

New Beginnings

by Robert Alan Black, Ph.D., CSP

New beginnings has been a recurring theme in my life, since I first graduated from architectural school in the mid-'60s, went through the physical for the draft (Viet Nam), got married the first time and began my first job as a graduate. My life has taken many turns because of chosen and totally unexpected "endings" that forced me to create several new beginnings.

Four years ago, I started my most recent new beginning when I decided to focus my professional and personal life on international work and travel, possibly even selling everything I own and traveling for the remainder of my life or until I no longer can.

Fantasy, you say? During the past two years, I have met face-to-face and via the Internet many people who do just that. Some just travel around the US (not street people or hoboes), others travel around Europe and still others travel completely around the world continuously (read *Tales of a Female Nomad*).

As professional speakers, chosen or unexpected new beginnings require that we put much of our efforts into marketing, connecting, planning and redesigning most to all aspects of our work and possibly our lives. My latest new beginning—to become an international speaker and consultant—would not have been possible without having learned many things through NSA and NSA Georgia and applying many of the new learnings.

The funny thing is that much of what I have done the past four years, if used before, probably would have greatly affected my speaking career in the US.

If you are planning a new beginning that will result in developing international clients and work, then you need to use very focused tools of marketing.

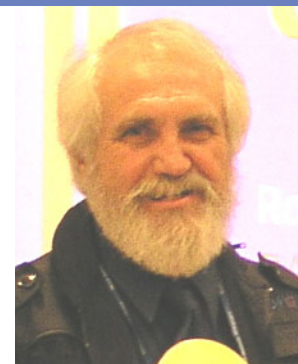
1. Make a list of everyone you know or have ever met who lives and works outside of the US.
2. Organize the names by country, industry or occupation.
3. Gather or collect e-mail addresses.
4. Put together a list of professional organizations involved in the topic areas you focus on with contact names and e-mail addresses.

5. Put together a list of professional publications: magazines, journals, newsletters, newspapers.
6. Write articles to submit to international publications.
- 7a. Begin sending them.
- 7b. Ask for help from international friends to submit articles for you.
- 7c. Coauthor articles with international friends.
8. Coauthor books or agree to co- or rewrite some of your books in other countries. I have done this in Turkey, Slovakia, Germany and Japan, so far.
9. If not already a member, join professional societies in your areas of focus or your niches that have international scope or membership.

This short list is only a start for developing a "new beginning" that will lead you across the Atlantic, Pacific or Caribbean.

Choose your objectives for why you want to work internationally. Set long-, mid- and short-range goals. Generate lists of tasks and tactics. Develop lists and more lists of people and organizations that can help you develop your critical mass of international clients. From this, you will have a solid plan. Then work your plan, being totally flexible along the way.

May you have the luxury of choosing most of your "New Beginnings" and not having them unexpectedly thrust upon you.



Alan at the Korea House in Seoul, Korea

Since earning his CSP, Robert Alan Black has spent much of the last two years traveling the world and speaking on his expertise, Creativity. Because he has been a frequent and popular speaker overseas for many years, Alan is sharing his experiences in a monthly feature, with a view toward preparing some of our other Members for international speaking. While he is traveling internationally, Alan can be reached through his web site: www.cre8ng.com.