

TRANSCRIPT

S2: E81: Amplify Your Authority and Make Your Message a Movement [publish day 06/18]

Hey there. So last week we dove into what it truly means to be an authority in the online space. We talked about the fact that real authority has nothing to do with vanity metrics or followers, but is actually all about the quality of your results, client satisfaction, profitability, and genuine expertise. If you haven't listened to that episode yet, I highly recommend you go back and check it out for more context. Today, we're going to take that a step further. Now that we're clear on what authority truly means, it's time to amplify it. Imagine your message resonating so deeply that it creates a ripple effect, turning your audience into advocates and your brand into a movement. That's what we're talking about today, unlocking more sales and building massive demand by making your message a movement. Whether you're where I used to be and not sure if you'd ever be comfortable on stage, or if you're already speaking, but you're ready to go from podcasts and small events to larger events and keynotes, this episode is for you. I'm taking it to the next level by exploring why speaking, in my opinion, is the number one way to grow your business, especially if you're not a massive fan of social media like me. We'll talk about the various platforms you can speak on, how speaking amplifies your authority, builds credibility, enhances your brand, and the importance of having a signature talk. Believe it or not, I was the girl who was afraid to even walk up to a waitress and ask for ketchup at restaurants. Visibility was a major struggle for me my whole life. I began my business because I was so used to being behind the scenes. In my corporate world life, I only worked for Fortune 500 brands. I knew how to make a brand look good. I knew how to make a powerful brand, but it's easy to sell products other than yourself and outside yourself. When you are selling your products and you are the face of the brand, that feels entirely different. Pretty sure you know what I'm talking about. But I overcame those fears, and now when I speak, people often literally run up to me after my talk to find out how to work more with me. It's been such a transformative journey, and I want to help you experience that same transformation no matter what stage you're at. Let's dive in, and if you're super excited about what I'm sharing here today, I have a really amazing opportunity that you're not going to want to miss out on that will ensure you have people running up to you in the same way, so make sure to stick around for the entire episode. All right, so let's dive into why speaking is so important because you already know that speaking can elevate your visibility and position you as an expert. You've been in this long enough to understand that, but I want to dive in deeper to why it's such a transformative tool for your business. And the first thing is, not only does it give you credibility, but it establishes instant credibility. When you're on stage, whether it's physical or virtual, people automatically perceive you as an authority. The mere act of speaking to an audience lends you credibility and positions you as a thought leader. It's still great to attend events to network, of course, but when you are a featured speaker, it's pretty much a guarantee you'll walk away with new fans and clients. Secondly, it creates a personal connection. Speaking allows you to go so much deeper and connect with your audience, right? So posting on social media, people get a sense of who you are with those little snippets, but your voice, your passion, and your story can resonate in ways that written content or social media content simply can't. We all know that emotions drive decisions. So truly allowing people to see, hear, and experience your genius in this capacity of speaking is a game changer. And when you are speaking, it amplifies your reach. Speaking engagements have a much wider reach through recordings, replays, social media shares, all of the things that ripple effect. So one speaking gig

