank of America  
CUSO Financial Services, LP  
Ernst & Young  
Kirtland Federal Credit Union, Albuquerque, NM  
KPMG  
Société Générale, New York City  
Sorrento Pacific Financial Services, LP  
Union Bank of California  
US Census Bureau, Economic Division  
Verizon Wireless, Finance Division  
Western Claim Conference

### GOVERNMENT

Amtrak/MetroLink  
BoozAllenHamilton  
California Housing Authorities HR Consortium  
CalTrans, California Department of Transportation  
Camp Pendleton Marines, CA  
City of Lubbock - Water Utilities  
City of Revelstoke, British Columbia, Canada  
City of San Diego  
County of Los Angeles (9 Agencies)  
Management Council (2 keynotes)  
Secretarial Council (5 keynotes)  
County of Riverside, 911 Dispatchers  
County of San Bernardino Housing Authority  
County of San Diego  
Fairchild Air Force Base Hospital, WA  
Federally Employed Women (FEW)  
Leadership Shelby, KY  
Morrison County Government, MN  
National Rural Water Association (NRWA)  
South Coast Air Quality Management District, CA  
State of California  
Unified Port of San Diego  
United States Navy  
United Way

### HEALTHCARE

Abbott Laboratories  
Baptist Memorial Health Care Corporation  
Blue Cross of California  
County of San Diego, Dept. of Health & Human Services  
Fallon-Medica Nurses  
Gen-Probe Technologies, Inc.  
GlaxoSmithKline  
Kaiser Permanente, Physician Recruiters  
Mercy Hospital Nurses  
National Association of Professional Geriatric Care Managers  
Oklahoma Dept. of Mental Health & Substance AbuseRed  
Rock Behavioral Health Services  
Residency Program Solutions  
Scripps Rees-Stealy  
Sharp Healthcare  
The (Deepak) Chopra Center, La Costa, CA  
UCLA's Arthur Ashe Wellness Center  
UCSD Healthcare & Medical Center



# Partial Client List

## **HOTELS, HOSPITALITY & TOURISM**

Balboa Park Cultural Partnership, San Diego, CA  
Hospitality Human Resources Association (HHRA)  
International Association of Venue Managers (IAVM)  
Loews Resorts, Coronado, CA  
Pinnacle Hotels  
San Diego County Fairgrounds  
San Diego Museum of Art Docent Council  
San Diego Zoo & Safari Park  
St. Regis Hotel, Beverly Hills, CA  
Sheraton Hotels • W Hotels • Westin Hotels  
Starwood Hotels & Resorts  
Southwest Airlines  
Themed Entertainment Association (TEA)  
Welk Resorts

## **INTERNATIONAL**

Hong Kong Baptist University, Hong Kong  
New Strait Times, Singapore  
Philip Morris of Asia, Hong Kong  
Singapore Press Holdings Limited, Singapore  
South East Asia Speakers and Trainers Bureau, Inc.  
The Leader's Edge, Philippines  
Universiti Teknologi Mara, Shah Alam, Malaysia  
Women in Publishing Society, Hong Kong  
Y Access Training Solutions, Bahrain

## **LEGAL & LAW**

Association of Legal Administrators (ALA), Boston Chapter  
Beverly Hills Bar Association  
County of Los Angeles Sheriff's Department  
International Association of Chiefs of Police  
Jones Day international law firm  
Latham & Watkins, LLP  
Las Vegas Metropolitan Police  
Fish & Richardson, P.C.  
Robins Kaplan, LLP  
San Diego County Bar Association

## **PRINTING & PUBLISHING**

Epicomm (NAPL, NAQP)  
National Association of Printing Leadership (NAPL)  
National Association of Quick Printers (NAQP)  
New Straits Times, Singapore  
Publishers & Writers San Diego  
Singapore Press Holdings, Singapore  
Women in Publishing Society, Hong Kong

## **HUMAN RESOURCES**

California Housing Authorities HR Consortium  
California Public Employers Labor Relations Ass'n  
Hospitality Human Resources Association  
Int'l Association of Administrative Professionals (IAAP)  
Professionals In Human Resources Association (PIHRA)  
Society of Human Resource Management (SHRM)

## **REAL ESTATE, MORTGAGE & TITLE**

California Desert Association of Realtors, Palm Springs, CA  
California Escrow Association  
Century 21 Realty, corporate headquarters, NJ  
Coronado Shores Realty, Coronado, CA  
Institute of Real Estate Management (IREM)  
McMillin Realty, San Diego, CA  
Ticor Title, San Diego, CA  
Women's Council of Realtors (WCR)

## **SALES, RETAIL & MANUFACTURING**

7-Up  
Bechtel Petroleum, Inc.  
Brooks Brothers  
Kohler Co.  
Mattel, Inc.  
Mitsubishi  
Northwest Wall & Ceiling Bureau (NWCB)  
SDC Technologies, Inc.  
SONY  
Steelcase Learning & Innovation Center  
Stampin' Up!  
Washington Inventory Service  
Watkins Manufacturing / Caldera Spas

## **SOFTWARE & TELECOMMUNICATIONS**

AT&T  
California Computer Expos  
CEBOS  
Clear-Com  
Epicor Software  
HM Electronics, Inc.  
IBM  
Intuit, IT Department  
Intuit, Turbo Tax® executive sales team  
Lucent Technologies  
Norton Utilities  
Symantec Software International  
US West  
Verizon Wireless

