



DC Speaker Academy™ Virtual Overview & Welcome

Discover what the NSA DC Speaker Academy™ has ready for you. Meet your DC Speaker Academy™ Deans and hear from Alumni. Get an overview of the insights, resources, support, and speaking industry networking packed into this five-month accelerated course. Learn how to benefit from your Academy Mentor and your Accountability Partner.

Professional Speaker Members of the National Speakers Association Washington DC Area Chapter will provide you with the tools to be a better speaker and build a better speaking business.

1 Self Assessment

Professional Speaking has seven basic career levels. Where are you now? What steps do you need to take to get to the next level?

- Assess your topic expertise, delivery skills and experience.
- Evaluate how you project your image and professionalism.
- Inventory the personal and professional relationships and connections.
- Connect with NSA-DC Members.
- Explore the speaking industry's organizations, associations, and the changing marketplace.
- Get advice from pros.

2 Sales and Marketing

As a professional speaker, you define exactly what you are selling. Craft a positioning statement that clarifies what you have to offer and attracts your target buyers.

- Select a topic.
- Structure fees and packages.
- Evaluate which marketing channels are most effective for your target audiences.
- Create a pre-program questionnaire.
- Generating video and written testimonials.
- Earn referrals.

3 Presenting Live and On Stage

Professional speakers understand their audience. Learn to create connections, instill confidence, and get ready to "own the room."

- Write a "Rock Star Introduction" for your Spotlight Speech.
- Structure your message.
- Short Talk design and delivery.
- Story Telling and Humor.
- On-site best practices to make great impressions.
- Prepare to take the stage.
- Polish your performance.

4 Virtual Presentations

Virtual and hybrid presentations require a specialized set of technical and presentation skills.

- Take virtual tours of pro speakers' home offices and studios.
- Experience and rehearse virtual best practices each month during interactive Speaker Academy Deep Dives.
- See what it takes to produce effective hybrid events.

5 The Business of Speaking

Learn about the National Speakers Association (NSA), our Code of Ethics, and our commitment to helping professional speakers grow.

- Forms, contracts, and documents for your speaking business.
- Establishing workflow, processes, and systems now that will support your business as it grows.
- Financial planning.

6 Your DC Academy Spotlight Speech

The video recording of your DC Speaker Academy™ Graduation "Spotlight Speech" showcases your speaking skills and topic expertise. Use your Spotlight Speech video:

- On websites.
- In social media.
- Share with prospects.
- Add to proposals.
- Incorporate into a speaker highlight video.

 **Learn more at [nsadc.org](https://www.nsadc.org)**