can really spread your message far beyond the initial audience. And if you're listening to this, I know that you have a powerful message that is meant to impact thousands or even millions of people. So those are some of the top three reasons that I really recommend all of my clients, especially once they have a tried and true legacy brand, that when you go to their website, you're looking like an authority. Then it's time to amplify your authority and get out there and speak on as many stages as possible. The other thing that's really amazing about it is it leads to immediate engagement and feedback, right? So it's a dynamic interaction where I'm not saying anything is wrong or bad about social media, email, and other forms like blogs. All of that's great for your business. All of that's great for your brand. However, engagement can happen immediately. And there's this dynamic interaction that builds trust and fosters community when you're speaking live to your audience. When you're speaking on stage, you can have Q&A, question and answer sessions. You can do that, obviously, in your own speaking engagements. So it just creates this energy exchange. Instead of the energy going one way from you to them, it's going back and forth, right? And spiritually and energetically, you're really exchanging energy with people. And there's nothing in my opinion that can compare with that. And then the last point that I want to focus on of why speaking is number one in my book for building a business is it generates higher quality leads. Really, when you're speaking at different kinds of speaking engagements, no matter what that is, often you're speaking to highly targeted people who are interested in your topic. So if you are speaking on a podcast specifically, say, for women entrepreneurs, and that's your target audience, it's so targeted. It's perfect. Or if you're on stage at an event with that same target audience. So this means that the leads you generate are more likely to convert into clients and customers. So like last week when I was talking about vanity metrics have no really say in our authority because there's a lot of people who can say, okay, I have like 500,000 followers, but they're just random leads. They're not that targeted ideal audience. So that's where speaking to a targeted audience is so amazing. And when you walk in the stage or are introduced on the podcast, the entire audience is going to hang on your every word as an authority because you've been introduced as the authority. This means that your status is elevated and you can charge premium pricing, which you should anyways, because you're amazing. And of course, you're going to give epic value. So it really elevates your entire brand ecosystem. So not only are you seen as the authority, you're providing value, and you're going to skyrocket above all the other influencers out there who really are amazing at social, but they really have no skin in the game or the value isn't there as much. Right. So hopefully I already know you understand the value of speaking, but that should cement it in a lot deeper and hopefully you had a few ahas there. Now, again, my guess is you've been in this space for a while. You know the basics. So I want to cover the best part. Here I go. I can't talk today again. I want to cover the best platforms to speak on partly as a reminder, but also it helps you amplify your authority through speaking to share what are the best and why. Right. So it's not just like you want to spray and play like you do on social media and get on every speaking opportunity you can. And there's people who will tell you that. And yes, it's good for practicing. However, it's not going to get you the return, the ROI or really elevate your authority. So these are the top that I would recommend conferences and summits. This is pretty obvious. They gather industry leaders and large audiences and speaking positions you as a thought leader and connects you with other high profile individuals. So conferences are amazing because you can network in between sessions. And if you're speaking like I talked about earlier, you can have people running up the stage to work with you. It happens all the time. Now that I know my signature framework and my signature talk, which we're going to talk about in a little bit. So it's really

important to go through industry conferences. So targeted at your audience, not just any conference and then summits can be good. However, if you're like me, nobody really sits through summits of 50 people with our long videos anymore. Not going to happen. So what I've been doing recently is really speaking on and having my own micro audio summits. The cool thing about this is a small amount of speakers really positions people as authority and then people can listen in just like you're listening to this podcast now, rather than having to sit in front of their computer and watch a ton of video. So they can run through these micro audio series while they're doing the dishes or whatever they're doing in their life. So if you're going to do summits, be very clear on making sure you're targeting your audience. So don't just get on a summit to get on a summit because you're also going to be expected to share on social media and to your list. You don't want to burn out your list. You don't want to annoy people with, I'm on this summit and that summit. So make sure you're really targeted if you're going to do summits and make sure it's really positioning you as an authority. I'm not saying not to do it. Just be really choosy because your time is valuable. Second, podcasts. This is obvious. Helps you reach new audiences, build your credibility. It's a fantastic way to share your story and expertise in a more personal and intimate setting. Right? So this is whether you have your own podcast, like I do here, totally elevates your authority when you have a podcast and also when you're on other people's podcasts. Some of my best clients have come through me being on other people's podcasts, them hearing me, starting to follow me and then working with me. However, just like I talked about with the summits, podcasts can be a massive waste of time if it's not the right audience or if you're just starting out. It's okay to be on more podcasts because it's gaining you credibility and you can put those on your media bar and you can say, I've been on X, Y, Z podcasts. It's practice. It's okay. If you have a decent amount of time, go for it. But as you level up and you have less time in your business, really make sure that you're targeting only audiences that make sense for your business, that align and really cherry pick your audiences. So the ROI will be higher. Right? Again, some of these things are a little bit obvious, but sometimes we're also just like any form of visibility is good. I'll take it. No, like you can have a strategy around your visibility and really curate visibility that's going to serve you best, and it's better for the other person's audience if you are super aligned with their audience. Right. And I think that's the biggest mistake when I see people creating their website for themselves is they're just excited and they want to get the podcast started and they'll have whoever makes whoever wants to come on their podcast on their podcast and they don't create their own strategy for their podcast, which is how is this going to work for my business? What do I want the ROI to be? Is the name of my podcast really calling in the right ideal clients? Like there's so many decisions to make if you want to have your own podcast. So if you ever want help with that, I have clarity sessions that I run. We can talk it through. I help a lot of clients either brand or rebrand their podcasts that aren't getting results because they're not targeted enough at the right audience because there's so many podcasts out there. OK, next up. This also is obvious, but I have to mention it. Webinars, workshops and masterclasses. These are so important. They allowed you to provide in-depth knowledge on specific topics, engage directly with your audience, answer their questions in real time. Hopefully you're already doing these right. We don't have to say why they're important as much as the thing that I see is most entrepreneurs are saving these workshops and masterclasses only for their launch cycles. So maybe you have one program that launches two or three times a year and you have a webinar or a workshop during that time period. What I found works really well is actually having webinars and workshops more often because then it really establishes authority, showcases your value, and it helps to