## **WOMEN'S CONFERENCES**

Academic & Professional Women's Society (A&PW)  
American Business Women's Association (ABWA)  
Association for Women in Science (AWIS)  
Athena International Women, Doha, Qatar  
Central California Women's Conference (CCWC)  
Columbus Chamber of Commerce Professional Women's Day  
County of Los Angeles Women's Leadership Conference  
IBM's Women in Management  
Indianapolis Women's Conference  
Sharp Women's Health Symposium  
Women in Business Symposiums  
Women in Prison, Southern California

# HOW TO COMMUNICATE WITH ANYONE

## (ESPECIALLY THE DIFFICULT ONES)



*By Sheryl Roush, Sparkle Presentations, Inc.*

In my general session at the Educational Conference in San Diego entitled, “Authentic Connectivity: 7 Secrets to Communicate with Anyone,” I shared my research on Howard Gardner’s Multiple Intelligences, or channels of communicating with others, as it relates to gaining credibility and rapport, cooperation and teamwork, managing and leading others, and in both interpersonal and public speaking.

There are seven basic communication frequencies, or inherit modalities best used to enhance connection with others. When we speak “their” language (frequencies) we have great connection. If we’re not paying attention, or not using active listening, there is disconnect. Errors are made; instructions not understood; listeners are irritated, or worse, agitated.

The more intelligences used in communication, the greater the connection, rapport and credibility with the listener. The main tactic is to match, or mirror, where they are, and speak to that individual using their preferred modality.

- 1 **Verbal/Linguistic:** appreciates meaning and order of words; semantics; stories, discussions, brainstorming, metaphors, analogies, poetry, foreign languages and rhymes.
- 2 **Logical/Mathematical:** thinks in numbers, logical systems; natural problem solver; scientific; needs presentations in sequential order, structured systems, facts, numbers, bottom-line, statistics, and details.
- 3 **Visual / Spatial:** needs to see the big picture first, then the details; appreciates demonstrations, graphs, charts, photographs, illustrations, color diagrams, videos, etc.
- 4 **Musical:** appreciates rhythm and cadence; vocal variety; keeps pace with information, whether tapping a pen, or bouncing their foot while listening.
- 5 **Bodily / Kinesthetic:** learns best by doing, hands-on and tactical experiences and movement; in touch with their senses.
- 6 **Interpersonal:** a people person; naturally perceptive in understanding others – their moods and motivations; loves to communicate, persuade, mediate and negotiate; genuinely cares about others; great leaders and followers.
- 7 **Intrapersonal:** reflective; needs “thinking time” or “space” for making decisions and choices; appreciates self-paced information and projects.



*Continued next page*



## WHAT CHANNELS ARE THEY ON?

How does this relate to YOU when communicating with all those different constituencies you deal with on a daily basis? Yes, including your boss, other executives, peers and teammates, subordinates, patients and other “external” people...?

When you are meeting with them, one-on-one, face-to-face, LISTEN! (Listen with your EYES and pay attention to their facial expressions and gestures). On the telephone, listen for subtle vocal inflections, volume, rate and pitch. These reveal emotion and intention.

They will present “clues” to which frequencies (one or more) they are communicating through. Then, tailor your conversation to THEIR modalities.



<b>Scenario:</b>	Boss asks for last week’s statistics, requests one-on-one meeting at 2:15 p.m.
<b>Assumption:</b>	Mathematical; Interpersonal
<b>Provide:</b>	Statistics, black-and-white documentation
<b>Interaction:</b>	Boss says “I will review the numbers and ask if I have questions.”
<b>Assumption:</b>	Introspective and Mathematical
<b>Interaction:</b>	Boss asks for data color-coded or in graphs
<b>Assumption:</b>	Mathematical, Visual, may also be Introspective
<b>Provide:</b>	Statistics, in color
<b>Scenario:</b>	Meeting update, project debrief, training
<b>Assumption:</b>	More than one person in attendance
<b>Tactic:</b>	Use EACH of the frequencies to fully connect with each listener
<b>Scenarios:</b>	Selling your boss on a new idea; asking for a raise; to attend AHCAP conference
<b>Assumption:</b>	That you will GET what you ask for!
<b>Tactics:</b>	Communicate in their preferred modalities; Sell the BENEFITS of the idea/raise/conference; ASK <u>confidently</u> for what you want

## SUMMARY:

Individuals may be MORE than one modality at a time. Balance your message to incorporate the “channels” to fully connect.

**Sheryl Roush** is available to speak at your associations, retreats, conferences and on-sites. Her 17 books include: *Heart of a Woman in Business*, and *Sparkle-Tudes!*™ Her general session at our Educational Conference was “Authentic Connectivity: 7 Secrets to Communicate with Anyone.”

SherylRoush.com / Sheryl@SherylRoush.com

# Public and Private Speaking Tips

By Sheryl Roush  
President/CEO,  
Sparkle Presentations, Inc.

Whether addressing your staff or Board of Directors, conferring with colleagues or vendors, advising a patient or their loved ones, how you communicate and convey that message makes all the difference in its effectiveness.

There are four types of “presentations” and depending on the objective and desired outcomes of your message, you may use one, or more of these: to inform, educate, persuade, and/or inspire. Regardless of which type you use, there are three main factors in the listener’s ears and mind determining the success of the message:

1. Content (words, research, facts, statistics, case studies, stories, testimonials, documentation, quotations, references, etc.)
2. Delivery (style, tone, vocal variety, pace, pitch, volume, body language, facial expression, etc.)
3. Congruency (authenticity and genuineness). Do the content and delivery match the messenger? Although the first two factors are important, this third factor is vital! Your listener subconsciously observes and determines the real message (meta-message) of what is being communicated. Do the emotions, movements and overall tone appropriately align with the message? Is the speaker believable?

