

S2: E99: The Secret to Staying in Your Zone of Genius... It's Not What You Think!

Hey there, I'm Tiffany, and you are listening to the Your Legacy Brand Podcast. If you're a high-achieving, mission-driven entrepreneur who wants to elevate your income, impact, and influence, you're in the right place. I left my corporate career as a creative director for Fortune 500 brands to create a legacy with my life's work and to support entrepreneurs like you to do the same. You pour your time, energy, and passion into your business, so let's make sure your efforts will create a ripple effect that reaches far into the future. I'm here to provide you tools and ideas to make massive shifts and quantum leaps in your business, transforming you from entrepreneur into legacy brand. Whether your big vision is to be a New York Times bestselling book author, stepping onto the TEDx stage, or simply having a sustainable business and income doing the work you love, my goal is to take you to being seen as the go-to expert in your space. So sit back, relax, and let's jump into today's episode. Right, welcome back, everybody. We are diving in today with Taylora Payne, and Taylora is the co-founder of Speakerflow, a software and implementation company dedicated to the thought leadership industry. Taylora's passionate about helping thought leaders build systemized businesses so they can spend less time in the weeds and more time in flow. Taylora, thank you so much for being with me here today. Yeah, for sure. It's great to be here. It's going to be super fun chat. Yes. I am so excited because, you know, I talk about having a brand operating system and making sure that your brand is cohesive and well run, and that typically people think of, okay, I need my logos and my visuals and my colors and my fonts. Those are all important. I also help people with messaging a ton, but what we don't often think or talk about is what's happening behind the scenes in our brands, and that oftentimes can make or actually break our businesses in a sense because a few things I see from my perspective, and then obviously we're here to interview you about it, is oftentimes we get stressed out as business owners or, you know, like just that stress and knowing that things are not working in the back end can be super stressful on ourselves, on our teams, whatever that looks like. And then also even more important from a branding perspective is the customer journey. So if the customer is not experiencing flow and ease in like signing up and the whole process, that's a big downside. So that's really why I wanted to have you on today to talk about this behind the scenes that often just gets pushed over because we're so focused on what's in front of, you know, the brand. Yeah. Before we dive into more about that, I'd love to hear just a little bit about the story and your story of SpeakerFlow and how and why you started it. Yeah. I think like most things in life, you stumble upon these things, really. It's not like I woke up one day and was like, I want to build systems for thought leaders. Like, yeah, it was just a hole that we noticed. So long story short, my business partner and I, we go way back myself in Austin and we grew up in sales together. So he hired me on the sales team and we just crushed it together and we trained at different sales districts throughout the nation and got really good at recruiting and building sales offices up and yeah, high performance kind of cultures, you know, these types of things and sales is cool and all. I like the one to one thing, but I was really fascinated by the one to many thing, marketing in essence. How do you get people to buy in volume and high ticket? So I was particularly fascinated. This was probably mid 2010s, so 2015, 16, somewhere in there and high ticket sales online really weren't as popular back then. And so when I mean high ticket, like you can go on Carvana right now and spend 60 grand on a car and never talk to somebody. That's mind blowing. How has Carvana built so

much trust in people that we can just go through and finance a car and never talk to a human being? Back in the day, there were other things like, you know, high ticket sales would be like a custom furniture, for example, online. Still very fascinating. You can design your whole furniture, like Amish stuff, for example, spend 20 or 30 grand, never talk to a human being and just swipe your card for it. Like this was particularly the lens of marketing that I was really fascinated in. So yeah, I cut my teeth in e-commerce for a while, actually in custom furniture for the Amish, which is crazy. That's a whole other side story. But nonetheless, the point was, is marketing boils down to just systems. And this is what we learned in sales too. We were able to repeat how to train somebody from ground zero, how to have a high performing manager, how to do marketing, SEO, paid ads, conversion rate optimization, just because things are repeatable and there's a system behind it. So this led us to start a marketing agency because once we learned that marketing and sales was a very A to Z process, it was very systematic. We said we could do this for anybody. So we did. This was probably before I learned the value of niches, but we worked with Rovers and Home Builders and e-commerce brands and restaurants, whoever would pay us to do marketing. And it was boutique in nature, it worked pretty well. And we had one day a company approach us and say, hey, could you market speakers? And given that we had a strong e-commerce background, we said, yeah, sure. Like what do you sell? Sony, Bose, something else. And they're like, no, no, no. People who get up on stage and speak, not