

TRANSCRIPT

S2: E83: Turn Your Audience into Clients, Easily and Effortlessly [publish day 07/02]

Hey there, welcome back. If you've been tuning in over the past month or so, I've been talking all about why speaking is the number one way to build your business and your brand. If you're like me, I like to be social media optional. And I found that speaking in all the ways is the goldmine to not have to be on social media all the time. Last week, we talked about the basics of what a signature talk is. Because not only is speaking important, I am convinced that signature talks are the way to go. So if you missed that, you can go back and find out what specifically they are, how they're formatted. And actually, I have my own unique framework that I've been teaching. We'll talk more about that today. So basically, it's not a TEDx talk, which is inspiring. It's a talk that's intended to convert. You can share it from the actual stage, but you can also customize it for podcasts, workshops, so much more. So even if you're the type of person who would never go on stage, which I thought I was that type of person, but that's changed over time. This will help you make your day-to-day content much stronger for conversions. And if you're a seasoned speaker thinking, oh, I've got this covered, I have some more advanced strategies for you too, because we can always improve, right? So today, we're going to discuss one of the most critical aspects of your signature talk, which is turning your audience into clients. We've talked a lot about how that's possible and why the signature talk is so amazing, but we haven't really dove into why yet. So it's not just about sharing your message. It's driving conversions and growing your business. We'll cover understanding your audience, how to craft a really amazing call to action without feeling super slimy or sleazy, how to build engagement and trust, and what a lot of people don't think about is how do you measure success of your talks? So first I'm going to share a little story and paint the picture of how transformative this can truly be, because I myself used to be terrified of public speaking. My superpower has always been, even as a child, to be behind the scenes. But even as an adult, I am known as kind of the magician behind the scenes, the Oz, I guess you could say, making other people's brands look amazing. I don't like to be in the limelight, and I like to help other people strategize their magnetic messaging and help them be seen as thought leaders and step into the spotlight. So believe it or not, I was even afraid to, say, ask for ketchup at restaurants as a kid. I was afraid to stand up in front of the class. And I think that's the case for a lot of us, especially if you're introverted. But some people don't have this issue. Some people do. Personally, visibility was always a major struggle throughout my life. But I decided to face my fears and take small steps towards becoming more visible. And I was kind of forced to take the first small steps when I was asked to be a professor at my alma mater, Kendall College of Art and Design. They asked me to come back and teach design and branding only about five years after I graduated college. So that was my first step of, OK, I have to stand up and speak to these, air quotes, kids who actually are just a little bit younger than I am, because I was super successful in graduating college, getting a job right away, and climbing the ranks in corporate really quickly. So I did that, kind of was forced. And then in the corporate world, I had to give presentations to C-suites, such as Adidas and Burt's Bees and Stolli Vodka and FedEx and many more. And that was really terrifying, because that was my dream job. And I looked up to these people, but I was able to master that, but they were still small

rooms of people, right? So those were kind of like little baby steps. So when I started this company, Your Legacy Brand, I knew if I was going to be the face of the brand, I had to get visible. But I avoided it for the first year or so, because I couldn't stay on social media. I really didn't know what my message was. Even as a branding strategist, it took me a while, right? And that's normal for a lot of us. It's a completely different territory if you're coming from corporate into the online space. And if you're not a marketer and love to be in the spotlight, a lot of really amazing entrepreneurs, you'll notice in their past life, they were performers, because that's why they do so well, is they're used to being visible. They're used to acting, right? So regardless of that, because I didn't like social media a lot, I decided to take an alternative approach to my visibility and really focus on speaking. So I started speaking on podcasts, then at small events, in other people's masterminds, and in audiences that weren't huge and gradually built up my confidence. Over time, I developed my signature talk and the framework that I've been sharing with you over the last few episodes, and blending my personal story with educational content. This approach not only helped me connect with my audience, but also proved to drive significant conversions. One of the biggest transformations I personally experienced was when I realized the power of a strong call to action. We all know how important this is, right? We've heard it a billion times. What's your CTA on social media? What's your CTA on emails? But initially, I have to admit, I was hesitant to include a really direct CTA in my talk from stage and on podcasts, because I didn't want to come off as salesy. I think this is super common, especially with women, especially with heart-centered entrepreneurs. But the thing is, you cannot help people that you do not invite to work with you, right? And once I started integrating a clear, compelling call to action every time, I saw a dramatic increase in conversions. People literally began to run up to me after my talks on stage to work with me and wanting to sign up. It was like magic. So I still have a ways to go. I could still be a keynote speaker with really massive audiences. I'm sure with my framework, it would work wonders there as well. However, at this time, I'm choosing not to travel too much and be at home with my daughter. So I haven't really tried to get our land keynote speaking yet. But at some point, you might see me up there. And if the time is right, that'd be awesome. So where are you at in your speaking journey? I'd love you to reflect on that. Are you happy? Do you really want to get up and do these massive keynote stages? Or maybe you just want to make sure that you're getting new ideal clients in easily and effortlessly and that it can be done via podcasts. Because that's the thing. I talked about this a little bit on the last episode. Most entrepreneurs have their sites set on the TEDx stage. Because it's a known entity, it's been sold as kind of the Taj Mahal or the most... I'm trying to think of the right words here. The place to be, like the credibility marker that everybody wants, right? Or those big shiny keynotes. And both of those things are amazing. And if those are on your bucket list, go for it. But honestly, being behind the scenes of a lot of events and knowing a lot of clients and friends and colleagues who have done TEDx's and keynotes, they're great for visibility and credibility, but they don't really move the needle as far as sales go. So my personal strategy has been quality over quantity. And the first step to make sure that you are spending your valuable time, because time is our most valuable commodity, right? Is to get on quality stages. This can be physical or virtual. And this is to speak only at events where your audience is present, your ideal clients. A lot of times we get so excited just to be featured on a podcast or just to be featured on a stage. And there's times that the credibility is worth it if it's not taking too much time. Or if you're first starting out, the practice is good. It's like, just get up, like a Toastmasters type thing. But this is really crucial for those of us who are busy, which I think is all entrepreneurs who don't have a lot of time. Why waste your time in front of

