

Additional Sources

The following lists are far from exhaustive, and sources change daily, particularly on the Internet. However, these resources should provide a solid base of information and skills relative to savvy, steak, and sizzle. I'd appreciate comments and suggestions for future editions of this book. The annotated opinions are mine and those of my research team.

National Trade and Professional Associations of the United States, Columbia Books, Inc., 1212 New York Ave. N.W., Suite 330, Washington, DC 20005. Every trade association in the United States, complete with annual budget, convention themes and dates, membership demographics, contacts, etc. Invaluable.

<https://www.columbiabooks.com/>

The Yearbook of Experts, Authorities & Spokespersons®, Broadcast Interview Source, 2233 Wisconsin Ave. N.W., Washington, DC 20007. An excellent place to be listed, since it is circulated to producers, assignment editors, reporters, etc. nationwide. A listing also appears on their Internet site.

<http://www.expertclick.com/>

{B}Bureaus

Here are some bureaus located around the country that I've found to be top quality in their ethics and investment in speakers. If you've never worked with bureaus, here's the drill: Don't call them. Send them a professional package and follow tip two weeks later.

The package should include a professional set of text materials, testimonials, audio and/or video (preferably web site video), fee schedule, references, and your areas of expertise. If you don't have these available, then you're not ready to contact them.

Convention Connection, 18133 Coastline Dr., Malibu, CA 90265

<http://www.conventionconnection.net/>

Gold Star Speakers, Box 37106, Tucson, AZ 85740

<http://www.goldstars.com/>

International Speakers, 5740 Prospect. Ave., Suite 1160, Dallas, TX 75206

<http://www.internationalspeakers.com/>

Leading Authorities, 1720 Rhode Island Ave. N.W., Suite 1100, Washington, DC
20036

<http://www.leadingauthorities.com>

Speakers Corner, 207 High Rd, London N2 8AN, UK

<http://www.speakerscorner.co.uk/>

The best speech coach anywhere is my The Odd Couple® Workshop partner Patricia

Fripp: <http://www.fripp.com/>

Associations

Note: Beware of speaking and/or consulting groups that provide a set of initials to place after your name or guarantee a certain number of leads, all for the cost of your membership dues. The general public and most buyers don't recognize specialized

credentials to begin with, and those that are awarded should be based upon some test of competence and/or history of achievement. join an organization for the learning, networking, and support potential, not for imaginary status.

American Association for Training and Development, 1640 King St., Alexandria, VA 22313. If you're primarily a trainer, you can't afford not to belong to the ASTD. It holds an annual convention, and local chapters are active to various degrees. Although it's too often "consultants and trainers speaking to each other," there is a core membership of practitioners who can be key recommenders for your services. Networking is valuable, and they publish the monthly *Training & Development* covering trends and methodologies. Ironically, the headquarters provides probably the worst service and slowest responsiveness of any association I've yet encountered.

<http://www.astd.org/>

International Platform Association, Box 250, Winnetka, IL 60093. About 5000 members. Professionals on stage: speakers, musicians, actors, etc. Promotes public awareness and professionalism. Wide variety of newsletters and magazines, such as *Secrets of Successful Public Speaking: The Public Speaker's Handbook*. Includes bureaus and booking agents.

<http://www.allbusiness.com/business-services/miscellaneous-business-services/4035305-1.html>

National Speakers Association, 1500 S. Priest Dr., Tempe, AZ 85281. About 3700 members, of whom perhaps 20–30 percent support themselves full-time as professional speakers. Annual convention and two major workshops (plus smaller "labs")

cover topic development, marketing, platform skills, etc. Very effective at the chapter level for networking, mentoring, and support. Monthly audiotape and magazine, *Professional Speaker*. Provides "Certified Speaking Professional" designation for those meeting, qualifications (about 10 percent of membership). Annual dues plus local chapter (optional). Note: Many of its local chapters will allow a year's membership at local level only (typically about \$90) to test the water. This is a very good value.

<http://www.nsaspeaker.org/>

Professional Speakers Network, Box 9906, Ft. Lauderdale, FL 33310. Trains and promotes professional speakers. Library, resource center, educational programs, referral services, in-house bureau, annual convention. Probably more like an organization for self-promotion of limited membership than a true trade association.

<http://www.thechickenlady.com/chase3.html>

{A}Small-Business Resources

{B}Organizations

National Association for the Self-Employed, 800/232-6273.

<http://www.nase.org/Home.aspx>

National Association of Women Business Owners, 301/608-2590.

<http://www.nawbo.org/>

National Federation for Independent Business, 800/634-2669.

<http://www.nfib.com/>

National Small Business Association, 800/345-6728.

<http://www.nsba.biz/>

Small Business Administration Answer Desk, 800/827-5722.

<http://www.businessweek.com/smallbiz/0003/ib000301.htm>

U.S. Chamber of Commerce, 202/463-5600.

<http://www.uschamber.com/default>