like actual speakers. And so we're like, oh, okay. So I'm surprised the conversation didn't really end there. But long story short, on paper, a professional speaking business or a coaching business, consulting business, we call them thought leadership businesses because we often have many of those revenue streams, they're a slam dunk on paper for working with a marketing agency and being really effective. I mean, it's high ticket sales, so that's cool. Often thought leaders are very niche. They have very specific clientele they can help in a very specific problem they solve. They're also personal brands, which goes an incredibly long way in building trust. I mean, almost immediately you have double the trust of a face versus a faceless corporation. So that's very helpful. And they produce a ton of content. So it has every indicator of success of working with a marketing agency. So we said, what could go wrong? Like, yes, let's help these people. And I don't know if you've ever asked the universe that question, but it behaves in funny ways and it didn't really work that well unless they were making more than like half a million dollars a year. And so we were curious about this because in every other industry we were working with, even restaurants, we were killing it for them. So with something that we thought was going to be a slam dunk, why isn't it working that well? And so we started looking at the data. Is this an us problem? Is this a lead gen problem? Are we not doing this thing right? Do we not understand something like what's happening here? And that's honestly what I was expecting because it was a new industry for us. But come to find out, we could generate more leads for this space than any other industry we're working in. It's very easy to generate leads as a thought leader, in my humble opinion. The issue was that those leads weren't being nurtured. So there's no CRM in place, no email marketing, no systems. Basically, everything was just kind of falling through the cracks. And the bell curve of a thought leadership space revenue wise per year, based on our latest research, is about one hundred and sixty thousand dollars a year. So those doing north of half a million who it was working for, they're doing north of half a million because they have systems in place. Those people had CRMs and email marketing and automation to make their lives easier. And this is a conversation over a beer, but we were falling out of love with the

marketing agency because it's a very extrinsically motivated thing. Like when you make money for somebody, the follow up question is, how do I make more money? And so and that's fine. I'm glad people get their purpose from that. But it really wasn't scratching my itch, you know, and of course, we get into this space and every single one of you listening to this show want to make the world a better place. You're very intrinsically motivated. There are a few oddballs out there, but those are the outliers. Most of you really, before even making a ton of money, want to leave an impact and a legacy. And those are beautiful things. And so we were gravitating towards that. And so we wanted to figure out, OK, well, why aren't systems being talked about? So we started interviewing hundreds of people in the thought leadership space, speakers, coaches, consultants to really figure out what the issue is. We thought it was going to be a software problem, like, oh, well, I don't have a CRM that's built for us or an email marketing tool that works for me or like these like technical things, because we're like Austin and I were dorks. Like we immediately go to logic and tech and all of those things. But come to find out, we were getting emotional responses. They were saying, I don't have time to set this stuff up. I don't know how to use these tools. I don't know how to automate or what to automate. I'm sick of feeling not professional. I have this incredible brand. But like as soon as they enter my world, everything falls apart. And there's like there's a incongruity between how I'm shown here outside versus how my things are operating inside. And I just want to be viewed professionally and I want my time back and I want to be in my zone of genius, like these really heavily emotional responses. And so the idea of SpeakerFlow came from that, this idea that building your systems out, your CRM, your email marketing, the task automation that happens when you close a deal is not in your zone of genius as a thought leader. You are in your zone of genius, creating content and helping your clients and making the world a better place. And so once we realized that's not really a software problem and it's an implementation problem done for you systems, we started SpeakerFlow because we want you to be in flow. And that's really how this whole thing came to be. Thank you for talking that through. Like you said, I know that's going to resonate with our listeners because that's most of them is we want to make an impact. We want to be in our zone of genius, doing what we love. And when we typically most of us, when we signed up to be a coach, be a thought leader, be whatever, we didn't realize what all was involved with that. Right. And how much of that the systems that we need. And a lot of times people don't even know what they don't know. And then they get in there and they start realizing it. And it's still a confusing web to try and figure out. And I know from my own personal experience, which is why I was excited to talk to you about this, is over time, you know, having different team members and myself, it's so easy to cobble together all these various tech tools. And then there's like zaps that's working. And