00:00:03.440 --> 00:00:04.590

Oh, are we on?

2

00:00:04.900 --> 00:00:06.550

Yeah. I changed clothes again.

3

00:00:07.140 --> 00:00:08.630

Yeah. Well, you know,

4

00:00:08.980 --> 00:00:13.230

sometimes we just wear the same clothes every day to try to stay humble and,

5

00:00:13.330 --> 00:00:16.390

you know, kind know. So, you know,

6

00:00:16.410 --> 00:00:19.430

no organization is an organization unless it gets clear,

7

00:00:19.840 --> 00:00:24.630

clear about why it exists and what its value is and what its point is.

8

00:00:25.250 --> 00:00:29.670

And when the organization isn't clear, then largely the customers aren't clear.

9

00:00:29.690 --> 00:00:32.550

And if the customers aren't clear, you know, what do they say, Jamie?

10

00:00:32.690 --> 00:00:36.830

If confusion is the fastest way to get a customer to say no.

11

00:00:37.450 --> 00:00:42.390

And so you spend a lot of time with your staff looking at how

12

00:00:42.390 --> 00:00:44.630

do, how do we get clear with our customers?

13

00:00:44.810 --> 00:00:48.470

So why don't you share with us how you did that and what eventually came of it?

14

00:00:49.160 --> 00:00:51.980

So we worked with Member Teresa Rose.

15

00:00:52.680 --> 00:00:54.580

She used to be a president of the Minnesota chapter.

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00:00:54.680 --> 00:00:58.060

Now she lives out in California. And, uh,

17

00:00:58.280 --> 00:01:01.500

her business that she does is she helps companies,

18

00:01:01.930 --> 00:01:04.460

what she terms is crystallize their message.

19

00:01:04.760 --> 00:01:09.380

So just bringing it down to a clear, concise, easy to speak.

20

00:01:09.400 --> 00:01:12.900

She refers to it as back of the napkin explanation of what, uh,

21

00:01:12.900 --> 00:01:15.340

value proposition is. And I was very intrigued.

22

00:01:15.340 --> 00:01:20.220

So I started working with her in the fall to help us identify how to clearly

23

00:01:20.270 --> 00:01:24.500

articulate the value proposition of being an N S A member and what that member

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00:01:24.500 --> 00:01:29.140

journey looks like. And we came up with a really simple way,

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00:01:29.140 --> 00:01:32.460

this is what I was referring to as the N S A dance, um,

26

00:01:32.520 --> 00:01:35.020

to explain the value of N NSA memberships. Can you

27

00:01:35.020 --> 00:01:37.740

Do that one more time? How does it go again? Yeah. Very nice

28

00:01:38.590 --> 00:01:39.540

Snake jammer is that

29

00:01:39.740 --> 00:01:40.620

I don't even think I could do that.

30

00:01:40.780 --> 00:01:43.060

I would dislocate my shoulder if I try to do that.

31

00:01:45.160 --> 00:01:46.820

Uh, so can you see it on the screen?

32

00:01:47.300 --> 00:01:47.850

I can.

33

00:01:47.850 --> 00:01:50.460

Awesome. So there's two things that NSA does.

34

00:01:50.520 --> 00:01:55.340

We help people become a better speaker and build a better business.

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00:01:55.600 --> 00:01:56.860

And so our focus,

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00:01:57.000 --> 00:01:59.300

as you all have heard from Mike and I throughout this whole year,

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00:01:59.300 --> 00:02:01.260

is that every piece of education that we offer,

38

00:02:01.590 --> 00:02:03.940

everything that we say from the stage,

39

00:02:03.940 --> 00:02:07.940

everything that we're focusing on is going to tie back to helping you be a

40

00:02:07.940 --> 00:02:12.060

better speaker or build a better business. And there are four ways,

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00:02:12.130 --> 00:02:15.500

four primary ways that members do this within nsa.