Practice your presentation in front of a mirror, ensuring that what you look like (facial expressions, eye movement, body lan-

guage) is what you want to look like, sound like, be like. Would you believe you?

If you are not comfortable with public speaking, consider checking out the Toastmasters Club. They offer a safe place to practice with a supportive audience where you receive keen feedback. Practice impromptu and prepared presentations, listening, thinking and speaking skills to enhance your leadership and advocacy.

## 25 Public Speaking Tips for the Non-Professional Speaker

1. Believe the audience sincerely wants you to succeed and learn from you
2. Affirm you have a message they need to hear and offers value
3. The more time you devote to advance preparation, the less anxious you will be
4. Mind map your concepts initially (not starting with a lined memo pad!)
5. Draft a simple outline indicating potential flow, content and transitions
6. Incorporate the multiple communication modalities of listeners
7. Sit quietly and see yourself presenting this program, hear your words
8. Write out your entire presentation word-for-word
9. Craft a solid “grabber” opening statement and a purposeful closing
10. Read it out loud as if you were giving it live
11. Edit it more, to be in your “voice.” Speak it so it sounds like you,
12. Condense your major points as bullet point reminders on one index card
13. Practice using the handwritten index

card to enhance visual memory

14. Rehearse your delivery, being as natural as possible, standing in front of a mirror
15. Observe your timing, pacing and flow. Be genuine and confident.
16. If using slides, practice run-throughs several times, and have a back-up plan
17. Visualize yourself presenting this program successfully. See it, hear it, feel it.
18. Be congruent with your body language, movement, voice and facial expressions
19. Add audience interaction, activities and more conversation into your timing
20. Video record yourself, a head-to-toe view; watch it closely, with the sound off!
21. Visualize the improvements. Video record and watch it again.
22. Further prepare by rehearsing at the location
23. Create short, memorable, positive affirmations to say to yourself
24. Arrive early at the location, get equipment set-up and get settled-in
25. Meet people, ask them what they came to learn, and deliver it!

### What to do before you speak:

- Plan your wardrobe and all pieces that go with it
- To combat stress, eat raw green vegetables
- For dry throat, eat Asian Pears and Watermelon
- Get a good night’s sleep the night before
- For stress, use Bach Flower’s Rescue Remedy
- Gargle with warm water

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# PUBLIC SPEAKING



*continued from page 12*

- Drink plenty of water, lukewarm or hot
- Brush your teeth
- Apply light chapstick or Vaseline to lips/teeth
- Get up, move around, and stretch
- Use the restroom. Wash with warm water.
- Be quiet for a minute before you're on
- Thump your chest like Tarzan for energy

### **What to avoid before speaking:**

- Apologizing
- Sitting still
- Ice and cold beverages
- Throat drops with menthol
- Alcohol, diuretics and decongestants
- Eating anything with nuts, seeds or berries
- Cheeses, creamy sauces, sour cream,

cream cheese

- Negative people and depressing conversations
- Caring what people think about you...
- People asking if you are nervous?

*Hear Sheryl Roush at the Thursday keynote session at the ANI. For more information, visit [www.SherylRoush.com](http://www.SherylRoush.com)*

**Looking for a high-caliber presenter for your District event?**  
**Want a seasoned speaker and long-time member who brings valuable content, inspires your Members AND adds SPARKLE to your agenda?**

# Sheryl Roush

*Highly-interactive, lively and engaging messages, making your event memorable for years to come!  
 All programs are tailored to your event, theme, on-site location and District needs!*

## District Conference & Training Session Topics:



***Do you have members that are professional presenters... eligible to pursue the elite AS designation?*** This insightful session provides tips, ideas and strategies to apply and pass the 2-Level judging on the first time! TI's "AS" credential is for those who are already professional presenters; having a DTM is not required. Educational session or workshop: 45-75 minutes



***A heart-centered inspirational message ...*** Showcases your members in a conversational and engaging program! Ideal for an infusion of pride, recognition and membership commitment! TI sanctioned book on this title. Keynote address: 20-30-45 minutes



***Are your promotional efforts producing the best results?*** Tailored for club-area-division-district fliers, newsletters, email campaigns, social media, websites... using your own samples - before & after design and copy-writing make-overs! Educational session: 45-60-75 minutes



***Want to authentically connect with ALL your listeners?*** Discover skills to enhance your communication, contest speech, speaking, teambuilding and leadership! Includes worksheet. Educational session: 45-60-75-90 minutes  
 On-site workshop with live coaching: up to 3-hours



***How to Transition from Free... to Fee ... with Paid Speaking!*** Discover the 10 must-have's; how to get started; where to get speaking engagements; creating your marketing and more! Session and handout include tips and templates for designing speaker marketing. Workshop (up to 3 hours) may be offered as a bonus session after an on-site conference. Available in 60-90 minute sessions.



***How to Promote Your Club Speechcraft Program Attract-Recruit-Retain Members!*** This "how-to" session includes handout templates and tips to plan a 4-6-8 week series to recruit new members. Use Speechcraft to launch corporate programs as well as boost community clubs! Educational session: 45-60-90 minutes ... add a Panel!



## Sheryl Roush

CEO, Sparkle Presentations, Inc.

