

# Episode 109 – Show Notes – The Power Of The Podium: Speaking Your Way to 7-Figure Success (Episode 2 of 2)

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Hello, everyone, and welcome to part two of the power of the podium series. I'm Jess Miller, and I'm excited to talk to you about leveraging your speaking engagements for maximum lead generation. So last week, we talked about why are speaking engagements so powerful. What can they do for you and your clients? and how they help you grow your business in a very powerful and quick way. I shared that in my journey, I have found that speaking engagements have been one of the most powerful tools that I have used to grow my business. And not just to grow it, but to grow it with my ideal clients. And to grow it in a very quick way.

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Many of you know me as someone who loves the power of potency. I love getting in to things and have it be powerful and quick and really impactful. And I have found that when it comes to growing your business, speaking is one of the most powerful things you can do. In that capacity, it really can supercharge your business to the next height. And as we work through that, there are key components to putting that framework together so that it works in the smoothest, most streamlined way for you. And it feels awesome. One of the things I've seen with speaking is that sometimes people feel like it's a really big lift, especially if you're not someone who's naturally gifted as a speaker, or it's not something that you automatically gravitate to. But I am here to tell you that this series is going to be the last thing that you need to hear to make that process for you simple. Because when you put these pieces in place between these two episodes, you can take your amazing signature talk or whatever it is that you're presenting on, and you can put it right into this framework over and over and over again. And you can have it work for you every single time. And how do I know this? Because I am living it right now. And just this week, I actually had a speaking engagement locally here in Boston. And I implemented the same framework. And guess what happened, I delivered an amazing presentation, it felt awesome, I helped a ton of people. And I gave a lots of value that both before, during and after the conference was able to help my audience. And that is what it's all about.

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And now those people are part of the ecosystem of my business. And I get to spend time with them, understand them, help them, nurture them, and hopefully give them something that is going to solve all of their problems, which is why they came here in the first place.

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So today we're going to dig in behind the scenes. I'm going to really draw the the curtain back for all of you, and let you into my world of what that process is - before I go and speak, during and after. So if you're coming into this episode, right now, you are standing at the place where you've landed the

speaking opportunity. They want you on that stage. They want you in front of their audience. And now, what I want to also caveat this by saying is that it doesn't have to just be physically in person on a stage, doesn't have to be in front of a huge audience. What I mean by this is, anytime you are invited to talk about what it is that you do, and the people that you help, you can use this framework. You can use it onstage, in person, in a small group, in a big group, on zoom, on a podcast, whatever it is. It might be a slightly different tweaked version of it. Because if you're not standing in front of someone physically, for example, some of these things would have to be tweaked for something virtual. Or if people can't see you, because you're on audio like this, you're going to morph it a little bit. But the brass tacks are the same. And they're simple. So you can use it over and over and over and over again.

**[04:04]**

Alright, so let's jump in to this part of leveraging your speaking engagements for maximum lead gen. Okay, so the first thing I want to talk about, which is crucial, and I want to just take a step back and say that one of the most powerful ways that speaking can work for you is when you have set up all of these pieces, and you have set up this framework so that it's locked and loaded and you can just execute. Preparation, when it comes to speaking, is really important. And I am a person who loves to sort of talk off of the cuff. I like to speak, and it's a natural gift of mine. But what I have learned is even the tiniest bit of preparation and foresight and strategically planning can go in extremely long way. So I implore you, that even if you're someone who likes to just jump into it and it's free and it feels great (and I'm that person) to even just the tiniest bit prep is really important. And if you can do a lot of prep, meaning that you're doing it very intentionally (doesn't have to be cumbersome), but you're like, pulling it all the way through. I promise you, it will be worth your time and effort. It is really important to have all the pieces in place. So then it just kind of runs smoothly. And it is rinse, repeat. Like I said, you could take this framework and just keep using it.

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Okay, so number one is, there needs to be a promotion plan. You need to create a promotion plan for talking about this event, the people it's going to help, what you're talking about, your excitement - all the things before, during, and after the actual speaking engagement. So you want to create this promotion plan to include what and where you're going to share these things. So what that looks like, for me is I sit down and like think, "Where can I spread the news about this." So some of the big places are maybe on social media, maybe on my podcast, maybe in a group that I'm in, maybe amongst a small, you know, trusted colleagues. But I literally flesh out that plan of where and what I'm going to share. And again, when you do this, you can reuse it. So if I'm going to have, you know, three posts on Instagram, if I'm going to have four stories, if I'm going to go post in the local women's business group, whatever it is, I flesh that out. Email series, all of those things, I want to put it on there. Side note, this does not have to be super complicated. It just needs to be clear and like something that you can execute. And you want to make sure that you're giving enough time, and that you're thinking about that timeframe - like the time until you're speaking engagement or during or after whatever that timeframe is because they're all in that promotion plan, that you have enough touch points in there. And you really make it clear what and where I am going to share this.