win over the hearts and minds of potential clients faster. So instead of offering the same workshop every launch cycle, are there other workshops that you can show up in between your launches, give a ton of value and not pitch anything at the end? Just give them amazing value. And of course, if somebody wants to work with you, you can say book a call or what have you. If you're the type who doesn't like to book sales calls, just send them to your website, whatever that is for you. But I think this is a huge missed opportunity for a lot of people is they're only doing these types of masterclasses, webinars, whatever, once in a while. And of course, you can always do automated ones and run ads to them. But I'm really seeing with a lot of my clients, that's not working as well as it used to. Everybody wants evergreen, but the market's getting more sophisticated. So as we all get more sophisticated, we know what's happening. OK, this is going to be a masterclass, which is going to sell me something at the end. And it's going to be a course. And there's no hands on. And I'm not going to be able to engage with this person. Most people, unless they're newbies, are kind of over that. They want to be in real life with the other person, get to feel their energy in real time and find out, are you a real deal? Will I get what I'm investing out of it? And those types of things and be able to have questions answered. OK, last but not least is masterminds. This is I'm saying calling it masterminds, but this is just basically other people's communities. It doesn't have to be a mastermind. So these smaller, more focused groups allow for deeper connections and really impactful exchanges. So obviously you're not going to make the ripple effect that maybe you'd make with a large conference and speaking on stage. But speaking in smaller, intimate spaces has actually been the number one way that I grew my business. I grew well over multiple six figures without relying on social, without going crazy. Because speaking in these small masterminds, like I said earlier, you're positioned, you're coming in as an expert, and it also helps build those connections with industry leaders. So when you're speaking on behalf of your colleagues, it's so amazing when you can have power partners and people introducing you to each other's programs. Now, I'm very selective on who I do this with now. I don't do it as often as I used to when I was first growing my business. I would go into anybody's mastermind and speak on any level. Now my time is very limited. So I'm like, for instance, next week I'm super excited. I'm speaking at Mindvalley in one of their communities and I'm pumped, right? So as you kind of rise up the ladder, you could say, and get a little bit more well-known or make deeper connections, you can get into higher level communities. And the cool thing is, it's a win-win-win, I like to say, because you're offering your colleague a service by being a vetted expert that's coming in to speak to their community. They know they can trust, they know their community is going to love you, and they know their community is going to get value. I also give the added benefit of giving a commission if anyone from my partner's workshop or whatever I'm coming to speak into, if anybody signs up to work with me, and I don't do a hard pitch normally. It's just like, hey, reach out if you want to talk more. But typically it always turns into sales. And then I give a commission back to whoever I'm working with. And you'll see this often in the online space. And it's because it works so well. Now, of course, you don't want to do this with people who are offering the same thing as you, but if somebody else has an aligned business and aligned audience, it's, again, a win-win-win, because it's an additional stream of revenue for the person who's having you in, you get new clients, and then the clients win because they know that they're getting amazing value and they're learning from a trusted expert. It's really, really awesome. And my favorite thing to do, because it's all about collaboration over competition, right? And so this exchange, I talk about energy exchange all the time, this exchange can do wonders for your business as much as being on stage without a ton of time and effort. So I hope you

