

## MISCELLANEOUS TIPS

### *Do-It-Yourself Graphic Design By Rosalind Sedacca*

Canva (Canva.com) makes graphic design amazingly simple by bringing together a drag-and-drop design tool with a library of more than 1 million stock photographs, graphic elements, and fonts. Great for websites, blogs, book covers, social media pages, and more. Lots of video tutorials. Graphics are free or \$1 with all rights included!

### *Set The Tone Before You Step In Front Of The Room By Pamela Thorne*

You're on stage from the moment you enter the parking lot. As a speaker, you can't afford to be grumpy with security guards, receptionists, or people who help you set up the room. I made a friendly comment to a fellow elevator passenger prior to a training I was conducting, and he turned out to be a participant. It set the tone for a very pleasant training session, and the mood seemed to be infectious.

### *Productivity Tip By Nancy Nemitz*

Better chance of successfully finishing projects if you break the larger To Do into smaller, manageable tasks. Block out the time on your calendar and treat it like an important appointment. Don't ignore it for something else that seems more important at the time. That's procrastination. Focus for 20 minutes is a proven model with a 5- minute break then back to 20 minutes. Better to have less time that adds a sense of urgency rather than dawdle through an hour and get nothing done.

### *That's A Great Question! By Ken Braly*

The Freakonomics guys (Stephen Dubner, Steve Levitt) have an entertaining podcast this week about how often, and possibly why, so many people (including speakers you know) respond to a question in a public forum by beginning, "That's a great question" or "That's a really good question."

### *Vicki Hess says:*

I discount my self-published books 50% when a client orders them in advance of my talk. I sell them at full price in the back of the room after I speak (sometimes I have a free small give-away to add value).

### *Negotiation Tip By Patrick Lee*

I was recently invited to speak close to my home near the border in an adjacent state. When they balked at my out-of-state fee, I offered them my in-state fee. They were delighted to accept my proposal, even though it was still considerably more than their budget.

Would I rather have had my out-of-state fee? Sure. Could I justify doing what I did? Sure. If the location had been five miles closer, they would have gotten my lower in- state fee anyway. (Also factoring into my thinking was that this event is tied to another, and a good effort here might result in a second engagement.) Think creatively, looking for the win-win, when there's a difference between your client's budget and yours. It won't always work, but if you don't try, it never will.

### *Low-Cost Photos And Graphics By Kelley Robertson*

If you're looking for low-cost, royalty-free images, photos, and graphics for your website, blog, promotional materials, PowerPoint, etc., check out dollarphotoclub.com. All images are high-resolution, can be used for commercial purposes, and cost just \$1.

### *Bulk Book Discount Options By Art Turock*

I asked, “What are the conventions for bulk discount percentages on books to offer clients who hire you for speeches or who might just want to purchase bulk copies of books? I’m looking for some percentage guidelines (30%, 50%) that might be based on a quantity of books sold.”

Brian Healthman says: Here are a couple norms in the book-publishing arena for book discounts:

The standard discount taken by retailers, like Barnes & Noble, is 55% off the MSRP price of the book. The standard discount by catalogers is 60%.

When selling books bulk to associations, corporations, or other speaking venues, there are few norms. But here are some examples:

If a speaker is hired at their full speaking fee, then the meeting planner can purchase books for all attendees at 50% off MSRP.

If a meeting planner is negotiating the speaking fee down, some speakers will accept a lower speaking fee provided the meeting planner buys a copy of your book at the full MSRP for each attendee.

If a speaker is published through a traditional publisher, then often the highest discount one can offer is 30% off MSRP.

### *Elaine Dumler says:*

For the last 10 years I’ve sold my books in quantity, both as a part of my speaking contract, and as separate purchases. Following is the discount/quantity schedule that I’ve been using. You need to figure the needs and funding requirements of your own buyer. All discounts are savings from the retail price of \$14.95.