if something breaks, it's like, oh, shit, I don't. And as the thought leader myself, either as a solopreneur, you're trying to figure it out and that's messy. Or if you have a team and they set it up and then something breaks and you then know no longer even know what is happening behind the scenes. Like those can be crazy and scary times. So I really love what you've put together with Speakerflow because it's like an all in one container or like I like to ecosystem. That's right. Yeah. Developed specifically for that reason, which I think is so smart. And I love hearing the background story because, you know, you saw the gap, you saw the need, you're like, these are my people. Similarly to like when I was branding in the corporate world and I left and now I'm like, oh, these thought leaders are my people, too. It's just really brilliant how that kind of all came together and that you're looking at

actual needs and then looking at the data, too. I think a lot of times people look at one or of the other of those things and like you're really looking at all angles. So when you talk about systems, for those who are listening that are like, that could mean a lot of different things. A lot of things. Oh, yeah. How would you specifically, you know, talk about. Define that. Put a box around that. Yeah, for sure. So it's a great question. Get this a lot. So I'll preface this with a question. So we'll start with this for the question. So just because you have, let's say, a CRM, contact relationship manager, for those of you who are unfamiliar, so it's a way to manage your relationships, something like Pipedrive, Salesforce, HubSpot, these types of things. Just because you have the tool, does that mean it's a system? I would say no, not really have it. And you're not utilizing it or watching the metrics. What's the point? What's the point? Right. And so there's something like when you ask people that question, they think about it and there's something that feels like incongruent with that idea. Well, just because I have the tech, that means the system. So the reality is just technology alone is not a system. It's a tool. Right. So let's equate it to a hammer. Right. So if you have a hammer, if it just sits on your desk and it's not doing anything or in your toolbox, I guess, for a better analogy here, is it being used at all? No, it's not helping do anything. It's not driving any nails in. It's not pulling any nails out. It's just sitting there doing nothing. Right. So technology is the same thing. Now you need to have a process. So the first layer of systems is technology because it's 2024. Deal with it. It's the world we live in and it makes you more effective. For example, you're not riding a horse around when you're in traffic anymore. So technology is necessary. But now we have to layer a process in with that. We need to be doing something with it. So it facilitates an outcome. So if we go back to our hammer analogy here, I have my hammer and there's a nail that needs nailing and I swing the hammer upside down. So I'm not using it from the base of the hammer. I have the hammer flipped upside down. I'm trying to nail the nail with the with the handle of the hammer. It's not going to go in. We're like functionally using it wrong. So just because you're swinging the hammer doesn't mean anything's going to happen, because we need to actually make sure that that process is facilitating an outcome. So through some trial and error, you realize, oh, the handle of the hammer, I'm meant to hold on to that. And this thing up here is meant to drive the nail. So now you swing the hammer, you drive the nail, the nail goes in. Now, the other component, then that's the process. We figure out a process that delivers an outcome every time. That's the second layer to systems. The third layer is. The hammer isn't swinging by itself. So people, somebody has to facilitate the process, not everything can or should be automated, some things should be automated and can be, but there's a lot of things that might that shouldn't be. There's a human being still attached to a hammer to nail that thing in. And you're like, oh, but Taylor, there are nail guns. Yeah, OK, you're still pressing the trigger, though. You know what I mean? Like, there's still you can make it easier to get a nail into the board, but there's still a human being involved in maintaining those things. And so it's the culmination of technology process and people. If we're talking about business systems that creates an actual system for us, we start with the technology because we need a starting point to start iterating and building processes into it to make it more effective for us to facilitate a process. But you, the individual, still need to manage it or have a team that can help you manage it. And so that's what systems are. Tech, process, people. Love that. I love that breakdown, because I think you're exactly right that a lot of people, they they purchase the tech and then they're like, OK, I have the system. But there's there's so, so much more to that. And especially when you have kind of cobbled