Distinguished Toastmaster  
 District 5 Governor, 1993-94  
 Accredited Speaker, since 1993  
 Presidential Citation Awardee, 2009  
 Certified Virtual Presenter  
 Toastmaster since 1987

Int'l Book Awards - Winning Author  
***Heart of a Toastmaster***

National Speakers Association  
 "Member of the Year"  
 Los Angeles & San Diego Chapters

Golden Microphone Award  
 NSA/Los Angeles Chapter

## On-site & Virtual Presentations



# Sheryl Roush, DTM, PDG, Accredited Speaker

Sheryl Roush is the CEO of Sparkle Presentations, Inc., based in New York. She is an international presenter and top-rated trainer, a multi-published author, and a speaking and marketing coach.

As a sought-after speaker, she has presented well over 3,500 programs in 13 countries, to groups as large as 5,000 (receiving standing ovations) in sports arenas. She has opened on conference stages for *Dancing with the Stars* Marie Osmond and keynote closed for Geena Davis. Sheryl has spoken on programs alongside celebrities including Olivia Newton-John, Jane Seymour, Suze Orman, Marcus Buckingham and John Maxwell. In 2007, she presented the closing address to seven nations in the Arabian Gulf District and was the only woman on the 3-day program. Known for her sparkling delivery style and relevant content, she often speaks on agendas with TI's World Champions and International Officers. Sheryl has presented on-site programs for Districts in Australia, Baja California, Bahrain, the Bahamas, Canada, Mexico City, Qatar, and across the US.

In 1993 Sheryl was the 6th woman globally, and 28th overall, to be honored by Toastmasters with the elite Accredited Speaker designation for "outstanding platform professional speaking." As of August 2022, only 90 have earned the credential in 146 countries since 1981.

As a leader, and Past District 5 Governor (Southern California and Arizona), for enhancing global communication and leadership, Toastmasters honored Sheryl with the 2009 "Presidential Citation," selecting her from over 260,000 members worldwide that year.

Active in the National Speakers Association (NSA) since 1990, she earned the "Golden Microphone" award from the Los Angeles Chapter, and "Member of the Year" award from both the Los Angeles and San Diego Chapters. She is a frequent speaker at Chapter Speaker Academy sessions.

A Certified Virtual Presenter (CVP), Sheryl has been presenting globally virtually on several platforms since 2010, and is a Zoom awardee. Her sessions workshops are known to be interactive and lively.

As a speaking coach, Sheryl served as the Director for the U.S. Olympic Training Center in San Diego, training Olympians in public speaking skills. She trained the NFL's Charger Girl pro cheerleaders in public speaking and TV/Radio media interviewing skills from 2000-2020. She is also a 3-time past president of the San Diego Professional Coaches Alliance/Professional Coaches Alliance.

As a 45-year veteran in marketing design and printing, Sheryl has owned five award-winning graphic design studios, and has written five books on graphic arts, including *Solid Gold Newsletter Design* for Toastmasters. She received four international Top Ten Bulletin awards from Toastmasters.

As a 17-time published author, she is most proud the *Heart of a Toastmaster* received the honor of 2014 "Best Anthology" from the International Book Awards. It published stories from 135 members!

Her other inspirational books include: *Sparkle-Tudes!*, *Heart of a Woman in Business*, *Heart of a Woman*, *Corazón de Mujer* (Spanish), *Heart of a Mother*, and *Heart of the Holidays*. The San Diego Book Awards awarded the *Heart of a Military Woman*, 2009 Best Inspirational Book.

View video clips and topics at [SherylRoush.com](http://SherylRoush.com)  
For coaching, visit [SpeakAndMarketLikeAPro.com](http://SpeakAndMarketLikeAPro.com)

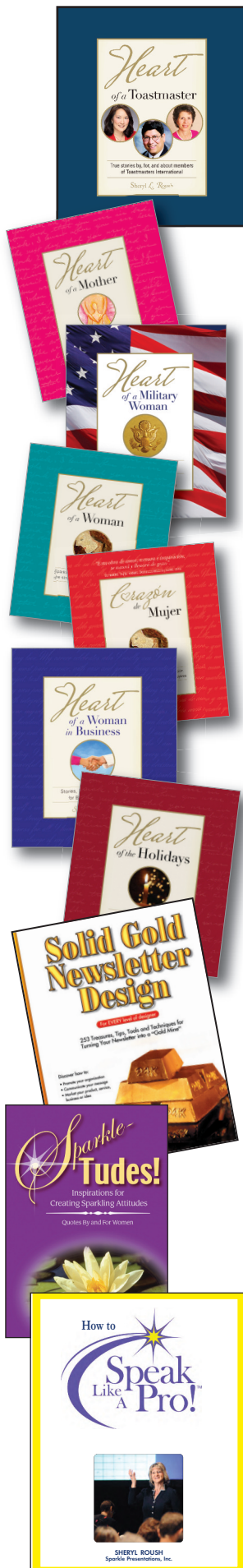
## Schedule Sheryl Roush speak at your District event!

I DO NOT ACCEPT SPEAKING FEES FOR TOASTMASTER DISTRICT-HOSTED EVENTS!

Districts cover all travel, hotel accommodations and event registration costs.  
Request permission in advance to record her sessions.