Quantity	25–100	101–250	251–499	500–1500	Over 1500
Discount pricing per book	30% discount = \$10.47 each	40% discount = \$8.97 each	45% discount = \$8.22 each	50% discount = \$7.48 each	Call for quote

Prices do not include shipping. Please call for a freight quote.

### *A Better To-Do List By Karen Bowden*

If you are like me, sometimes my To-Do List gets so long it seems daunting. Try a Better To-Do List using the 1-3-5 Rule. It helps me get through the day with the feeling I actually got something done.

### *How To Easily Make Flowcharts By Wendy Kalman*

For those who need them for their presentations, BreezeTree Software’s site includes tutorials and how-tos.

### *Publish Via LinkedIn By Mary Schaefer*

LinkedIn has opened its publishing platform to all 277 million+ members. It is being rolled out over time, allowing every single person the opportunity to publish his or her own content on the LinkedIn platform. To get early access you can apply here and meet a few basic qualifications. Within the first week one of my posts got over 10,000 hits. Great new opportunity for visibility.

### *Don’t Call A Lectern A “Podium” By Jim Cathcart*

A speaker stand, rostrum, or lectern is designed to be placed on a podium. The podium is the platform on which you stand. Though most people think they are all the same, there is a difference. Stand at a lectern on a podium to deliver your speech. By the way, only a few people will notice if you misuse the term but why not be accurate.

### *5 Tips For Revising Your Own Writing By Barbara McNichol*

“Author, edit thyself.” You’ll find these tips helpful when you’re reviewing your own nonfiction prose.

Don’t mix “we” and “you” in same paragraph. Why? Unexpected changes in points of view can confuse readers. If you must make the switch, start a new paragraph.

Eliminate the words “you must” and “you should” as often as possible. Why? They not only sound harsh, but they come across as bossy by not the tone you want.

Get rid of wobbly words such as very, some, much, really. Why? Truly, they don’t add meaning and the clutter they contribute takes away from the clarity you desire.

In running copy, use “and so on” instead of “etc.” (It’s okay to use “etc.” in a list). Why? This keeps the feeling of a continuing conversation instead of the abruptness of a list.

Use contractions such as “can’t” and “don’t” instead of “cannot” and “do not.” Why? Especially use them in dialogue; that’s how people speak. But also in nonfiction copy, you’ll find that contractions speed up the reading.

### *Book Publicity Tips By Charlotte Tomic*

When an author is attempting to get his or her book read and hopefully reviewed, nothing is more valuable than an experienced book publicist. I advise authors to do the following: Hire a publicist BEFORE the book hits booksellers. The publicist would be able to get the book out to important trade outlets for reviews prior to publication. Research publicists and ask for references from previous author-clients. Get a rough idea of the cost and outside expenses (shipping books, etc.) involved.

Discuss if you may need media training before scheduling any interviews. Publicists can help you determine talking points, what to wear on an interview, and how to tackle difficult questions. Determine if you want to be available for local and/or national publicity. Decide if you want to go on a book tour as well to local libraries, book stores colleges, community centers, etc.

Have a professional and captivating headshot taken that can illustrate who you are and highlight your personality. Have realistic expectations. If you’re not a brand name author, don’t expect to get on a national program to discuss your book, especially if it’s a novel. If you want to be seen as an expert in your field, make sure you present your credentials to the publicist so s/he can best promote you.

Book publicity is tough and requires a lot of perseverance and talent. A good publicist can help you by doing what you don’t have time to do.

### *Are Facebook Pages Worth The Effort Any More? By Melissa Gratias*

With FB’s 2014 algorithm change that impacts how page posts are delivered to followers, I have noticed a marked decline in the numbers of people who see my posts. Despite my efforts to include images, links, and videos, the numbers don’t seem to be improving enough to justify the time spent on managing the page. If you have noticed this as well and have thoughts to share, please read this article and comment.