audiences and on stages that aren't going to serve you, right? It's crucial because it puts you directly in front of people who are most likely to actually benefit from your message. And these events are going to be filled with individuals who are actively seeking solutions. So by being there, you're positioning yourself as the go-to expert who can help them overcome their challenges, or who can help them step into whatever you offer. So when you speak directly to your audience, the cool thing is you can tailor your message to their specific needs and create a more impactful connection. So the first step to creating that connection, because the connection piece is going to be a big piece of the conversion, is to understand your audience. Now this is something that I take all of my branding clients through, and you may have scratched the surface at it, but I really encourage you to go back through. And before you can convert your audience into clients, you need to understand them deeply. This starts, of course, with identifying what do they actually need? What are they searching for? What are their pain points? Now a lot of my clients tend not to like the term pain points, because there's a lot of people who've been teaching messaging out there that's like, get them in their pain points. And it's really manipulative, and it doesn't feel good. So that's not necessarily what I'm talking about. We don't want to twist the knife in someone's side and make them feel bad about themselves by any means. However, if you can't speak to the problems that they're having, how can you show them the solution, right? So you can, if you don't like that terminology, just think about it. What do they need? How can you help them? This is pretty 101 in any entrepreneurial messaging, right? We need to understand, but really think about what's keeping them up at night. What are their challenges? What solutions are they seeking? And more so, don't just take this from your own head. So what I help, I have a specific process I take my clients through with specific questions, which we're not going to get in here to today, but conduct surveys, engage in social media conversations, gather actual feedback to get a clear picture of their needs. What is the actual language that they are using? Okay. Because a lot of times I will have clients come in and been like, I've done these exercises before. I know my client pain points. Okay. What are they? We get them down on paper. We conduct research and some of them may be true, but we find and uncover a whole nother subset of issues and things that my clients aren't even realizing they're their ideal clients are needing. So it shows that you understand their struggles and positions you as a solution to their problems. And you can use their specific language, examples that speak directly to their experience and tailor your message to resonate with that. Okay. Next up is we want to be able to speak to that, but we also want to speak directly to move their heart and soul. So that is the difference between a powerful signature talk and a signature talk that somebody hears. And they're like, Oh, that was some really great points or thank you for that. Like you really opened my eyes and not like, Oh my gosh, this person changed my life in a matter of 20 minutes. How can I work with them? That's what we want people to think when they hear your signature talk. So empathy and understanding, like I said, we don't want to just call out them pain points and make them feel horrible about it. We want to acknowledge their struggles and validate their feelings. So using phrases like, I know how challenging it can be, or many of you might be feeling, or I've been there and I understand what it's like. When you can really show that they see you not only as the thought leader, but somebody who truly understands them. And that is a game changer. You also want to share your own experiences that mirror their challenges. So this is not only building rapport, but demonstrates that you've been in their shoes and have found a way out. Now if for some reason you can't actually share an experience. So like, for example, I had a health coach who'd never been overweight herself, but she was a trainer and trained in helping women lose weight. So she was the