enjoyed digging deeper into what really can move the needle in speaking. And again, it's not that spray and pray. It's not getting every single opportunity you can. And there's also a lot more like publicity. And I'm going to go out on a limb here and say, you know, I've been featured in Entrepreneur Magazine multiple times. I've written for Entrepreneur Magazine. I've been featured in Forbes. It's great. It's such good credibility for your brand. And honestly, it didn't move the needle much. It moved the needle much because those brands trust me to speak for them and its credibility. But it's not like I had thousands of people knocking down my door. And I think that's one thing. Now, again, I have clients and friends who are in the publicity space. There is a lot of value there. But I'm just being completely transparent from my perspective that I think those four other options are a much smarter way to invest your time for the most part. Now, if there's, again, specific opportunities like being on Oprah or being in a specific publication that's dedicated to your niche or being on The Today Show, I mean, there's definitely reason for publicity. Please do not get me wrong. I'm just saying I wouldn't pour all of your time and effort into it. OK. So for those of you who are fairly new to getting speaking opportunities, I know that my audience tends to be fairly established and fairly smart about these things. So I'm not going to speak high level on this. But if you are newer and you're like, OK, I just want to learn how to start getting these speaking opportunities so I can work my way up to speaking for Mindvalley and being an entrepreneur like I have been, here's some really quick tips to get you started. Number one is to leverage your network. Who do you know? Let them know that you're available for speaking engagements. This could be a post on social media. This could be an email to a bunch of colleagues where you BCC them and just say, hey, I'm looking for speaking opportunities. If you're in networking groups, a lot of the time at the end, they say, you know, what can you use right now? Hey, I'm looking to get on podcasts, on stages. And those personal recommendations can open doors to new opportunities. So who out there do you know that you can already ask for opportunities? Or who can you get introduced to? The next thing is to start small. So if you are really the first times that you're speaking on stage, it's always recommended that you begin with local events, smaller podcasts, you know, kind of niche places because the smaller platforms can be stepping stones onto larger stages. Now again, if you want to go from zero to a hundred and step into the big stage, go for it. That's amazing. And if you were like me and like not even wanting to be visible on social media, let alone stand on a stage in front of a ton of people, just start small and take it step by step. And the more you go, the more confidence you'll get. Of course, you always want to think about getting help as well. If you are like, I don't really know where to start. I'm not sure what I'd even talk about. I'm going to give you an opportunity no matter what stage you're at, again, at the end of the podcast. So stay tuned. The next step is to create a speaker reel. So this is a little bit higher level. If you compile a video of your best speaking moments, this is something I've been working on myself. I'm always helping clients with these things. So mine tends to come last, but one of these days you'll see my speaker reel. And this is really essential in showcasing your skills to event organizers and podcast hosts. So this can be a mashup of podcast interviews. This can be a mashup of you speaking on stage, a combination, but it's really there to showcase your expertise. And similarly to this, if you're not really ready to have a speaker reel yet, you can have a media page on your website. So this is something I recommend to all my clients when we're building their thought leader websites, is to make sure that you have a speaking and media page that positions you as an expert with the right language and the right visuals for people to be like, okay, this is an expert speaker that I can trust. Next up is to pitch yourself. Do not be afraid to pitch yourself to event organizers, podcast hosts, all of those things. And also a lot of,

you know, larger seminars and big events will have speaker applications. So that's something you could even ask your VA, hey, I want to speak more. Can you do some research and find some really amazing opportunities for me? And then last but not least is to join speaker associations. So the National Speakers Association, there's also a Canadian one if you're one of my Canadian friends, and I'm sure they have other places in the world. I just tend to know a lot of my clients in Canada and U.S. that have joined the Speakers Associations. And these are amazing because they offer resources, networking opportunities, and platforms for you. So every time you speak, you are enhancing your brand. You're telling your story, sharing your values, connecting with your audience on a deeper level. This consistency helps your brand become recognizable and trusted, and like I always talk about, it helps you become positioned as a category of one and helps you build your legacy that people remember and respect. So last up, I wanna talk about, we now have a deeper understanding of why speaking is so important, the best places to speak, how to get started speaking, but what are you gonna speak about, right? Or how is that going to work? You can't just get up there and mumble. Most of my clients come to me and they're like, okay, I wanna land a TEDx talk, right? Okay, we can do that. We can work and get you a TEDx talk. However, TEDx has actually become somewhat of a commodity in my opinion, because it's flooded. Just like everything's changed in the last 10 years with there being so many coaches and the internet being flooded, TEDx now also, there's a lot of people who invest a ton of time, a ton of money in preparing a TEDx talk, get on the stage, and they actually don't get that many views because there's so many TEDx talks now. So in my opinion, having a signature talk that's targeted to the right audiences is truly key if you want true ROI in your business, meaning let's convert into money. So in my opinion, a TEDx is similar to being featured in Entrepreneur or whatever. Yes, you can get tons of views. And yes, and a lot of times it's going to draw clients to you, okay? If your talk goes well, if TEDx pushes it out and it gets tons and tons of views. So I'm not saying, if that's a dream of yours, please go for it. I'm not saying not to, but I think what moves the needle quicker and really provides more value is having a super powerful signature talk that's in your back pocket that you can use time and time again in various spaces and places that's targeted audience for you, okay? So what is a signature talk? It is a well-crafted presentation that blends your personal story with educational content. It's your unique way of delivering your message, showcasing your expertise, and connecting with your audience. So many people just go on to other podcasts and just whatever the person's going to ask, they answer. Or sometimes podcasts, people who run the podcast will ask, what are your top three questions? At least that leads you in a little bit better way. So you're making sure to talk on your main talking points. But when you have a signature talk, you can tell it in your sleep. And once it's tested and proven, like I tested and proven mine, that people are gonna run up to work with me afterwards, you're golden, right? So what I wanna talk about is how important it is because it's impactful, it's memorable, it's blending your personal journey with those valuable insights, and it's creating a powerful and engaging narrative. It's not just teaching, like here's my top five tips for this. And it's not like TEDx where you're just telling your personal journey story or just being super inspiring. It's really all of those wrapped into one that's going to convert. And the thing is, is that too many speakers overlook the importance of converting from stage. Speaking isn't just about sharing knowledge, it's about encouraging your audience to take action, right? We've all heard the term education is not implementation. It's kind of similar in my eyes with speaking. You can hear an inspiring talk, but unless it inspires you to take action, what is it gonna do? And it's really a win-win when you encourage people to take action, which includes working with you because you get new clients and