### *Freshen Up Old Images By Mary Schaefer*

Search for old images of yourself or your products on active pages. Search by your name or the product name in Google images. I found that some of my images made my own “image” look outdated. I updated many of the images where I could, to look more modern and freshen up the look of my page. You might want to consider the same.

*Create Tweetables, Quotes And Graphics By David Newman*

Great tool for creating those “tweetables” for social media including Facebook, Pinterest, and Twitter. Choose from thousands of quotes or create your own with your URL or name and message included. Takes less than 10 seconds and you can download them to your hard drive, post directly to social media, and even purchase imprinted items featuring your freshly created words of wisdom.

*Publicity Tips By Lorri Allen*

Like the Facebook pages of your local TV stations and check them routinely. Reporters often post interview needs, and you may be a fit.

When sending press releases or pitches to the media, don’t use attachments. Put the message in the body of the email. Journalists are inundated, so taking an extra step to click on the attachment could mean your whole email gets deleted before it’s read.

*Tips From Twitter Executives By Dave Lieber*

Summarizing some of the best points from a presentation, I attended by four of Twitter’s top executives:

- A good way to pick up new followers is to comment on trending topics.
- Live tweeting an event is another way to build a large following very quickly.

People who follow a high number of others by too many for the average person to follow in a normal daily reading of a timeline by are not taken seriously by Twitter execs. You should only follow enough people you can actually follow (so following thousands doesn’t make sense, they said).

Because of that, the number you follow should be substantially lower than the number of those following you.

*Good Article On Little-Used Slide Tools By Mitch Krayton*

“Nine things everyone should know how to do with a presentation app” has some little-known tricks. He explains how to make them work in Microsoft PowerPoint for Mac 2011, Apple’s Keynote 6.2, and Google Docs.

*Test Your Titles By Alicia White*

Want to see how your speech/book/article/blog title adds up? This free tool analyzes the Emotional Marketing Value (EMV) of your words. I entered my speech title and got a good rating of 30%. But by eliminating just one word, I received a 43% EMV rating. Try it on your title and see how you can create an emotional tie to your audience.

*Write Better Headlines By Amber De La Garza*

I found a no-charge blog post headline analyzer which will score your overall headline quality and rate its ability to result in social shares, increased traffic, and SEO value.

*Article With Data On The Publishing Industry By Jeff Davidson*

Interesting data on publishing industry. One of the best quotes from Mark Coker, the author of a survey on eBook pricing: “Non-fiction buyers are less price-sensitive. It appears as if most non-fiction authors are underpricing their works, and they should experiment with higher prices.”

*Stock Photo Sources By Sally Strackbein*

Go to the Compilations section at [speakernetnews.com](http://speakernetnews.com) to see the responses I got to my question on stock photo sources.

### *Powerpoint Graphics Tip By Tom Terrific*

I was in the last row at the meeting and noticed that the presenters didn't use the whole screen for their slides. In some cases they even put three smaller pictures together on one screen. This made it very hard to see exactly what was on the screen.

Unfortunately, when people design their PPT presentation they are literally 18 inches away from the screen and get a distorted view of what people might see who are thirty feet away. What is plainly clearly to you sitting at so close a distance will be difficult for people to decipher who are sitting in the back.

I'd suggest making your pictures as large as possible to fill up the entire slide. Also crop and adjust the picture so that you only have what you want your audience to pay attention to. If you have three pictures to show, show them one at a time, not all three together.

### *Reaching Out To Planners By Sean O'Dea*

So often speakers feel that meeting organizers don't want to hear from speakers. But it is very much the opposite. They want to hear what speakers have to offer. It is their job. They just don't want to be annoyed by speakers.

Here is a prime example. I spoke with two associations looking for specific topic types. Since the speakers I represent did not fit, I shared the leads with a bunch of other speakers. Two weeks later one of the organizers thanked me. She had received several emails from speakers, all of whom had topics that were relevant to her event. She was thrilled. Saved her a lot of work. It is all about being relevant. If our topics are positioned to be relevant to the organizers, they want to hear from us.