[Sheryl@SherylRoush.com](mailto:Sheryl@SherylRoush.com)

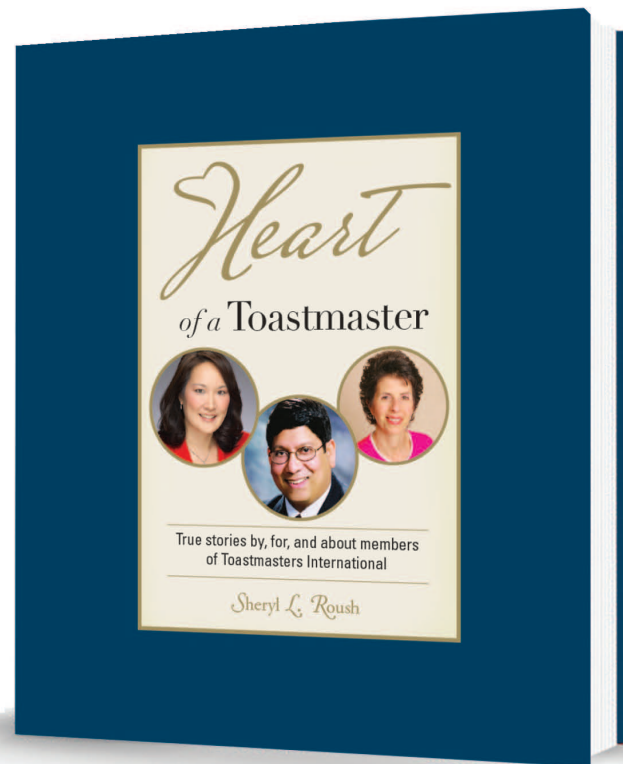
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# Stories and Ideas to Inspire Toastmasters Everywhere

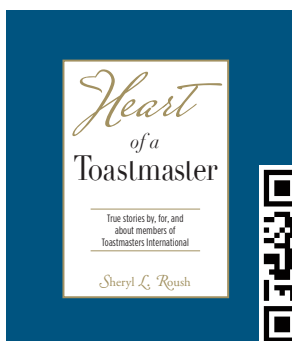


*Heart of a Toastmaster* is an inspirational collection of stories written by and for Toastmasters International members.



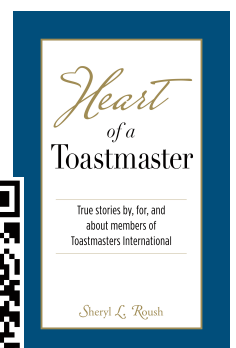
Sheryl Roush is an international speaker and author, who offers humor, heart and hope to rekindle the spirit and boost morale. Her other books include *Heart of a Mother*, *Heart of a Woman* and *Heart of the Holidays*.

## TOASTMASTER Magazine, Back Cover

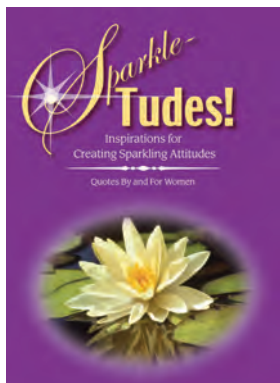


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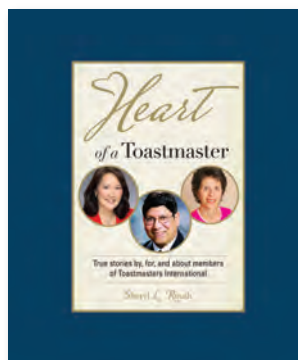
# Inspirational Books by Sheryl Roush



## Sparkle-Tudes!™

*Inspirations for Creating Sparkling Attitudes.... Chapters are A-Z*

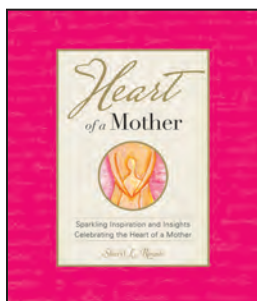
Achievement, Attitude, Careers, Cats, Character, Communication, Creativity, Family, Focus, Health, Leadership, Money, Music, Nature, Passion, Purpose, Success, Values...



## Heart of a Toastmaster

*True stories by, for and about members of Toastmasters Int'l over 135 from around the globe*

“Best Anthology” from the Int'l Book Awards



## Heart of a Mother

*Also ideal for Moms, Aunts, Daughters, Sisters, Mothers-in-Law, New Moms...*

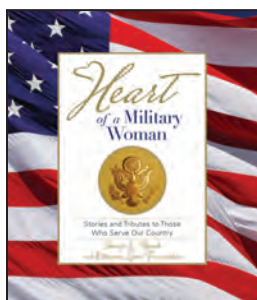
Stories, tributes, poems, quotations.... Babies, Dinner Time, Family, Grandmothers, Kids, Lessons Learned, Life, Love, Parenting, Pregnancy, Single Parents, Stay at Home Moms



## Heart of a Woman

*Stories, quotations, poems*

The wisdom, humor, intuition and fortitude of women...Authenticity, Chocolate, Communication, Courage, Grieving, Estrogen, Faith, Family, Joy, Making a Difference, Mid-Life for Women, Prosperity, Romance, Trust...



## Heart of a Military Woman

Short stories, poems, tributes and quotations... from active and retired, veterans, spouses, their families and cherished friends.

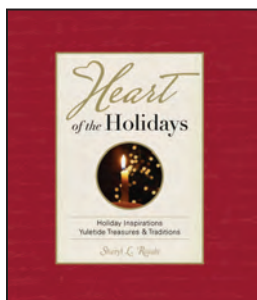
“Best Inspirational” from the San Diego Book Awards



## Corazón de Mujer

*Heart of a Woman in Spanish*

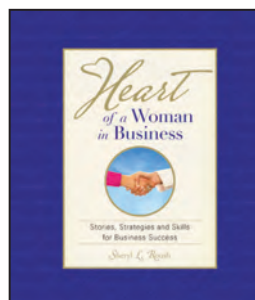
Eloquent reading in a conversational tone. Original Latino stories, poems with cultural proverbs from North and South America.