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Well, one of the most powerful tools that I have used when it comes to communicating at any point in my event, is locking arms with other people. When you lock arms with other people, you essentially partner up with them, you leverage their network. So if there are, for example, four other of my business colleagues that are going to this event, I might say, "hey, let's all share this", like let's come up with a partnership plan. So that on my promotion plan, there are the four people that I'm going to share some of these assets with that have agreed to share them for me and tag me and things like that. So partnerships and leveraging that community can really help share to more people and share on an even bigger level. So partnerships are hugely important when it comes to promoting. You always want to over communicate, one of the biggest things that I see people hold them back in the visibility arena when it comes to building their business, or marketing is they don't talk enough. We think we're spamming people, we think we're talking all the time, they don't want to hear us, I'm telling you, none of that is true. And 99% of the time, you are not communicating enough. So when you get to that point where you feel like "Oh, I feel like I'm saying this all the time", you're probably just at the point where you could even do it more.

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So I always tell people over communicate, put that plan together, whenever you get the chance to talk about it, do it. Because chances are people may miss it, or they're not on their social media, or maybe they missed that email or whatever. And you need to over communicate it. So they actually see it. When it comes to promoting, one of the pieces that I think is the most fun and the most impactful and that most people miss is they don't promote during the event. People love to be the action with you. They love it. This is the allure of stories on social media because it's like you're in the game with people. Bring people on a journey with you. They want to know what's going on. They want to see it. So get in there and make sure you are promoting during the event. And again, you can sort of flesh out these other three things during the event that I want to make sure I capture and then send it out there. And here's the other thing. You don't need to be like talking to someone and then being distracted by your phone. You don't have to do it in the exact moment. But after your session is over and you have taken these pictures of other things that are happening at the conference, spend two seconds and share it. Whether that's in your email or whatever. Another way to really leverage during an event is if you have a VA or an admin that's on standby. And that plan is already flushed out. You can just shoot them over the pictures and a little commentary, and they can post it for you. Or if you have a social media manager. Those are really powerful things so that you get to be in the event and do your thing. And they can just help support you, on the back end with getting that stuff out into the world so that people can actually see it and feel like they're in the game and that they're a part of it. People love being in the action.

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And then the other piece of promoting is making sure that you have a very powerful networking plan while you're at this event. So one of the most powerful things besides literally the audience that is in front of you, while you're delivering an event or a presentation, are the other people that are connected to that event. So if you're at a conference, who else is speaking? who is in the exhibit hall? Is the event planner going to be there? All of those people are powerful pieces of your network. So you want to have a list of "who do I want to make sure I connect with at this event?" Some of the most powerful contacts that I have gotten at speaking events, especially speaking events where there are going to be

a lot of other people co-working that with you. So if it's a conference, are the other people that are either exhibitors or their fellow speakers, and it's such an amazing opportunity. So don't forget that you're there yes, to deliver your speaking engagement. But you are there to also connect with all these other powerhouse people that frankly, if you're a powerhouse, and you're there as a speaker, guess what - they are powerhouses in there to speak too. So they're just such a great way to really connect with other people.

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So promoting before, during and after your event is really important. And make sure that that plan that you're putting through, it pulls it all the way through. It's not just before, it's not just after, not just during, it's all the pieces. And then you know, after you're done with the event, keep that high going. People want to hear you're coming off a high, and how awesome it was. Tag those other people, it's really powerful. So make sure you have that down for before, during and after.

**[11:57]**

Second, you want to engage with your audience during a talk or an event. I will share with you that most recently when I was at a conference, I was sitting in the audience, and the person that was speaking on the stage was so not engaging. They were just standing there sort of going on and on and on. It is so important that you connect with and engage with the people in your audience. Yes, you're amazing. Yes, your topic is amazing. That is why they put you on that stage. But when you are actually there it is Showtime. It is Showtime. And there is a way to engage people in that back and forth, energetic exchange. An actual physical exchange of information in a way that keeps them captivated and really just enlisted in what you're saying. And there are tried and true ways that I have done this, and I want to share them with you right now. So first and foremost, your presence and your energy is everything. When you get up there, you command a presence. You command the room. And the fastest and most powerful way to do that starts in your brain and your body. Meaning that when you get up there in that momentum and excitement, and you're making eye contact with people, and you're really in it. That energy is transferred to your audience. And I know it sounds so basic, but things like smiling and moving around and making eye contact and inflection with your voice is so great. Like do you hear it right now over the airwaves? The way I'm talking right now is totally different than if I was like, make sure you talk to your audience and you share your slides with them. Completely different ballgame, right? It's an energetic exchange, and you bring it. So you want to make sure that you're present and your energy is really on point.