42

00:02:15.750 --> 00:02:19.740

First and foremost is the community. How many times have we heard about,

43

00:02:20.050 --> 00:02:23.980

it's the people that members have met within the NSA community that has helped

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00:02:23.980 --> 00:02:25.620

them build their business. Yeah.

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00:02:25.920 --> 00:02:28.780

And you get community through your local chapters.

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00:02:28.800 --> 00:02:32.340

You get community through attending our national events and meeting people the

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00:02:32.340 --> 00:02:33.540

conversations in the hallways.

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00:02:33.800 --> 00:02:36.860

And you can get community through our online forums, um,

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00:02:36.860 --> 00:02:40.700

our discussion boards and, uh, some of the other, uh,

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00:02:40.970 --> 00:02:44.980

ways that people connect online. The second way that, uh,

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00:02:45.020 --> 00:02:48.580

N S A helps you be a better speaker and build a better business is through the

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00:02:48.580 --> 00:02:52.020

content that we offer, the online content, the digital vault content,

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00:02:52.480 --> 00:02:53.820

the content at our conferences,

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00:02:53.820 --> 00:02:56.580

and of course the content that the chapters offer. Uh,

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00:02:56.580 --> 00:02:59.760

both of those things always tie back to helping you be a better speaker and

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00:02:59.760 --> 00:03:00.593

build a better business.

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00:03:01.380 --> 00:03:03.960

Not to mention the content of the Mike and Jamie show course not

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00:03:04.110 --> 00:03:07.040

Much course that's got the most value. Of course, that's right.

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00:03:07.870 --> 00:03:09.840

It's worth the price of admission, I have to say.

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00:03:09.940 --> 00:03:14.240

Yes. Yes. Uh, the connections that you make. So the connections with,

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00:03:14.740 --> 00:03:18.880

um, potential technology providers, coaching, training,

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00:03:19.580 --> 00:03:20.960

um, publishers,

63

00:03:21.460 --> 00:03:25.120

the different suppliers that come support N S A and help you,

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00:03:25.120 --> 00:03:29.040

they give you the tools that you need to help be a better speaker and build a

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00:03:29.040 --> 00:03:32.240

better business. And truly all of us need them, uh,

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00:03:32.240 --> 00:03:33.520

to help us build our businesses.

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00:03:33.540 --> 00:03:36.200

And so we're so grateful for those sponsors and exhibitors,

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00:03:36.440 --> 00:03:40.400

and those are great connections for all of our members to make. And then lastly,

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00:03:40.540 --> 00:03:44.840

the credentials. We've got the certified speaking professional credential,

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00:03:44.840 --> 00:03:47.800

the C S P. We've got the Hall of Fame,

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00:03:47.900 --> 00:03:52.520

the C P A E and the coveted CT award that is,

72

00:03:52.860 --> 00:03:56.940

um, given out to one individual each year.

73

00:03:57.200 --> 00:04:02.140

And so the purpose of the snake is that everybody comes

74

00:04:02.160 --> 00:04:06.780

in at a different point in their journey. And it goes both ways.

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00:04:06.840 --> 00:04:10.340

It all intertwines. You might come in for the community, um,

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00:04:10.480 --> 00:04:12.220

and then find some value in the content,

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00:04:12.400 --> 00:04:16.140

or you might come in for the content and then get the value out of the

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00:04:16.140 --> 00:04:20.460

connections and the credentials. But it is a, it is not a linear journey.

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00:04:21.160 --> 00:04:24.380

Uh, it is one that goes all over and, um,

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00:04:24.380 --> 00:04:26.500

you're gonna go back and forth through these different areas.

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00:04:26.500 --> 00:04:29.580

And as your business grows, uh, you're gonna, you know,

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00:04:29.580 --> 00:04:34.180

you may hit 500,000 and now you wanna figure out how to get to a million and

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00:04:34.180 --> 00:04:36.940

you're gonna go back and you're gonna now join the million dollar Speakers Group

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00:04:36.940 --> 00:04:37.360

community,

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00:04:37.360 --> 00:04:40.860

and you're going to get the content on how to get to the million dollar speakers

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00:04:40.860 --> 00:04:41.820

group. Um,

87

00:04:41.960 --> 00:04:46.700

and so that is the N S A member

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00:04:46.930 --> 00:04:49.940

journey that we can now draw on the back of a napkin.