authority on it, but she couldn't share a personal story. And she really felt like that was holding her back because she couldn't resonate. The thing was, is that she found other stories through clients that she'd helped to share. And she truly was still able to empathize and have understanding around it. And it's still 100% works. Okay. So if you find yourself, oh no, I can't share my experience with that. Most of us can, because most of us teach what we most need to learn ourselves, right? But I just wanted to make sure that that's clear in case you have those questions. Next up, you really want to paint a vivid picture of what life could look like after they implement your solutions. So using sensory details to make this vision as real as possible. So that could look like with that same health coach I was mentioning, you know, like my client Sandra, I'm just making up names here, went and she lost 60 pounds. I understand what it's like. I've helped so many women like this. She was able to run to the bus stop with her kids again. She was able to, you know, run the marathon that she'd always dreamed of. So paint those vivid pictures. of what it was before and what it was after. For me, that would be branding where, you know, say one of my clients, and this is a true story also, was super embarrassed of their website. It wasn't reflecting who they truly were. They knew it was outdated. They were afraid and embarrassed to send clients to it. Right? And they knew their messaging wasn't converting. So they came through my Legacy Brand Foundations program. On the other side, everything shifted. They were able to show up in networking groups and be confident. They were able to send people to their website. That website would convert without even people getting on calls with them. Right? Those are sensory details that are painting a vivid picture. I know you have those results in your business. It's just a matter of sharing those and bringing them in in a really beautiful way in your signature talk. And then last is emotional triggers. You want to use emotionally charged words and stories to evoke feelings of hope, excitement, determination, because people are more likely to take action when they are emotionally engaged. And we know this, right? That's why marketing works so well when it's done right. And unfortunately, there's a lot of companies and people who take advantage and manipulate. So by no means, I'm not telling you to use persuasion tactics or be sneaky and try to trick people into working with you. This is to get at the heart of the matter so you can truly help the people who need your support. Okay? This is talking their language because you actually have something that they need and you're the one who can help them. Okay. So as I mentioned earlier, I used to avoid strong calls to action for fear of coming off as salesy, whatever that word is for you, but there is a powerful and elegant way to do it. And it's crucial for converting your audience into clients. So integrating a compelling CTA means it should feel like a natural extension of your talk, not an abrupt sales pitch. And this is why people tend to feel weird about it because they leave space for it, they lead up to it, and then it doesn't integrate, it doesn't transition. And then all of a sudden they're like, come do this, right? And they get weird about it. Their energy is weird about it. And that's when it feels salesy or sleazy or weird, right? So it's simple, lead into it summarizing the key points you've discussed, highlighting how your solution addresses their needs, make it clear, concise, and action oriented. So I'm gonna give you some examples. It could be as simple as a consultation offer. If you're ready to take the next step and overcome these challenges, I'd love to offer you a free consultation to discuss how we can work together. Click the link in the show notes and schedule your session. That could be at the end of your podcast, super simple. Next up, if you're like promoting a product or service, it could be something like, to help you implement these strategies, I'm offering an exclusive discount on my coaching program, use the code podcast20 at checkout and get 20% off. Another podcast example, I'm just doing podcast examples because it makes sense. You could do the