### *Self-Publishing Resource By Anthonette "Colonel" Klinkerman*

Polly Letofsky of MyWordPublishing.com helped me in get my book back on CreateSpace. She is the go-to gal for anyone who wishes to navigate the maddening world of self-publishing and keep their wallet intact. Polly has "been there and done that" as a self-published author. The lessons she has learned by some more painful and costly than others by are what she now uses to help other authors seeking the self-publishing route, so they do not make the same mistakes. She can help writers obtain their own ISBNs and copyrights in order to help them hang onto more of their royalties in the future.

### *Useful Handout Yields Bookings By Patrick Haggerty*

When I speak, I give everyone in the audience a tri-fold brochure containing lots of useful information on my topic, but the real key is that it contains my contact information. I get four or five engagements a year because decision makers say they got my contact information from the brochure.

### *On-Boarding New Clients By Abigail Wurf*

When you sign on a new client, immediately send them some type of on-boarding email that encourages them to feel they made the right decision. If you use an autoresponder, put together a sequence that continues to offer them value until the actual speaking event or first client appointment. Don't flood them, but just have some carefully timed informative pieces. If you do speaking and also coaching/consulting, there should be different sequences with different types of information. This helps keep you top-of-mind.

### *Get A Human On The Phone By Jody Bagno-Dill*

Do you want to avoid voicemail hell and talk to a human? These two sites have direct dial phone numbers for many companies: gethuman.com and dialahuman.com.

### *Maintain Good Google Rankings By Peggy Duncan*

Here are two of the things to pay attention to in order to maintain your Google ranking. Broken links. Having too many broken links on your website and blog will reduce your Google ranking. I use the Broken Link Checker plug-in that alerts me of any broken links and gives me quick access and various options for fixing them.

### *Two Hidden Competitors Every Thought Leader Has By Vickie Sullivan*

As a market strategist, I look at every business model, every brand, and ask myself: who are the competitors here? Who do buyers consider when looking for expertise?

After reading this Wall Street Journal blog, I find that I'm not alone. Chris has a great point: competition is not just other folks the buyer is considering. It's also the complacency of bad habits and the cost of changing those habits.

Let's go one step further. Competition is not only other options and complacency. It's also a comparison of risk. When you consider risk, here are two not-discussed competitors every one of us has:

Do nothing. Yes, buyers know they have an objective that requires action. And compared to the risk of doing something that may not work out, doing nothing can look pretty good. The rationale? Well, this can wait until X (I get another client, that book comes out, we hire new staff, etc.). That way, the buyer isn't saying, "I won't take action," but instead, "I'm going to take action, just not right now." It's a great escape route without admitting lack of action. This is the #1 reason behind the stalled sale.

Do it ourselves. For reasons I rarely understand, many buyers believe that it is less risky to do something they don't know how to do (e.g., use "internal resources") than to hire someone like us who does. My theory: this is a tragic combination of tight budgets and too many bad experiences. There are too many folks who talk a big game but deliver less. No one likes feeling ripped off. It feels "cheaper" to learn on our own than be responsible to the powers-that-be for a poor purchase. This is the #1 reason why buyers show interest but don't commit.

There is nothing we can do about these competitors. All the logic (and stories) in the world can't make scared people move forward. The antidote to both scenarios: a healthy sales funnel that comes with a strong brand. When you are awash with opportunities, it's OK if some prospects go away quietly.

### *Defusing Hostile Attendees By Rita Risser Chai*

As a presenter of a the second half of a full-day strategic planning retreat, I had been warned by the manager that one of the employees thought it would be a waste of time. Before my session, during breaks and lunch, I made a point of casually asking his opinion on various items that had come up. I began my session by referencing a positive comment he had made during the earlier program.