together a lot of different tech to tech to create a system that can get pretty tricky as well. So, yeah, like when you work with thought leaders specifically, what does that look like? So are people coming to you and they're like, I have no systems or do most people have systems in place that just aren't working for them? Like when when is it time for somebody to time taking their systems seriously in their business, would you say? Yeah, it's a good question. So it's not so much there's a little bit of a demographical piece to when systems are useful, like where you're at in your business. I'll touch on that in a moment. But it's more about a psychographic of people. So we see everyone and we see the entire gamut from I have no systems. I'm using carrier pigeons and stones and chisels all the way to I have 20 years of systems and these crazy things going on and we need to consolidate it under one roof. The vast majority of people are coming from no systems or very, very light usage of systems. Like I've got a CRM, I've got MailChimp, I've got Calendly and QuickBooks or something like that. You know what I mean? Just the bare minimum. The psychographic that we're looking for is somebody who acknowledges that systems are necessary to help them move forward in their business. I had somebody just the other day, they don't even have a brand yet, but they're picking up the phone and they're reaching out and they're selling the airplane before it's built and they're frustrated by not being able to keep on top of everything. So even though they don't even have the brand yet, that person is ready for systems because they need to stay organized in their pursuit while they're getting all of this stuff in place. That's a very rare situation, might I add, somebody that early on. But that was like a boring salesperson. I've had another person, one of our dear friends up here in Minnesota, his name is Ross Bernstein. Ross, if you listen to this, what's up? But this dude does over a million dollars a year on a piece of paper. Like he just marks little check marks next to people and like I've already pitched him on a CRM, I'm not going to use it, I'm just I'm just going to use my piece of paper. So it doesn't really matter how far along you are in your business. It's the psychographic of whether or not you believe systems can actually help you, the technology, the process and the people. The answer your question more explicitly, though, when is really the right time to get systems? It's when you're selling stuff. So ideally you already have a brand, you already know who your target audience is, or at least you kind of know who to reach out to. You have a value proposition. You have something to sell. It could be speaking, coaching, consulting, or if you're listening to this as a as a roofer, for some reason, you sell roofs. It's now time to have systems so that you can manage all your relationships. You can do your email marketing. You can easily send invoices and contracts and book meetings with people and facilitate delivering for your clients when you're really focused on getting people through your door and selling things. That's when systems are going to be most impactful for you. So knowing that when we're working with our clients, we're looking at the entire customer journey. If I'm going to dumb this down, there are really like four stages of a customer journey. The first are subscribers. These are people who just want your content, right? Like subscribe to my newsletter. It's on the footer of every website on Earth. It's like on your blog pages. You might have an opt in when you're on stage. People are just subscribing. These people are not leads yet because they haven't like shown any monetary potential. They're just wanting your content. So the second phase is leads people who you believe you could do business with but haven't yet. You're still trying to establish that relationship. So this might be somebody books your discovery call via Calendly when somebody submits a contact form because they want to hire you as a coach or a speaker. This might be somebody, you know, hands you a business

card after you get off stage and says, hey, I want to potentially hire you for an upcoming event. You get a referral from somebody. These are leads. We have no idea if we can sell them anything yet. We don't know if they have a budget. We need to qualify them. We need to see if we're even a good fit for one another. We're a cultural fit. But there is the briefest, the slightest opportunity there. The goal isn't to sell them anything. The goal is to book a sales call. That's it. Qualify their interest enough to get into a conversation to see how you're going to work together. So that third phase of the client journey is a deal. There's an opportunity in play. And again, we don't know if it's going to close. They we might be on the shortlist of two other speakers or they might be looking at a few other coaches. But the goal is we're going to nurture them until they buy or they say now is not a good time. And then finally, their customers. And so what we need to do is we now need to deliver for them as a customer. For example, if you speak or you coach, chances are when you close a new piece of business, there are 15 or 20 things you have to do every single time. So the system can tell you what to do so you don't forget to onboard your clients effectively. Or after you're done with an event or an engagement or a coaching relationship, a task can appear that says, hey, like reach out to this person in 90 days to check in or get referrals. And the idea is those customers help you create more subscribers and leads that turn into more customers. And now we're looking at things like a flywheel. So the idea with systems is the only way to get them to work is if they're actually in line with the customer journey. So those are the four areas that we have to look at to help folks improve upon. Awesome. Yeah. Thanks for that breakdown. I think that's probably very useful for people listening, because oftentimes, again, it's we focus on our brand and our marketing and then not thinking about how we're actually going to transition people through for conversion, you know. And I love I love the example of your friend that uses