

Newsletter - April 2009

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Welcome to

 Toronto Chapter



Get Notified of Upcoming Events

Email:

 Message from the President

Celebrate spring! You made it through a tough winter. At the last winter session we benefited from the wisdom of Dr. John A. Estrella who talked frankly and knowledgeably about creating passive income.

Peggy Grall inspired with her wit, wisdom and innovative approach to continuous change. Peggy challenged your ability to update and improve your skills and offer even better resources to your clients. Thank you to them both.

In the background Peri Shawn is leading a rigorous, client focused, product development series. Her "students" (me included) are working away to prepare for the next session May 11th.

Speaking of the May meeting, your Board is responding to the ongoing requests to find a location with better parking and (more) professional meeting space. May 11th and June 8th meetings will be held at the Sandman Hotel, still within close proximity to the airport. We look forward to your response to this trial.

See you at the Sandman!

Words of Gratitude

Laurie Flasko – Laurie did a great job on the Programming Committee. Some family responsibilities are now requiring her attention. Thank you Laurie for your contribution.

Bill Hogg – Bill has volunteered in a variety of ways. Thanks for the flexibility and commitment.

Suzanne Stevens – Suzanne has approached her Staffing Role creatively and inclusively. Thank you Suzanne for embracing this role.



Kathleen Redmond
 2009 President, CAPS Toronto

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 Next Events

Monday, Afternoon May 11, 2009
 1:30pm to 4:30pm

Peri Shawn

Creating Product in Record Time

Only those who have pre registered and been diligent completing their homework get to spend the afternoon with



Madame Taskmaster - **Peri Shawn**.

Please note offering a series is a new experience for our membership. Programming will keep you informed whether we will repeat either this particular program or another series in the future.

Monday, Evening May 11, 2009
6:30 to 9:30 P.M.

Dave Paradi

Blogging, Podcasting, YouTube channels and Sites for Smartphones - letting the world see your expertise



What is the best way for a prospective client to be convinced that you are the right speaker for their meeting? To see you speak. It demonstrates your expertise and your style. But what if they can't come to one of your presentations? Then what do you do? Leverage the power of Internet tools such as blogging, podcasting, YouTube and sites designed for smartphones.

Dave Paradi uses all of these tools to attract prospects that turn into paying engagements. In this session, he'll take you behind the curtain and show you:

- How to set up a **YouTube** channel that serves as a 24 hour a day marketing engine
 - How to create a podcast that is listed in the **iTunes** store
 - How to use a **blog** to serve a steady stream of valuable content to your target market
 - How to use a smartphone focused site to get bookmarked on hundreds or thousands of iPhones, Blackberries and other smartphones
- Check out Dave's podcast on iTunes, look at his [YouTube channel](#)
 - Read his [blog](#)
 - Check out Dave's [mobile site](#) on your smartphone

Come prepared to learn new ideas on how to raise your profile and presence on the Internet so more prospects call you instead of you calling them.

About the Speaker

Dave Paradi is the author of "The Visual Slide Revolution", selected as one of the Top 10 Business Books of 2008 by The Globe and Mail. He served five years on the CAPS National Board first as Technology Chair and then as Treasurer. He leverages technology to build his business and has spoken to many CAPS chapters, CAPS Conventions and NSA Conventions.

Meeting Times: See above.

Registration: Visitors \$60, members no charge



Where: **Please note the change in location for this meeting**
Sandman Signature Hotel Toronto Airport, 55 Reading Court. It is just North of Dixon Rd. off Attwell Dr. close to the Pearson airport. [Click here to view local area map.](#)

Visitors may [click here](#) to Pre-Register for this event at the CAPS Toronto Website
Online registration will not be accepted after Thursday 7th. May

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Feature Article

How to Create a 'Book Me' One Sheet

By: **Rachel Colic**

So you meet someone at a networking event that has the power to hire you. In the process of getting to know you they ask, "what do you speak about?" or "what is your expertise?" Here's a golden opportunity to market yourself! You want that decision-maker to quickly understand how your unique expertise and content can benefit their organization and how you're 'the one' to deliver the message.

But, what if you are on the phone with a potential buyer? A great One Sheet can market you when you don't have the advantage of face-to-face communication. To demonstrate that you are a 'must-have' speaker, your One Sheet needs to be a showpiece for you, written and designed *with your audience in mind*.

What should my One Sheet say? In essence your One Sheet should answer the burning questions a decision-maker would ask you in person.

- What topic do you speak on?
- Who are your programs most appropriate for?
- What experience do you have that makes you an expert in this area?
- What makes you different from the other people who speak on the same topics?
- What are the benefits of your programs?
- How would you describe your programs?
- Who have you delivered these programs for in the past?
- What have previous audiences said about your programs?

How do I organize the information? Answer the questions above - then organize the information into these 7 key elements.