At the end of the day when the group was asked for their ah-ha's, he said this was the best retreat he had ever attended and had been very useful. I believe a lot of times people are hostile because they don't feel respected. Because I asked his opinion, listened, and incorporated his positive comment, building him up in front of the others, he felt respected.

### *New Realities Of Journalists By Lorri Allen*

Most TV stations are only hiring what they call "MMJs" these days. It's short for multi-media journalist. It means a crew of one will arrive at your office to shoot, then write, edit, and report the story on the air and Web. S/he will "turn" your story and possibly one or two more in one shift. You can become a resource to this hard-working reporter by having visuals ready to support your interview, being quick with your answers, and providing future story ideas that are based on legitimate news angles, not self-promotion.

### *Copyright Trends Site By Rodney Loesch*

PlagarismToday.com is an interesting site with daily updates on the latest news, rulings and trends on copyright and related information. Subscribe to their no charge daily newsletter. Use audience examples by Diana Royce Smith

In presentations, I always reference good and aspirational examples. Prior to “taking the stage,” I talk to people in the audience-to-be with the goal to find examples I can reference and with names of exemplars by with their permission, of course. Then I use the first names in context as I begin. When I can keep names in mind by and nametags help by I sprinkle them throughout the presentation. I walk near the person and make eye contact as I make the reference, or look in their direction. It helps make it real for everyone present.

### *Email Formatting Guidelines By Barbara Mcnichol*

These guidelines help increase readability, especially when an email has to be printed:

- Minimum 12-point font (if smaller than that, it’s tough to read the printed page)
- Minimum 1.5 spacing (if the message is short, double spacing is even better)
- Half-inch indents rather than spaces between paragraphs get more on a printed page

A simple opening sentence that says, for example, “I’m writing you concerning X property in Y state about \_\_\_\_\_” sets the stage.

Similarly, writing a closing sentence with a call to action involves always answering this question “What should the person do, believe, think, or remember as a result of reading this?” For example, “Please respond by X date before the current agreement expires.”

When you make your emails crystal clear, you’re more likely to get the response you want.

### *Website Contact By Kathie Thomas*

Make sure your website has more than one form of contact, e.g., phone, fax, email, postal, whatever else you might have. Make sure you include country code with your phone number and if you don’t wish to include a postal address, at least list your state and country. Not everyone wants to fill in a form without knowing where you are. Remember, the Web is global, not national, and you will get visitors from other countries not understanding where you are located unless you let them know.

### *Use Your Own Photos By Beth Terry*

If you are an expert on your topics, then aren’t you surrounded by experiences and photo opportunities on a regular basis? Why go out and buy stock footage from someone else? If you have a smartphone, you have a readily available source of any photos you might need for your blogs and newsletters. Just start snapping! Set up a folder on your phone and computer for easy reference. Take pictures of scenes, people, audiences, animals, activities... everything you regularly write about. When you need them, you have them. Or create them on the spot. I just blogged about an interview checklist by so I wrote one out on a large yellow pad, snapped a picture with my phone, emailed it to myself and imported it into the blog. Easy.

### *Presentation Clock By Paul Schempp*

Terry Brock helped me discover a reliable, visible, and compact program timer. Presentation Clock is easy to use, adjusts to any time needed, displays large numbers, and turns colors from green to yellow to red as it counts down presentation time. I set it up on my iPad, hit the screen during my introduction and have no trouble timing my presentation from start to finish.

### *Don't Apologize For Anything By Charlie Hawkins*

There's no reason for you to apologize for anything when beginning your presentation...or during it. Things such as "I really wish we had more time today..." and "I know some of you in the back won't be able to read the slides..." and other such comments serve to lower your audience's expectations, or make them feel as if they are getting cheated.