paper, and that's cool, too. But I'm assuming that, you know, he's probably working with a handful of people and that's easy to manage. But for most of us, especially if you're an author and you're writing a bestselling book that's leading into a coaching program, I mean, chances are you're going to need to funnel hundreds, thousands, if you're lucky, millions of of leads through. And there's no way you can track that on paper. It's just not a thing. So, well, as a human being, like how many relationships can you manage? Like one hundred and fifty tops like that's tribal that that comes from our biology. One hundred and fifty people as a tribe. That's about as many people as we can, like, see a face and be like, oh, yeah, you're the sister of this person that I know from the you know, that that's your outer circle. Your inner circle is like three to five, you know, and then it branches out a little bit. So if we can only like manage in our heads, one hundred and fifty people. We have big dreams for our businesses, we need to manage way more relationships than that. So inevitably, we got to not have just a piece of paper to run things, you know? Yeah, absolutely. And that's why, you know, I wanted to have this conversation, too, because I see a lot of people struggling with that or there was even you know, there's even been some people that I've met. Oh, like maybe I would hire them for X, Y, Z. And, you know, I forget they didn't follow ups. I meet somebody else who, you know what I mean? Like that's not if you're not nurturing exactly like you said, then you're you're kind of leaving money on the table and also the impact of those people. Well, right. And you know what's the craziest thing? This is the biggest missed opportunity. And almost every single one of us on the call right now, it's actually not even getting leads and closing deals. Most of us, if we like we're delusionally convinced as thought leaders, like we have value to provide. So you get us on a call with somebody and like chances are we

can sway and get them to buy. But the challenge is here's this quote. I forget where this comes from. Maybe we can figure it out later. But it was more or less if your customer is the first to the arena, you lost. So the phrase if your customer, somebody who already bought is the first to the arena, you lost. So, for example, somebody, you know, signs up for your coaching program or your course or speaking engagement, and you weren't the first person to say this is how the process works. Book your first call. Sign up here. Here's the login information. Here's I'm your guide. This is exactly how the process is unfolding. You just lost. If the customer is the first to ask you about this, every bit of trust and authority that you have built up into this process and you can pretty much guarantee that person is not going to be a referral source, even if you blow their mind because they were the first to the arena. You were not a guide for them. You didn't say this is how the process unfolds. So even people's on board. processes of new customers entirely non-existent. I haven't come across in the five years of doing this with Speakerflow and the 1500 implementations we've done, anybody that had an onboarding experience clearly defined and we're following it to a T every single time. And if we just fix that one thing, where now you're always the first to show up to the arena, you are the authority of how the process works. Now we're going to get a lot more referrals and your working relationships are going to be a lot healthier because your clients are going to be less demanding because they have trust in you to guide them accordingly. Absolutely. Well, I'm proud to say I do have an onboarding system, but at the same time it, you know, things can always get better. So yeah, but I love that you look at that because like I said at the beginning, it's such a big part of our brand ecosystem and really it needs to be, you know, not flawless. Like sometimes things won't work perfectly, but there needs to be those set points at each area and at each, like you said, those four pieces too. So let's talk a little bit more, like specifically at Speakerflow, I love the word flow myself. I talk about that all the time. With a brand operating system creates flow. So that's the other reason when we met, I was like, Oh, we're speaking the same language on so many different levels, so good. So you talk about systems also helping you keep in flow. And I think at this point we can kind of guess like, okay, this makes sense because things are automated. It takes a lot off our plate. Well, like what else would you add to those pieces about it keeping you in flow as a thought leader? Yeah. Believe it or not, it has nothing to do with what you just listed at all. If you think about like Maslow's hierarchy, it was just fair, by the way, I say that with love because this is where most of us default, like, Oh, things are going to be automated, more streamlined. That's why I'm in flow. That's actually not why you're in flow that that's like you have to dig a little deeper as to why that creates flow. So if you think about Maslow's hierarchy of needs a little bit, if you don't have systems, we are inundated in our heads with a bunch of minutia that you might not even be conscious of. Like, Oh, did Susie pay that invoice? Did I set up that retainer the right way for this new coaching client? Did I collect? Did they sign this contract? Oh, I got this referral from so and so and I have 300 emails in my inbox and I forgot to follow up with that person. Like you almost wake up at night with cold sweats because like all of a sudden you remember like something that you missed and you don't have a safe place to put that information. Like you don't have a place to this is how I'm following up with somebody. This is where they're at in the onboarding process. Like a system gets all of the crap that's in our head and gets it somewhere safe, removing anything about automation and getting your time back or whatever. That alone, what ends up happening is it doesn't happen right away. It takes a little bit of time for you to feel this, but it's almost as if the fog clears and now you're able to think more

