



SpeakerNet News

P R E S E N T S

Gold in Your Backyard: Make a Six-Figure Income in Your Local Market

A teleseminar with Laura Stack, CSP


Interviewed by Rebecca Morgan, CSP, CMC

Contents of this report:

- Synopsis of the teleseminar from the SpeakerNet News Web site, with an overview of the program contents and background information for Laura Stack.
- Edited transcript of the teleseminar interview. The verbatim transcript has been edited to improve readability and to provide a list of additional resources.
- Laura Stack handout prepared for this program.

SpeakerNet News

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Gold in Your Back Yard: Make a Six-Figure Income in Your Local Market with Laura Stack, CSP

Are you fed-up with security lines and airports? Are you tired of schlepping suitcases, waiting in boarding lounges and being crammed into 3-across seating? Do you have a family you hate to leave? Then this teleseminar is for you!



With the depressed economy and today's travel difficulties, many speakers have a renewed interest in speaking closer to home. Tapping the local market can be an important component of your overall marketing strategy. This teleseminar will provide innovative strategies to penetrate your local geographic market, create value for local businesses and associations, and capitalize on regional meetings. Learn proven principles and tactics to penetrate your local area and speak 100+ times a year within a two-hour radius of home!

You will learn:

- The best mix for local business: Generalist vs. specialist? Keynote vs. seminar? Corporation vs. association?
- How to diversify your services to create more opportunities locally
- New pricing strategies to give incentives to local clients
- Effective partnering strategies with local meetings industry groups
- How to take advantage of local networking, sales, and referral sources
- Specific strategies for marketing to local corporations and associations
- How to discover who is holding meetings within your geographic area

About Laura Stack:

Laura Stack is “The Productivity PRO!”[®]. She helps people leave the office earlier, with less stress, and more to show for it. Laura holds an MBA and has earned the CSP designation. She has been president of the Colorado chapter of NSA and vice chair of NSA's Meetings Industry Council committee. Her client list looks like a “Who's Who” of recognizable names, including Time Warner, Lockheed Martin, VISA, Wells Fargo, and her favorite...Dairy Queen. Laura shares her life with her husband John, three young kids, and one cat.

www.TheProductivityPro.com

SpeakerNet News Teleseminar
“Gold in Your Backyard: Make a Six-Figure Income in Your Local Market”
with Laura Stack, CSP
Interviewed by Rebecca Morgan, CSP, CMC

REBECCA: Let me introduce our guest expert today, CSP Laura Stack. Laura calls herself the “Productivity Pro.” Part of being productive is focusing on the right priorities. Laura has three small children and a husband, so her priority is to be with them as much as possible and still make a good living. So she has developed the strategy that she’ll share with us today on how to make a great speaking/training business within a two-hour radius of home.

Laura, we appreciate your being on the call with us. I know everyone is anxious to hear how you have mastered this concept. Thank you for sharing with us today.

LAURA: My pleasure. Thank you for having me.

REBECCA: You’re welcome. I know that we’re going to go through the handout.

LAURA: We sure are.

REBECCA: Let’s talk about getting abundant business within a couple hours.

LAURA: What everybody wants!

REBECCA: Exactly. I call it “Non-Airplane Income.” I’m going to be just as interested as our listeners in how to manage this, especially if your area suddenly becomes economically depressed.

LAURA: There you have it. I want to encourage the listeners to really decide for themselves whether this may be the right model for them. There are so many different ways of working this business. This is just one model.

One of the ways that I finally figured out that this is what I needed to be doing is, I took a look at what I call the “Push and the Pull” of the speaking business. Everyone has one. The push is what sends you out. What makes you do the crazy things that you do. Like, Rebecca, get on airplanes and go talk to people about your expertise. It’s your passion. It’s what makes you want to be in this business. The pull is what makes you want to stay home. What draws you back. What makes you *not* want to get on airplanes.

What I finally discovered is that it isn’t until your pull is greater than your push, that a lot of this is going to work for you. Because there really needs to be a high-level focus on this as a strategy because it’s very tempting to get distracted by a lot of other things. I’ve made a very clear conscious choice about working locally. I don’t lose my focus. I don’t even pursue out of town work. It just doesn’t serve my purpose. I think that’s one thing for everyone to keep in mind is that in the end, to do this requires very clear commitment and that you might need to alter some of these strategies.

REBECCA: Excellent. I know that some of us are thinking we can do local associations, but there comes a point at which they say, “You really need to speak at the National in order to get more of the local stuff.”

LAURA: Right. Every person needs to make a decision what their personal boundary is going to be. Then set limits around that decision. I set three out-of-town bookings a month. That’s it. Then I close my calendar. If someone calls me and they have that fourth, I say, “I’m sorry my calendar is closed for that month.”