- 1 **Logo & Tagline:** Use the colour, graphics and feel of your logo to help drive the design elements of your One Sheet.
- 2 **Program Descriptions:** Limit it to a maximum of 4, create program headlines that are results oriented and include 3-4 results-related bullet points for each program.
- 3 **Brief Bio:** Keep it short and focus on the experience and background you have that makes you an expert on your specific topic.
- 4 **Partial Client List:** If you are targeting a specific industry or market, include past clients (no more than 10) that are also in that industry or market.
- 5 **Headshot:** Include at least one picture of you that showcases your personality and that was taken within that last 2 years.
- 6 **Testimonials:** Include 3-4 short, pithy comments from past audience members or decision makers.
- 7 **Call To Action & Contact Information:** Tell them what you want them to do and how to do it (e.g. 'To transform the effectiveness of your sales team, contact John today') and then list your phone number, email address and website address.

How do I add 'Buy Appeal'? The key to getting your One Sheet to speak for you is to create a layout and design that is: consistent with your overall brand identity, easy to read and showcases your unique value. Think outside of the box, there is no hard-and-fast rule that your One Sheet has to be on an 8.5x11 page.

Use graphic elements, images and colour to bring some life and pizzazz to your marketing piece. Create interesting and catchy headlines that break up your copy, draw the reader in and help them quickly find the information they are looking for.

A One Sheet is a must-have marketing piece for any speaker. It is the go-to for many meeting planners and speakers bureaus and, in this new age of electronic documents, it is easy for you to keep it up to date and customize it when needed.

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Rachel Colic is a Marketing Specialist that helps professional speakers, trainers and coaches to boost their brands and build their business. Rachel works one-on-one with her clients to develop clear, concise and unique marketing materials, backed by a long-term marketing plan, to exponentially grow their business. For more information on Rachel's services contact her at www.rachelcolic.com or 519-539-1195.



Share your insights and gain exposure by writing a feature article for the newsletter. We are looking for useful, brief, and practical tips in any area of the speaking profession: Send your submission to [Kelley Robertson](#).

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CAPS Toronto Event Schedule

February 9	Afternoon	Shelle Rose Charvet - CAPS National president	Repositioning Your Business in Tough Times
	Evening		Take the Lead. C'est à votre tour.
March 9	Afternoon	Dick Bruso	Expanding Your Brand through Podcasting, Power Referrals, and Brandstorming
	Evening		How to Be Heard Above the Noise! Branding Your Uniqueness
	Afternoon	Dr. John A. Estrella	Recurring Royalty Revenues: Prospering on Passive Income

April 13	Evening	Peggy Grall	Reinventing Yourself to Thrive in the Now Economy: (Or how you and Madonna can stay relevant!)
May 11	Afternoon	*Peri Shawn	Workshop 1:Creating Product in Record Time
	Evening	Dave Paradi	Blogging, Podcasting, YouTube channels and Sites for Smartphones - letting the world see your expertise
June 8	Afternoon	*Peri Shawn	Workshop 2:Creating Product in Record Time
	Evening	Susan Sweeney	Latest Technical Trends for Today's Speaker

* Note: Peri Shawn's session is a 3 part series with a teleconference call + 2 workshops
No further registrations are accepted.

And for your calendar, please pencil in the following dates in 2009:

Sep. 14
Oct. 5
Nov. 9
Dec. 14

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Welcome New and Renewed CAPS Members!

Congratulations to all the people who have made a commitment to their own businesses and professional development by joining CAPS or renewing their membership. The CAPS community continues to grow in strength and number every month!

NEW MEMBERS			
Jayne	Harvey	FCS International	www.fcsinternational.com
Marshall W.	Northcott	SMP Strategies	www.marshallnorthcott.com
Judy	Thompson	Thompson Language Center	judythompson@hotmail.com

RENEWED MEMBERS			
Sharon	Bar-David	Sharon Bar-David	www.sharonbardavid.com
Cate	Gibson	Powerful Journey Consultants	www.powerfuljourney.com
Judi	Hurson	Tim Hurson Enterprises Inc	www.timhurson.com
Debbie	Matters	Bayer HealthCare Pharmaceuticals	d-toronto@hotmail.com
Michel	Neray	Concentric Strategies Inc./Essential Message	www.essentialmessage.com
Kathleen	Redmond	Kathleen Redmond and Associates	www.kathleenredmond.com
George	Torok	George Torok Seminars	www.torok.com
Eric	Trogdon	Steps Canada	www.stepscanada.ca
Malka	Williamson	Say it With Style	www.sayitwithstyle.ca

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Our Members Speak

Afternoon Event



Recurring Royalty Revenues – Prospering on Passive Income

Dr. John A. Estrella, CMC

John walked us through the steps of how to create product. A simple yet integrated approach for speakers to leverage their expertise. Participants gave John top ratings and said:

"Well Thought out, Excellent"
"I didn't come in thinking of writing a book – but now I will!"

Best Parts of this workshop:

"Everything. Concrete tips on the process. Lots of good structure."
"Great business acumen – very open to sharing!"
"Amazed with the concept of passive income!!"

Evening Events

Reinventing Yourself to Thrive in the Now Economy

Peggy Grall

Peggy began her session in a humorous way telling us the challenges of presenting to speaker colleagues. When the laughter subsided, she had us either on our feet or glued to our seats with her brilliant, professional delivery.