creatively. You're able to stay in your zone of genius because we're not inundated by all of these subconscious worries that we have because we're not organized. Having the people who say, well, I'm not worried about those things. And I say, okay, well, let's get the system set up and then see how you feel later. Every single time they come back, they're like, I realized that I had no idea how stressed out I was. Like this is a very subconscious experience. We feel like we can take on a lot more than we can. And so the nature of having a system, regardless of what it's doing for you, it's booking meetings, you're sending invoices, paying contracts, setting follow-up tasks, delivering on projects, whatever it is, you have a safe place for that information. And so the system becomes an extension of your mind rather than your mind being what your entire business leans on. And that freedom allows us to think more creatively. And then because of that, we now end up in a state of flow more frequently because we're not bogged down. Yeah. So good. I love that. And you know, there's so much talk about like nervous system regulation and how, especially as thought leaders where we tend to have more stress than the normal human on top of the normal day things because of type a perfectionist so much on it. So that makes so much sense. And I think, I think that alone is, is, would be, you know, a hundred percent worth the value, which is so beautiful. And on top of that, to kind of finish that thought out I think a lot of people think, okay, well, I'll just get myself a VA. We've had this discussion before this podcast interview. And that person is going to be the one, like my second brain and to do all the things. But oftentimes that isn't going to help either. And team is great. I'm not saying don't have a team, but what would you say if somebody was saying, well, I actually don't, it doesn't, I don't need the tech. I don't need this, that type of system. I just need a person. Yeah. Well, in the briefest of words, you're wrong. But remember when I remember when I defined systems where it was tech process and people people, right. What's last in that list? Definitely the people, it's the people because we need to define the process and we need to make sure it works so that we can hold somebody accountable to that. And we need to have the system in place that we can train them on. This is the biggest mistake I see. Getting somebody to help you with things is going to be very, very impactful. But what I see all the time is people saying, I'm just going to get a VA and they're going to do it all. They're going to figure out the tech. They're going to figure out the strategy, the process, and I'm just going to tell them what I want. They're going to do it. But every single time it fails and it fails not because it creates more work because you have to double check things and it's, Oh yeah. When the reality is because like they didn't, an assistant is not a strategic mind. They don't know how to, what social strategy should look like. They don't know what email marketing strategy should look like. They don't know what cold outreach strategy should look like. There are so many nuances to running a business. They're not the people to design the process that works. You as the business owner and the manager of your people need to have a process that you have used that has produced an outcome over and over again. And once that's defined and you can do it, now you can hold somebody accountable to tasking. And that's what an assistant is good for de-tasking. And so you want to have things like some SOPs. If you want somebody to book travel for you, don't have them wing it, like outline what you want from them. And how do you send an invoice? You click this button and you make sure this is true and you know, you define these things and that's where assistants become incredibly helpful for you. And guess what? You don't have to maintain those SOPs forever. You're going to own those and they'll update them over time. So in the event they churn out and you need to find someone new, it's not that your business is going to fall apart

because you have all of these things defined and you can just jump back in and take back over while you get somebody else in place. Quick sidebar on this. I will never forget. This was probably in the first six months of starting SpeakerFlow. This person books a demo with us and she comes into the call in tears. Her main VA person that she was using literally got hit by a bus and died. For the last 10 years, that person did everything. They built the systems, they booked the travel and followed up with the people and sent the proposals and the contracts. She that person that booked the demo found a very rare person who can take what you tell them to do and go execute really nicely. It's very rare. They do exist though. But that person died. Her entire business fell apart. She had no idea how to run ship, what went on behind the scenes. And she went to ground zero, literally \$0 and had to rebuild from a seven figure business because that one person was the crux to everything. Why