## Heart of the Holidays

*Original stories and poems*

Yuletide treasures and traditions from around the globe. From Thanksgiving, to Winter Solstice, Hanukkah, and Christmas, through New Years, and Epiphany.



## Heart of a Woman in Business

*Stories, Strategies and Skills*

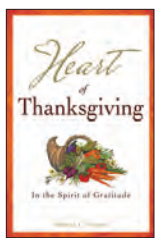
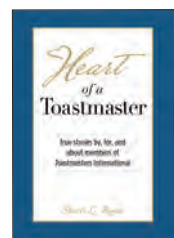
Inspirational and “how-to’s!” Celebrating women in today’s businesses. Insights and tips for success in the workplace, in your own business, and in life.

Order printed books at [SherylRoush.com](http://SherylRoush.com) in the “Sparkle Store”

Indicate any personalized inscriptions for autographs!



Sheryl Roush



eBooks are available on Amazon.com - Search “Sheryl Roush” in the Kindle Store

# Expressing Your Uniqueness In Print

SHERYL ROUSH  
San Diego, Calif.

**T**here is a maxim in the speaking industry that your materials should always look at least as good as you are. Ron Kaufman adds to this, "Take that one step further. Your materials should always look as good as you are aspiring to be, and should be given out in a volume that reflects the abundant professional style (in which) you intend to live."

## Evolution of One-Sheets

As we reinvent ourselves and our industry, clearly showing that we are experts who speak professionally, we need to reinvent our marketing materials as well. Just 20 years ago, speakers used elaborate glossy brochures, and meeting professionals took the time to read them. Today, those multi-page booklets have been condensed, with carefully selected information placed on one page of paper, front and back, thus the name "one-sheets." Today, those brochures have a shorter shelf-life, topics change frequently, and require less reading time by our meeting professionals. Decisions are made quickly, matching the speaker to the audience, topic and fee structure. As the industry changes due to market demand, our materials and how we provide this information needs to change with it.

One of the first advocates of one-sheets, NSA Past President Jim Cathcart, CSP, CPAE and Cavett Award recipient, explains, "The meetings industry today expects to be able to understand a speaker's value quickly and efficiently. To accomplish this, it has become customary for speakers to summarize their expertise and their

topics on one sheet of paper (two sides), hence the name 'one sheet'."

## How Americans Read

The American Library Association suggests that today, 10 to 15 percent of Americans are non-readers or functionally illiterate. Another 10 to 15 percent are avid-readers who read everything. The remaining 70 to 80 percent are skimmers who browse and scan. This means that our messages need to be delivered in bite-sized chunks, bulleted and concise, balanced with colorful graphics. Readers give our printed materials much less than two minutes.

Karl Fritz, veteran Web developer for the entertainment industry, indicates that the average Web viewer scans for only 2.5 seconds. Your information also needs to be only three clicks away from where they enter. Dan Kennedy indicates that from the flap-to-the-trap of an envelope and sales letter, you have only 2.5 seconds. That's fast!

Readers also read in three stages, according to David Ogilvie, in his book *Confessions of An Advertising Man*. Stage One is Relevance: the reader is looking for the benefits or asking "What's-in-it-for me?" This question needs to be answered within seven seconds or the reader easily tosses the piece, clicks or moves on to other things. Stage Two is Confirmation: here the reader is looking to confirm that it's a good thing they kept reading. Credibility and testimonials are important. Stage Three: this is the Call to Action. Tell the reader what you would like them to do as a result of reading your material.



## Grady Jim Robinson

Southern Humorist with a Message



### Presentations:

#### Slap Me Naked and Hide My Clothes

**KEYNOTE - INSPIRATION WITH LOTS OF HUMOR**  
The title of Grady Jim's most popular program is taken from his 100-year-old Grandpa's saying!

- Audiences laugh until their jaws ache at his growing up in Arkansas stories.
- Listeners are challenged to stop whining, make some personal changes, and be happy.

#### Women Are from Venus, Men Are Lost in Space

**KEYNOTE**  
• Rollicking good fun with surprisingly serious insights into different gender-personality styles.  
• Humorous revelations about the delicate balance between masculine coercion and feminine connection. Perfect for leaders, parents, teachers and managers.

#### Did I Ever Tell You About the Time ... ?

**HALF-DAY COMMUNICATION THROUGH STORY WORKSHOP**  
A valuable workshop for teachers, salespeople, ministers, and speakers.  
• Secrets of how to mesmerize and "trance-form" an audience with personal stories.  
• Attendees discover, develop and deliver their own stories.

#### People are talkin'...

"Grady Jim was totally delightful and delivered as promised! Everyone enjoyed his presentation and all the conference attendees..."

"... among the best personal stories we have published!"  
Jan Kaplan  
Sports Illustrated

"Grady Jim's humor reaches out and touches the heart of the reader!"  
Sharon Lorange  
Reader's Digest



Lenora Billings-Harris, CSP  
*The Marble Lady*

Whether through keynotes, half-day workshops, or multi-day seminars, Lenora Billings-Harris' thought-provoking presentations are lively, positive, and non-judgmental. Using metaphors and other fun techniques as metaphors, she will help your group discover how to:

- Create a respectful workplace that values differences
- STOP inappropriate behavior and preserve the relationship
- Counteract stereotypical information affecting productivity
- Measure diversity success against business goals

Lenora is an international speaker, author and the author of *The Diversity Advantage: A Guide to Making Diversity Work*. Since 1986, she has helped people solve diversity dilemmas, and organizations improve productivity in today's multicultural environment. Her clients include Fortune 500 companies as well as professional associations and educational institutions. She currently serves on the adjunct faculty of the Levin School of Business and Economics, University of North Carolina-Greensboro.