same thing from stage for product or service. I'm offering you a discount today on my coaching program. Come up to me afterwards and let me know that you're interested and we'll get up a time to talk on our calendar, really simple. Next, if you have an event registration, for example, join me for my upcoming Authority Amplification Summer Session, where we'll craft your signature talk together. Spaces are limited, so sign up today to secure your spot. Huh, did you see what I did there? This is a real call to action, but we'll save more about that until the end. But it's really as simple as that. And I have so many clients, even people who've been speaking for a really long time, like my client Shannon, I think I mentioned her on the last episode. She'd been speaking for 10 years and wasn't really converting. The main thing that we focused on for her was her call to action, because she was being really sideways about it and kind of like, well, I kind of have this thing that you could kind of signed up for, really wasn't that bad. She's amazing, don't get me wrong. But you really, it can be so much easier than we realize. And oftentimes that's where people get held up. I love helping people craft their CTAs. Okay, as we come to wrapping this up here today, we can't not talk about your signature talk with about also talking about engagement and trust, because these are both key to converting your audience. And that's really the goal here today. How do you actually convert the audience? Last time we talked a little bit more about the structure of your talk, but the structure doesn't matter if you're not converting, right? Here are some techniques that you can use to actually engage your audience, which is going to build that know, like trust factor, and it's really going to have them on edge the entire time. Some of these might be obvious, but I really wanted to make this easy for you so you can get ideas. And I'm hoping you're taking notes today. So the first one is interactive elements. This is on the stage for sure. So this could be Q&A sessions, but also if you're virtual, say you're on a training in somebody else's community or something like that, you can do polls, you can do interactive exercises. So make it a little bit more workshoppy, ask them specific questions, pause. Unfortunately, I see so many times when I've been in other say masterminds and other people's communities, and a guest expert will come on and literally all they do is talk at us the entire time. Now that's not always the case. Some people have mastered this, but I can't help not say it because if you're showing up and you're not interacting often with the audience, you're not going to convert, okay? Again, that might be obvious, but I had to call it out. Also personal connection. Address your audience directly. So if you think about like a comedian on stage, they kind of like heckle the people in the front, right? So I'm not saying heckle the audience, but engage them, point at one person and ask them a question, get them involved. Because if you are just speaking to everyone, nobody's going to feel special, right? And even if you make a couple people feel special, the rest of the audience gets that you care. Use their names if possible. So if you're on a virtual stage, I love to look at the chat. Encourage participation. This is really great in smaller audiences. And I always start out every talk by asking everyone to put their name, location, and business in the chat. And then I call out every single one. This eats into my time of my talk, but it does wonders. I used to not do this and just talk with people and I'd still try and engage. But once I started actually saying everyone's name and calling them out specifically, I get so many more private message, people adding me on LinkedIn afterwards, people following up because I saw them. I made them feel seen, right? They're not just being talked at. And then also make sure that they're engaging in the chat or you're pausing and having a few of them talk. That engagement literally will make a massive difference. Now, next up is storytelling. We talk about storytelling all of the time. I've been talking about it, but I can't help but share this one last time. You have to share relatable stories and case studies that illustrate your points and keep your audience

emotionally invested. If you're up there teaching like a professor without stories, which is probably what I used to do if I think about it when I was a professor, I think I got better over it at times, like over time. But it's so interesting the difference between having those stories and not. And again, we all hear how important storytelling is, but when we show up to teach our craft, when we show up to train on that, we oftentimes forget. So a few small stories is fine and make sure to include powerful client stories that paint the picture of transformation. And when you sprinkle those in, it doesn't feel forced, but really integrated into the whole, right? So that's all amazing. And that's how you're going to convert all of those tips and tricks that I gave you here today, those interactive elements, storytelling, personal connection, going back to the effective CTAs, speaking directly to their heart and soul, identifying their needs and pain points, really understanding your audience, right? But what happens after the talk? There's two things that I want to talk about quickly because if you're not using these, you're leaving a lot of money on the table. The first one is using follow-up strategies to nurture the leads. So hopefully people are running up to you after you talk on stage, they're DMing you, they're at least downloading your freebie or whatever you have and taking advantage of your call to action. If not, though, a lot of people, maybe they had intentions, but they had to leave and go pick up their kids or go walk the dog or whatever, and they forget, right? So always think about having email follow-ups. Even if you're speaking on someone else's stage, you can ask, hey, do you mind if I send a follow-up email and thank your audience for attending and summarize the key points, maybe provide some additional resources? Most likely they're going to say yes because that is added value for their audience, right? Or you can even, usually that person isn't going to give you their client email list, obviously. So you would provide those follow-up things and they would email their audience, but it's still another nurturing point, right? Now, somebody might even give you the emails. Next up is that social media engagement, right? So continue that conversation on social media. Ask them to join you on LinkedIn, create a post just for them, respond to their comments, answer their questions, share more insights. And you can always offer more exclusive content or bonuses. So this is, if they're on your stage, obviously you already know if you have a workshop, you're going to implement these strategies, but how often have you been on other people's podcasts and you didn't have a strong call to action prepared and you didn't have a lead magnet or you didn't invite them to continue the conversation, right? So I just wanted to make sure to cover that because I see so often people not taking advantage of these nurturing, very simple nurturing strategies. And then last but not least is how are you measuring the success of your talk? So the signature talk is one thing and learning the framework that I'm talking about today, which I'm going to share with how you can learn the actual step-by-step framework here in a moment. But once you give that talk, how are you measuring the success? Because getting the talk down is one thing and then actually long-term practicing and implementing it. I'm promising you it will move mountains right away, but the more you do it, the better you're going to get. That's the case with everything, right? We know this. So to improve your conversions, you really need to track and analyze the effectiveness of your talk. Just like you should track and analyze your social media, although to be very vulnerable, I don't really do that that well because I don't like social media. I do track the effectiveness of my talks though, and I do it of my emails as well. So these are things that we should be doing as CEOs, as business owners, so we can improve our marketing, improve our conversions, right? So again, surveys and feedback. Use a post-event survey and gather feedback on your talk. Super simple. Ask what resonated, what could be improved, and how your audience plans to apply what they learned. Check the engagement metrics. Like this is really simple, you