would you take that risk as a business owner if you're seriously contemplating on making things easier? People do get hit by buses, you guys. So make sure you're accounting for that. If you want your business to be scalable and survivable and in the event catastrophe happens, having these systems in places and well-documented and people to help you out, tech process people, I don't see another way around it. Thank you for sharing that. And that's so sad to hear and to even have to discuss, but it's so true. And that's why I wanted to bring it up because I have so many of my own clients saying, okay, now I have the brand and now I just need to get myself a VA. And it's like, okay, or they already have a team. And I'm like, yeah, that's part of the puzzle. But to really have that clear ecosystem, everything you said is so, so true. So thank you for sharing all of that. As we wrap up here, you have an amazing gift for our audience, which is access to Speakerflow's entire library of free resources, which include 50, more than 50 done for you systems guides. So can you tell us a little bit more about that? And then maybe also what it looks like if somebody is listening and like, oh my gosh, this is what I need. How do they, what's the best way to get in touch with you? We'll obviously add that down in the speaker notes. And then what type of services do you offer? Because I know you have a few different levels to engage with. Sure. Yeah, let's start with the resource library. So one of my mentors from a long time ago said, give away the information, sell the implementation. So everything we know about systems and how they should work for you and how to do different things like how to do cold outreach, how to do email marketing, how to create that task list when you close a new deal, all of that, we give away for free. It's on [speakerflow.com slash resources](https://speakerflow.com/resources). You can also join Speakerflow University, which is our user community and all the people who are interested in systemizing their thought leadership business. There's as of today, about 1600 people there for you to network with and share ideas with and all of that. All of the information we know at Speakerflow is free and on our website. So as a starting point, if you're interested in systems, go there. And if there's a particular system you want to implement, do that and get some value out of it. And maybe come hit us up when the time is right to actually build your systems out. If you want to get in touch with us, because you're curious about seeing the Speakerflow system and how we work with our clients, you can go to our website speakerflow.com. There's a bright purple button in the top right that says schedule a demo. Do that. And myself or Austin will meet with you personally and have a conversation about how systems work and how we can help you in your business. The third part of that is how we actually help our clients. So we don't just sell software. Actually you'll notice on our website when you go to our pricing page, there's no way you can just buy the Speakerflow software standalone because the software just isn't helpful for most

people. Like it's just software. It's again, you're buying a hammer and you don't know how to swing it. So we might as well figure out how to swing the hammer. And so for most of our clients, we spend 90 days together migrating all of their existing systems if they have any under one roof, simplifying things, integrating their websites, training them one-on-one on how to use the systems that are most effective. And past the point of working with us, you also have access to us to continue building your systems out. So if you have a new form and a new lead magnet and you need this email drip and you need to order Uber Eats, the second you get off stage, we can build whatever automation outside of a foot rub you can imagine. And we want to be those people to help build those systems out for you. So the briefest of nutshells of how we work for our clients is done for you systems. We're not selling software. We're selling a service where we build your systems for you so you don't have to worry about it and you can stay in flow. So if any of that's interesting, speakerflow.com/slash/demo. Perfect. Well, thank you for sharing that. I'm sure that a lot of listeners will be taking advantage because that is one piece that I know so many thought leaders struggle with. And so I'm really excited to let them get to know you today and to realize that there is a solution out there and you don't have to keep banging your head against the whatever and being frustrated with your tech and your workflow. So Taylorr, thank you so, so much for being here today and we look forward to staying in touch. Thank you so much for joining me on today's episode of the Your Legacy Brand Podcast. I'm so grateful that you took the time to hit play and listen to the show. If you loved this episode, please provide a rating or review, and I will be forever grateful. My favorite place to hang out these days is LinkedIn, so hop on over and let's connect. Or if you prefer Instagram, follow me at [TiffanyNaman Creative](https://www.instagram.com/TiffanyNamanCreative). I'd love to get to know you and hear your feedback on what topics really resonate and what you'd like to hear more of in the future. You can always find links and resources shared on this show and more about how to create your legacy brand by going to YourLegacyBrand.com. Remember that what you leave behind is not what's engraved in each day's monument, but what is floating into the lives and hearts of others. What are you doing today to inform others to leave your legacy?