- Great sense of humour!!
- Great value – loved the handouts + interactive activities
- I love Peggy, she's great, dynamic, knowledgeable, fun
- A great reminder of how we need to think about change
- Peggy is such a pro.
- Especially loved being reminded of the importance of interaction
- Thank you for the great handout
- Challenged my thinking



Overall Feedback on the Evening :

- Everyone is very supportive and forthcoming
- Organized, relevant, engaging, fun, superb, practical, relevant
- The power of just being in the room
- Always of value to listen to fellow speakers

"Meet the members is a very important part of the program."

"Volunteer profile is a nice touch to recognize the volunteers."

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Volunteering At CAPS Toronto

Volunteers Receive More Opportunities to Meet, Market, & Mingle

The Association provides a unique opportunity for new CAPS members to learn the fundamentals of success in the speaking profession. Long-standing CAPS members recognize the value of networking with their peers. Volunteering at CAPS offers a deeper level of networking; in that the contacts you make offer complementary skills. So come out to meet, market, and mingle.

Meet – You will meet people who will impact your career:

By volunteering for a committee or at a monthly meeting, you will often be the first person to greet CAPS members and guests. Its a great way make long-term connections. Get to know others who are committed to the career of speaking.

Market – You will gain exposure to the membership:

Your clients might need a solution, which may be outside your area of expertise. By referring a CAPS member, you promote reciprocity. Knowing what the members specialize in will assist your level of confidence in referring them. Possible marketing benefits include:

- Having your profile in the CAPS meeting introductory slide show
- An opportunity to be profiled in the Toronto Chapter monthly newsletter
- The possibility of being selected to showcase your expertise at a monthly meeting
- Other marketing opportunities exclusive to volunteers are in progress stay tuned!



Mingle – You will be invited to special education sessions and volunteer events:

- Participate in special programming to assist in growing your business
- Attend special "volunteer only" events throughout the year. A great opportunity to get to know the people behind the business

Members and guest are welcome to volunteer. It's easy! We ask many people to volunteer so each person only has a small amount of work and no one misses the main event! **Volunteer twice in a year and you will be eligible to participate in exclusive Volunteer Meet, Market, and Mingle opportunities.**

Volunteer opportunities are available every month for the **afternoon** and **evening** events. We also need some individuals who would like to assist in executing some of the Volunteer marketing initiatives. Please [click here](#) to fill out the volunteer form, or email Suzanne Stevens at, stevens@igniteexcellence.com to let her know of your interest in volunteering or becoming a member of the volunteer committee. Send

your request by May 4 and I will provide you a role for the May meeting by May 7.

Thank you to the Event Volunteers who helped out in April! Learn more about these members by checking out our volunteers' websites.


Shelle Rose Charvet	Success Strategies	www.successtrategies.com
Bill Hogg	Bill Hogg & Associates	www.billhogg.ca
Lorraine Weygman	Weygman Consulting	www.veygman.com
Gita Badiyan	Kiva Corporate Solutions	www.kivacorporatesolutions.com
Valerie Dixon	Learn Ware Design Inc.	www.learnwaredesign.com

This month's Featured Volunteer

Each month we will be featuring a CAPS Volunteer . This volunteer is someone who has demonstrated initiative, insight, and commitment to the CAPS Toronto Chapter.

Although there are many people who qualify for this special recognition, we will only feature one volunteer a month. This volunteer is someone who embodies the spirit of CAPS, a new member, a veteran and everyone between. Please learn more about your members and get to know our **Featured Volunteer**.

Dave Archer is as the Volunteer of the Month for his contribution to the development of CAPS TV.

FEATURED VOLUNTEER	
	<p>Dave Archer President and Lead Trainer International Business Trainers 5-190 Minet's Point Road, Suite 377 Barrie, ON L4N 8J8 1 888 379 2227 dave@ibtrainers.com www.ibtrainers.com</p>
What do you speak about?	How to sell products and services beyond North America, where distance, language, and culture are challenges that can be easily overcome with a simple, proprietary process.
Who is your target audience?	People and companies who wish to access the opportunities that exist in a market four times larger than the US market, but don't know how to go about it.
What is unique about you or your topic?	Instead of delivering general information on international business, I apply our 15 Steps to Selling Internationally to everyone who attends my training programs, and give them actionable ideas and solutions that they can implement immediately to increase their sales beyond North America.
Why did you join CAPS	To fast-track the development of my speaking and training business.
What made you decide to be a volunteer?	To get to know – and learn from – other successful speakers by contributing my time for the benefit of all CAPS members. You get what you give, what comes around goes around – and it's not rocket surgery!
What have you personally received by being a member or a volunteer?	Inspiration, great ideas, and strong relationships with great people.
One piece of advice you would give to other CAPS members:	Volunteer – it pays everyone, especially YOU!

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Related Events

Canadian Institute of Management
Tuesday May 05, 2009
How To Build Quality Relations Through Networking

Donna Messer

For more information click on logo



Association of Independent Consultants (AIC)
Monday April 27, 2009
The Packaged Consultant

*Hotel Toronto Airport, 135 Carlingview Road,
 Toronto*

For more information click on logo



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