### *Ensuring Colorblind Audience Members Can See Your Visuals By Brenda Bence*

In preparation for speaking to the American Academy of Optometry, they asked me to ensure my visuals were colorblind friendly. Here is a statistic and some tips they shared with me: There are always colorblind people in an audience. Statistically, there will likely be more than TEN colorblinds in a room of 250 people (50% male and 50% female).

A few tips for preparing slides/visuals for a colorblind audience:

Do not use the combination of red and green. Use magenta (purple) and green instead. If showing graphs and line drawings, label elements of the graph on the graph itself rather than making a separate color-coded key, since matching colors in distant places is extremely difficult for colorblinds.

Do not convey information in color only. Show difference in BOTH color and shape (solid and dotted lines, different symbols, various hatching, etc.).

Red does not appear as bright and vivid color. Avoid using red characters on dark background.

### *End When The Client Wants By Milo Shapiro*

Before contracting with a client, I ask, "If my start time should get delayed for any reason, do you want me to do my full hour, knowing that it'll run overtime, OR do you want me to edit such that I end at the originally planned end time?"

One might think that it would always be the latter, but about 1/4 of the time, I hear, "No, we hired you for an hour and we want the whole program, even if we run over." Either way is fine by me, but this puts the burden of answering that question upon them, not me. (Don't be surprised if they say, "We're very organized so that never happens," but push for "then you have nothing to lose by answering my question, in case of some bizarre circumstance occurring.")

### *How To Deal With Reams Of Research For A Writing Project By Lynda Mcdaniel*

Let's look at a situation that might hold up your writing: too much research and information. A report, article, or white paper that's drawn from a variety of sources and runs 5,000 words can feel overwhelming. Try this simple 10-step system to make short work of long projects:

1. Create an outline for your document.
2. Go through your research material (interviews, articles, reports, notes) and circle the key points.
3. Assign each point a number or letter. Don't worry about prioritizing, just give the number/letter to identify them.
4. List the numbers/letters from Step 3 in the appropriate slot in your outline.
5. Prioritize the numbers/letters in each slot.
6. Cut and paste these key points into a new document in alpha or numeric order. (This step keeps your original information intact. I can't tell you how many times I needed that original in order to check my facts or to retrieve more explanatory information.) You now have a very rough draft. It's a great start by organized and complete.
7. Write introductory and transitional copy to make the points flow together.
8. Cut, cut, cut all those extra words.
9. Keep editing until everything flows.

Next time you face reams of research, you can now bring method to the madness!



### *Grammar Check By Rob Shore*

Since we started using Grammarly we wonder just how many errors were previously in our emails, posts, social comments, etc. You can check your grammar right from your browser or Microsoft Office. Improve your writing in emails, documents, social media posts, messages, and more.

### *Twitter Tip By Tim Ereneta*

If you've automated your tweets so that you can post throughout the week without constantly being on Twitter, pay attention to critical news events in case you need to dial back your frequency. When Twitter is abuzz with news about serious events (e.g., the attacks in Paris), posts promoting your services or even helpful tips in your industry come across as tone-deaf or insensitive.

### *QR Code Generator By Tom Krauska*

I'm sure there are other sites that do the same thing, but this one is simple to use. It allows you to make the code in different sizes and then save the file to your computer. It also has other options to make barcodes and nutrition labels.

### *Office 365 Home Subscription Info By Alex Neuman*

If you've recently purchased an Office 365 Subscription and installed it on a Mac, you may have noticed some of your keyboard shortcuts have changed to match Windows versions, such as "Go to Page," which used to be Cmd-G and is now Fn+F5. You may choose to learn the new shortcuts, or choose "Install previous version" from the install page to install Office 2011 instead.

### *Apple Shortcut Tip By Doug Rice*

On your Mac, go to System Preferences - Keyboard - Text and you can create shortcuts. Works great. You can do the same on iPhone and iPad. Go to Settings - General - Keyboard - Shortcuts.