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00:04:49.940 --> 00:04:52.180

And thank you Teresa Rose for helping us build this.

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00:04:52.480 --> 00:04:56.700

And one of the things I love so much about what Theresa did was what you just

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00:04:56.700 --> 00:04:56.980

said,

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00:04:56.980 --> 00:05:01.540

that you can start anywhere along this path because what brings you to N S A

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00:05:01.880 --> 00:05:05.860

may not keep you at N S A because you wanna move along to something else.

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00:05:05.880 --> 00:05:10.260

And so I love that. I also love that you can do a u-turn in this model, right?

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00:05:10.360 --> 00:05:13.300

So I could be on that green line under content and then go, oh,

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00:05:13.340 --> 00:05:15.580

I need to go back to connections now. Yeah.

97

00:05:15.640 --> 00:05:20.580

So the value isn't static value is ever changing

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00:05:20.790 --> 00:05:25.220

based on the need and based on the desires that you have as you build a better

99

00:05:25.460 --> 00:05:27.100

business and become better at your craft.

100

00:05:27.440 --> 00:05:32.220

And so I think that doing that in a meaningful way and being able to transition

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00:05:32.220 --> 00:05:35.900

is important. So keep that in mind when you're looking at your member value.

102

00:05:35.950 --> 00:05:39.060

Where are you in your own journey? Like even as you're watching this,

103

00:05:39.330 --> 00:05:41.420

what is the thing that you're leaning into the most?

104

00:05:41.420 --> 00:05:44.980

And are you taking full advantage of your membership in the category that it,

105

00:05:44.980 --> 00:05:48.270

that serves your, excuse me, serves your business best?

106

00:05:48.780 --> 00:05:52.350

Yeah. Yeah. So that is super exciting. Hopefully, uh,

107

00:05:52.350 --> 00:05:56.630

those of you that watched that are behind the scenes episode last week with Rich

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00:05:56.660 --> 00:06:00.280

Bron Traeger and Teresa Rose, you get to hear Teresa's, uh,

109

00:06:00.590 --> 00:06:04.120

firsthand story. She has a beautiful story that she tells behind this.

110

00:06:04.220 --> 00:06:08.000

And if you didn't see it, I'm sure it's available somewhere on the NSA website.

111

00:06:08.380 --> 00:06:11.400

Yes. Must be. But we are not gonna attempt to tell you where that is

112

00:06:12.030 --> 00:06:15.400

Because as Clint Eastwood once said, A person's got another limitations.

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00:06:15.780 --> 00:06:19.840

And we know, we know our limitations. Well, we hope that was helpful. You know,

114

00:06:19.840 --> 00:06:24.600

Jamie and I are going to do a series kind alternate back and forth cool things

115

00:06:24.600 --> 00:06:26.640

happening in n s a take part,

116

00:06:26.980 --> 00:06:31.360

but we're also gonna start sorta giving you the information and the cool things

117

00:06:31.360 --> 00:06:35.680

that happened over the last couple of years that kind of has turned the ship and

118

00:06:35.680 --> 00:06:37.800

the good things that have happened and what's going on.

119

00:06:37.820 --> 00:06:40.840

So you can apply those in your own business. Cuz God knows we've learned a lot,

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00:06:40.840 --> 00:06:41.673

haven't we, Jamie?

121

00:06:41.740 --> 00:06:44.400

We have. It's been, it's been a fun journey. So it

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00:06:44.400 --> 00:06:47.640

Really, really nice. All right, till next time, this is the Mike and Jamie show.

123

00:06:47.820 --> 00:06:49.360

Get out there and do something. Awesome. Have

124

00:06:49.360 --> 00:06:50.560

A great week, Joel. Bye-Bye.