they're going to get a powerful transformation. I'm not saying we're brainwashing people into working with us because that's done from stage two. We all know and love Tony Robbins and that's pretty much from my opinion what he does. So that's not what we're talking about. And again, if you love Tony, like he's excellent at what he does. So no shade on Tony, but just being transparent like I always am. This is really guiding people who truly need you and your services to work with you. Win-win, right? So this is showing them the value of what you offer, why they need to work with you and guiding them into that. Okay, so that's the wrap up for today. I wanted to make sure you knew the importance of speaking, the importance of the signature talk, where you can speak, how to start speaking. Now for my invitation to you, this summer I'm hosting a special session focused on crafting your signature talk in just one week. We'll break it down into easy to accomplish tasks. So by the end of this week, you'll be ready to make your message a movement from the stage, on podcasts, webinars, wherever you're called to share your message. And even if you're already a seasoned speaker, learning my framework that has people running up to the stage with me will increase your sales, your conversions and make you shine even brighter. So this also includes free access to my authority amplification kit, which includes my signature talk masterclass, literally walking you through the framework step-by-step, a beautiful speaker one sheet template that you can go ahead and just edit in Canva really easily and a powerful visibility breakthrough session because if you're like me and you don't love visibility, you're going to need some mindset tools around this also, but it's so worth it because speaking is so powerful. You're also gonna get some free workbooks to select your most impactful stories because I get two things from people. People either say, I have too many stories to choose from or I don't have a story. So we'll talk through that. We'll clarify your vision and develop your most powerful teaching for your talk that will help people take action. So this includes live implementation calls during the week and access to a private community for support as well. So I could come in and say this is 24.97 because that is absolutely easily the value, but I am so stoked and I've just hosted, if you've been following my journey, I just hosted a retreat in Florida and took women through this process in person and the results were so magical and the women were so dumbfounded at the results that I was like, I have to get this out to my audience as soon as possible because I want to get more people on stage to make their message a movement. I want that ripple effect to happen and brand strategy isn't going to change the world. We all know that, but if I can impact thousands of women to have the most impactful brand and message that they can, think about the ripple effect that that's going to have. If you, if I can inspire and train you how to have the most amazing signature talk that makes your message a movement, then you're going to have the ripple effect of the people in your audience and so on, right? So this is going to be just \$47 for all of the things I mentioned, training with me, all of the things. And this isn't something where you're going to have to like do nothing for a week and only focus on this because it's summer, we're busy. So that was what I was thinking is, how can I have the most impactful takeaways for you? The best ROI, shortest amount of time possible. So you're going to love this. The details are down in the show notes. Go ahead and check out, I have a Google doc. I didn't even have time to make a fancy sales page like I normally do as a branding expert. I like everything to look pretty, but I literally was like, I want to get this to my audience. So I just made a Google doc that's going to explain all the details. Go ahead, take a peek, 47 bucks. Let's hang out, let's craft your signature story. I'm so excited for this journey and stay tuned for next week because we'll be doing a dive deeper and we'll see you next time on the podcast.