### *Cold Calls By Alfred Poor*

I've always had a hard time making phone calls, especially cold calls. A month ago, I gave up feeling that I had to learn to do this better and hired an experienced caller to do this for me. In the first week, I had five warm leads including a scheduled phone call to speak with someone who can book me.

### *Backup Tip By Beth Terry*

Backups are the lifeblood of our business. If you don't back up and something happens to your computer or office, it's very hard to keep going. Tim Cimbura has some good info about backups.

I thought I was protected with online and external backups. I was only partly right. I bought a cloud service from Carbonite and let it run in the background. There's only one glitch by at some point in July, Carbonite stopped backing up my desktop computer. I was used to getting notices from them when my backup was out of date, but not this time. Somehow I fell off their radar. They were still backing up my laptop but not the desktop.

I switched to CrashPlan per Tim's recommendation. Bottom line? Just because you have an online/cloud service from anyone, log on from time to time and check up on that backup. And continue to do Time Machine (Mac) and/or manual external hard drive backups regularly.

*Lowering Your CreateSpace Book Pricing For Brief Promotion By Milo Shapiro*

CreateSpace users: Ever wanted to lowball your book price to do a big promotion, but the minimum allowed CreateSpace (and therefore Amazon) price was still pretty high? My usually \$19.95 book would only allow me to lower it to \$9.93 by I was hoping for lower.

I discovered that if you go to the options “Distribute” and then “Channels” and turn off the three “Expanded Distribution” options, it allows you to make the book price lower by in my case, as low as \$6.64. Just remember to turn those options back on after the promotion when you set your price back to normal.

Also, be aware that there’s no way to pick one day to lower the price on Amazon via CreateSpace. You’ll need to allow at least five days since I was told that “The change will typically show up 3–5 days later.” And yes, that means you can’t end the sale promptly either, 3– 5 days again afterward.

Why event planners spend more on AV than on the speakers who use it by Vickie Sullivan  
Heads up: prepare to be upset. According to this recent study by meetings magazine M&C, more money is spent on AV and technology (10%) than on the speakers (and entertainment) who use that equipment (8%). Good news: we beat out ground transportation and miscellaneous expenses. Given the attention on programming and meeting content, it sounds like all talk and no budget. Two things to keep in mind here:

Over a third (38%) of respondents are association planners, who are notorious for using free or low-cost speakers. A majority either set the budget themselves or are very involved in the budget setting, both annual (60%) and by specific event (65%). This isn’t a case of “hey, the powers-that-be decided to shortchange the program, not me.” Not paying speakers is a very deliberate decision.

My observation: speaker fees have not caught up with the recovery due to too many speakers negotiating their fees to get the invite.

These decision makers have known for years that they can get a “good enough” speaker at any fee they want.

Can you get decent speaking fees anymore? Yes, but only if you are worth the precious dollars in the already small budget. And being “worth it” is challenging at best in a sea of low-cost, willing to negotiate options. This is another reason why thought leaders need strategic branding and market direction. A must have if you want to get paid.

*Easy Way To Ensure Your Files Are Being Backed Up By Mary Westheimer*

As important as backing up is making sure it is actually happening! I simply set a quarterly reminder to check my backup. I pick a recent file, restore it to a folder I have set up on my computer for just that purpose, and open the file to make sure it was saved properly. It’s easy and fast, and assures that my backup is really working.

*Carry Extra Cables By Rick Deutsch*

I’ve learned that it pays to have backup gear. At a recent talk I couldn’t get the slides to show via HDMI. It turned out my HDMI cable was not working. I now carry a spare cable.

*Passport Tip By Rebecca Morgan*

Many SNN readers already know to carry a photocopy of their passport in their luggage and a photo of it on their phone. Here’s a refinement by laminate the color photocopy to carry with you when abroad instead of your passport. Then when you go to a money changer, you can just show them the laminated copy. Your real passport will be back at the hotel in the safe. I also have a credit card laminated copy I carry in my wallet.