These accomplishments have earned her the Certified Speaking Professional (CSP) designation from the National Speakers Association. Additionally, Lenora is an officer on the board of this 400-member organization.

## Lenora Billings-Harris

Multicultural Diversity Expert

### Lenora's Most Requested Topics Include:

#### *Unity within Diversity: The Ox Perspective*

This unique keynote uses the Wizard of Oz characters as a metaphor to help you use your brain, heart and courage to make a real difference in today's multicultural world. This thought-provoking message inspires audiences to increase their optimism for success, by reducing their reliance on stereotypes, while embracing the strengths they each possess.

#### *The Diversity Advantage: Turning Barriers into Bridges*

You will learn how, when and why people rely on stereotypes to make day to day decisions about others. This program is designed to propel you to a new level of awareness and positive action when interacting with others.

#### *Empowering Teams by Valuing Differences*

Learn the four critical elements necessary for team effectiveness while you unlock your preconceived notions about others. This highly interactive session will equip you with tools and techniques for immediate application.

#### *From Adversaries to Allies: Gender Communication in the Workplace*

This fun presentation helps both men and women learn how to improve their communication with the opposite gender. Say what you mean and get what you want while recognizing differences.

**Call Now to Schedule Lenora Today!**

## Continuity is Key

The true value of any marketing piece is that it supplements the rest of the targeted efforts, offers value and retainable information, from a Web site, demo video, streaming video and direct mail campaigns, etc. The professionalism of these is in the continuity of the design. They need to have a consistent look from piece to piece, and from print to Web, to establish credibility in the eyes of the market. Several elements contribute to this overall image.

Susan Clarke shares, "Your uniqueness is a blend of who you are and who your market is." As speakers, trainers, consultants and authors in today's marketplace, we need to demonstrate our value, offer a depth of information, credibility and uniqueness. Mark LeBlanc, *Small Business Success*, offers this advice: "Position yourself by concept, instead of by your titles."

## Essentials to Include

"A well prepared one-sheet, like a 30-second commercial, tells a complete story, including a value proposition (WIIFM factor), a call to action and your vital stats—all in one. The one-sheet is the surrogate that represents our promise to the meeting planner, bureau or contracting executive," states John Reddish, MS, CMC.

Get the most out of your piece, Dottie Walters, CSP advocates. "Anything other than printed full-color on both sides is a waste of time." To involve your reader, use less copy text in paragraphs and more short lists, cleverly woven together using a theme throughout the piece, creating continuity from the front to the back, from the opening statements, to the subheads, to the call to action.

After your print design is ready, post it as a PDF file on your Web site, making it easy for quick download by meeting professionals who need to make that decision right now! This also enables you to make instant changes, and bureau-friendly (without your contact information) versions. I post my general one-sheets (keynotes and workshops) and the topic-specific sheets on my homepage for immediate access and download.

A well-designed, general one-sheet, professional profile includes:

- Banner benefit statement at the top of layout
- Speaker's name (in a stylized type-style)
- Full-body or 2/3 view action photo on one side
- Portrait photo on the other side (without a microphone)
- Defining statement of your unique or valuable expertise
- Program descriptions, titles (one paragraph, plus three to five bullet-pointed benefits)
- Results to be generated, bullet pointed under title
- Biography, credentials, publications and experiences
- Testimonials—rave reviews—with their names and organizations

- Signature look and feel, demonstrating your personality (perhaps a moniker)
- Logos for full NSA members (NSA, CAPS, ICF MPI, ASTD, etc.)
- Contact information (toll-free phone number, Web site, e-mail)
- And, if you're going to quote someone famous, quote yourself
- Optional: Your organization's logo placed at the bottom of layout

## “Stop the Press!”

### Until You Consider these Precious Gems

**Gloria Boileau**

San Diego, Calif.

1. **The Pearl**—First and foremost, be completely certain that the topic you have chosen to speak on is one that really excites you, that makes you come alive and comes from your heart! If you let others decide your area of expertise, or you choose your topic because it's “the one” that will make you the big bucks, good luck. I guarantee it will not withstand the test of time.

For example, a speaking coach might encourage a person to speak on a particular subject, say finance, due to the person's background or the economy. But even if you have the expertise, if it's not a subject you love, you won't be successful! You must be willing to take the time to explore within yourself to find the personal gift you have to offer, and then bring it to the world. Only you will fully know what that is.

2. **The Ruby**—Selecting the colors for your piece is a critical decision, as the first item that the brain perceives when viewing anything is color. Take your time deciding which colors express who you are and what you do. Then be certain that the colors compliment one another. As an example, if you speak on sales, incorporating the color red will work to your advantage, as it encourages people to move to action.

3. **The Diamond**—The final gem of wisdom I want to offer is to identify a signature that expresses your uniqueness in who you are and the topic that you address. Be consistent in using this signature in all of your literature, and you will be remembered across the globe! For example, Sheryl Roush speaks on creating dynamic presentations and one-sheets, so she has created a signature of “Sparkle.” The title of her programs, the clothes she wears, her products and press kit all sparkle just like her delightful personality. Creating a signature not only helps others to remember you, it also adds a lot of fun to your program. Be certain that your signature is very clear in your one-sheet and all marketing materials and watch your notoriety soar!