guys. You can have a VA help you with this. Check the attendance rates, participation in Q&A sessions, social media interactions. This is especially true if it's your talk on your stage or on your social media or your podcast, but you can even do this when you're on other people's podcasts. So you can even go back and ask the host, hey, how did my talk convert compared to your other guests? Now that's a vulnerable question because they might say you sucked, but I'm pretty sure if you use my framework, they're going to say, you were amazing. You have blown this out of the water. And I mentioned that earlier, I was on a podcast last week. It hasn't aired yet, but she had already told me like, this was one of the best episodes I've ever experienced. So let's see if that converts with her audience. I'm really excited to find out. Okay, and then last but not least is the conversion rates. So if you gave your CTA, how many people took the desired action? And then use that data to refine your approach. We don't want to judge ourselves because it will get better and you can only improve from there. So then you can really think about, hmm, I wonder, could my CTA be more powerful? Maybe one of the stories I told wasn't really aligned enough. You can start to really pinpoint what little things could really move the needle in a big way. So continuous improvement, of course, will always help you really increase your conversion rates over time, right? So if you're ready to take your business to the next level through speaking, I want to remind you that I'm hosting a special session this summer called the Authority Amplification Session. And it's all about crafting your signature talk. So if what I spoke about here today resonated with you, really speaking to those ideal clients, ensuring that when you get up to speak, it's going to move mountains and ultimately, Nate, taking your message and making it a movement, I want to go ahead and invite you because in just... one week. We're going to break down the process into easy to accomplish tasks so you're ready to take the signature talk on the stage, on podcasts, on webinars, or wherever you're called to share your message. Just like the clients I shared with you today, just like I shared my story of being petrified to speak on stage, to having people running up to work with me, this is exactly the process that I took. So I can give you a lot of the tools and the ideas here, which I've done the past few weeks on the podcast, but we're really going to dive deep here and I'm going to help you step by step craft your signature talk. So this is so you can have a conversion focused talk that you're beyond excited to share, have the confidence to be visible and step up as the authority. Or if you're like Shannon and I talked about earlier, you've been giving talks, but it just hasn't been converting the way that you hoped, come and do this with me. You get access to my signature talk masterclass, a beautiful speaker one sheet template that you can take and use to land talks, and powerful visibility breakthrough session, bonus trainings, workbooks, and three live implementation calls during the week with me. So you can ask your questions and we can do some fine tuning of your stories and also access to a private community, not on Facebook, since you know I don't love social media. It's actually hosted on Heartbeat, but it's really amazing to use. All of my clients use it, so you'll be locked in with that. It is a \$2,000 value and it's only \$47 because I really want to help as many people as I can craft their signature talks so we can get more actual experts out there on stage. I could go on my soapbox on this you guys, but what bugs me the most that I've been seeing in the online space is like I mentioned earlier, people who are really good at marketing or they've been trained actors or performers, they're really good at that. They're actually converting more and then their ideal clients aren't getting the support they need because they're not true experts, okay? Now I'm not saying this about everybody. I don't like to talk badly about others, but it's been driving me crazy and if you were listening, I know that you're a true expert and a lot of true experts aren't great at marketing because that's not their craft. They weren't trained as a performer. They're not going to dance on social

media. They're really good at, you're really good at what you do just like I'm really good at brand strategy and teaching how to create your signature talk. So my goal is to help more actual experts get seen and land the clients and actually make an impact in the world and of course an amazing income as well, right? So this is the same signature talk that so many of my clients used. If you want to go in the show notes, you go ahead, check it out. All the details are there including a lot of client testimonials and how this process helped them. So I don't want you to miss this opportunity to transform your speaking skills inspire action with your message and there you go. I modeled a strong CTA for you. So you see that this works from actual stage, but once you know the framework and have your message down, you can use a strategy throughout your entire brand ecosystem. At every touch point, every time you're sharing, it is truly game-changing. So I look forward to supporting you and I look forward to seeing you on our next episode where we're going to continue this journey and really be talking about how to look at your brand as an ecosystem. How to not only take this signature talk but take every element of your brand and make your message a movement. See you soon.