Embrace these valuable gems, wear them proudly and be remembered as the unique and memorable jewel that everyone will remember. Applying these gems will result in delighted audiences, abundant bookings, a joyful life and greater success than you could have ever imagined.

Ta, ta!

*The Queen of Total Image*

AKA: Gloria Boileau

#### What's Your Style?

The “Southern Humorist with a Message,” Grady Jim Robinson, CSP, uses photos that reflect his “Slap Me Naked and Hide My Clothes” outlook learned from his 100-year-old Grandma. Lenora Billings-Harris, CSP, “The Marble Lady,” shows her expertise in multicultural diversity by using marbles in order to teach the value of respect and uniqueness.

#### Offer Value-Rich Content

Speaker marketing expert Ed Peters uses a rule of thumb for marketing materials, “No matter what your marketing materials look like, would your prospect keep them, even if they never hired you? Do they have value of their own, or do they just promote you?” He recommends, “include something in your marketing materials that your prospect can use for their benefit whether they hire you or not.”

Invest in your image, express your uniqueness, and ensure that your materials always look as good as you aspire to be!

*Sheryl Roush is a speaker with 25 years of experience in graphic design, specializing in speaker marketing materials. Sheryl is the author of Solid Gold Speaker One-Sheets, a how-to CD-ROM set for speakers, authors and trainers. She can be reached at Sheryl@SparklePresentations.com, (858) 569-6555 or www.Sparkle*

*Presentations.com.*



## PIP: Program-Inspired Products

*How to generate program-related products as a way of building passive income*

**H**ave you ever considered creating a product for an event that has back-of-the-room sales potential? There's nothing like an upcoming speaking engagement to inspire product creation for new items to sell at that program!

We hear it so often said in the NSA family that we should use the skills we have, utilize our expertise. Some of the best advice I've heard in our industry: Have products that support your topic; speak only on topics for which you have product; and leverage presentations. How do we put these sage tips into practice?

Jim Cathcart, CSP, CPAE and Cavett Award recipient, coined a phrase, "MLOT"—Money Left On Table. It suggests that we maximize every presentation, whether with follow-up coaching, products or subscriptions. His advice is well founded, in that each of us can add more value to "the talk"—whether we're coaches, trainers or keynoters. After all, this is a business! Dottie Walters, CSP, refers to add-ons as "accessorizing."

What if your "accessories" became customized to that audience? When I think about my upcoming presentations, I look at the event not through my eyes as the speaker, but through the eyes of the attendee. What are their needs? Their challenges? Their issues? How can who I am and what I bring truly serve them? This comes through in the message and establishes the potential for support after the program.

Ask yourself these questions:

- What items or resources will best serve the attendee during, immediately after and well after the program?
- What do they really need?

Address the challenge/issue:

- How do they need to receive it?
- What form of media (visual/auditory, kinesthetic) is best?

•What will it require of me to create it for them?

•How can I add value and takeaway benefit?

On New Year's Eve 2004, I started working on my next book in the *Sparkle-Tudes™* Series (*Creating Sparkling Attitudes*), researching quotations about love. One of my bureaus booked me to keynote close an upcoming women's health symposium for 2,500 attendees. Yes, the audience was specifically women, my favorite audience, and I'd be closing to a well-known celebrity actress (Geena Davis of *Thelma and Louise*). The symposium's senior event planner, along with the convention center's senior event manager, both recent CMP designation recipients from Meeting Professionals International, brainstormed the theme for the Feb. 12 date, and came up with "Heart of a Woman." My closing presentation, titled "Worthiness of Woman," addressed self-esteem, who we are today as women and brought the day to a finish.

Why not have the book ready and released for this event, only one month away? Is it possible? (I remember Pam Lontos, CSP, saying it is!) I set the target goal (book delivery date), and backtracked it on the calendar (printing dates, artwork deadlines). I e-mailed fellow NSAers, authors and friends with the invitation to submit their original or favorite quotations. Poems started coming in, then a few short stories.

Tapping into the symposium theme, with the full permission (and excitement) of the event creators, I adopted "Heart of a Woman" for the title of my book. In just 21 days from original conception, the book was compiled, designed and put to press to ensure its availability on the event release date. How can you do this?

1. Have a vision, do the homework, use your skills and tap into the brilliance of others (NSA mentors).

2. I happen to be a 28-year veteran in graphic design and self-published this book, using one of our NSA vendors. And...it was on time! Two of the first books out of the shipment were presented to the meeting planners as gifts—they loved it!

Although my contract for the engagement stated no product sales from the platform, which I respect, I did have permission to read from the book. I shared the opening poem, a very touching and uplifting poem, written especially for this book, said the name of the book and gently showed the book cover before putting it down. At the completion of my program, not only did it earn a standing ovation, ladies were lined up waiting for multiple autographs, with books flying off the table.

This create-a-product-for-the-engagement idea can also stimulate other book opportunities you might consider. For instance, you could custom design the cover for clients, using their logos, themes and colors through one of the print-on-demand (POD) NSA vendors.

Expand the ways you deliver your services. Consider creating a booklet, workbook, manual, three-ring binder with subscription inserts, CDs, CD-ROM or DVDs. Generate a product that will support your topic. Make a logical connection between your topic and the audience need.

Sometimes we get so caught up in the passion we have for speaking, that we forget it's a business. Leverage your engagements with products to maximize the income and experience—without leaving money on the table.

*Sheryl Roush has created more than 30 audience-centered products, including those for developing speaker marketing materials. Contact her at [Sheryl@SparklePresentations.com](mailto:Sheryl@SparklePresentations.com) or (858) 569-6555.*