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You know, all of us have been at an event or a party or something where we're like, oh my gosh, here's this, there's so much momentum, and there's so much excitement, and I'm having so much fun. And as organizers or the person who's delivering it, whether it's your talk or a party down the street. We want that for our people. The number one thing I remind my clients about in those situations is where do you think that comes from? Like, where do you think that energy and excitement comes from? It comes from you. You bring it you bring the momentum. And that includes from an action perspective. Like if you're having a party down the street, when you decide it's going to be the party of the year. Even if you are inviting those people that you know work that room and make it so much fun. That action comes from you deciding it's up to you to bring the momentum like you're going to create the best party for

anyone. It's the same thing with your speaking engagements. When you decide this is going to be the best, you know, present rotation they've ever heard on XYZ. When you go to create those sides, or you go to set up how you're going to deliver it, it is a totally different experience than when you don't think that. So it starts with you and your presence and energy is really, really, really important, both for your audience, but also for you. So you want to make sure that is absolutely on point. And again, that's like moving into that energy, bring that momentum. And the other thing I love in those places, is you know, delivering things in a in an engaging way. And a lot of times, that's their story and just talking to your audience, it's like, it's very conversational. So make sure that you really dial that in.

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The second piece could be asking questions, and even serving the audience. Another way to think about that is you want to engage with them. Like I said, when it's conversational, and people feel like they're in it, they're locked in, it's like, you watch people, they sort of lean into it, you know, and that is something that I love to do. So you know, I'll say things, show of hands, how many people love their offer, and you know, two people raise their hand and you can say, okay, look around, you see, like nobody's raising their hand, this is a big issue. Things like that are really exciting, or saying, Does anyone have Has anyone ever had this thing happen? You know, are you willing to share and bringing them in to the presentation, people love to share, they love to talk, they love to talk about themselves, like get them into it, get them to be an example of what it is you're trying to pull through. Another piece of engaging your audience is giving them something of value that also works hand in hand, to capturing those people in the audience as a lead for you. So as you're doing all of this promoting a momentum, like you're pulling people in to your, your speaking engagement, if it's a conference or something, and it's about having them sign up, you're already kept capturing them right.

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Now, when you're there in the room, you want to provide something of value at any point that you can, in order to have those people opt in to hearing more from you. So what I mean by that is anytime that you can provide maybe a link or a text, or a handout worksheet, that people either get your contact information, and or give you their contact information. In order to get this thing of value. You pull those people from the audience into your business. So I'm going to share with you an example of what I mean by this. Most recently, when I was speaking at a breakout session in the Boston area. Most recently, I put up a slide and I told people, gifts are my love language. And this is true, they are my love language, I love giving people things. And so for this audience, I created a special VIP area VIP portal that was packed with powerful resources to help them pull through this magnetic hell yes, offer into their own business. And all they needed to do was text the words hell yes, to my phone number. And they would get a a access to this portal where they could put in their information, and then go and get these tools. And inside there was a workbook there was access to the scorecard and other things that they could actually use during the presentation to follow along, and or after the presentation so that they could then put their offers into this framework and work them to become magnetic.

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This was such a powerful tool for me to take those people that were listening and pull them into my world. When I do this, what ends up happening is that now I have access to them. Now I can help them get what they need, I can help them with more than I helped them with in the one hour I was talking to

them, I can nurture them in the back end, it is so powerful as a tool to pull people in. If you're in a place where you don't have the tech and it's just a matter of having a handout, make sure your contact information is on that handout and or a way for them to come into your business. So there if you have a lead magnet, direct them to that lead magnet, give them steps to essentially take what they're learning there with you and go deeper. So this is extremely powerful, and I do it every single time. The other thing that's awesome about some of the tech builds in this way. So just to use my example, with the texting that I had people texting me when they are texting back and forth with me, I can also leverage the power of AI to actually have a conversation with them. So this gives them even more value. I could ask them some questions about what brought them here. What are they struggling with? What are they may be looking for? And because of the sophistication of this technology, they can get an answer to exactly what they need super quickly. And it can literally happen without me involved. I could be at the rest of the conference after my talk and they could be communicating with me and my team through the AI tech opponent. And when I say me and my team, I mean, out in the internet, like not a physical human being has to be there to have that conversation. Because we are leveraging the power of AI. And that is how people can get information, get value, and even book a consult call with me, without me ever even needing to be involved in that conversation.

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So really, utilizing these ways to pull people from that audience into your world to generate leads from that conversation real-time is super, super important. And baking that into your presentation is just taking that to the next level. So again, during this breakout session, I had a slide up there, I told them what to do it told them what they were going to get. And they could literally do it right there on, you know, on the floor. I pause for a few seconds, and they were able to then come into my world and get what they wanted. And then another powerful thing that I always do during my talks is I always, always, always - I'm going to say it three more times - always, always, always leave time at the end for q&a.

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Some of the most powerful parts of a presentation is that time where you open up the floor for people to ask questions that are relevant to them. At the end of the day, people do not care about what you're telling them unless it's going to help them in some ways. And here's the other thing that I want to tell you, information out there right now in the world we live in is free. Everything that I tell people for the most part, they could probably Google and Google and Google and figure it out on their own in some ways. But when I'm standing there in front of them, and they have a question that's relevant to them, because there was a problem they're dealing with right there. And I can help them solve that problem immediately, the value of what I'm saying, and my thought leadership and credibility goes through the roof. So you want to really provide that time at the end for q&as, so that people can take the information you just gave them and make it applicable to them. And when you can help them do that, you are invaluable. So always provide time at the end, for your q&a time your presentation. Look at your watch, make sure you're not running over and running through it and make it happen. It is so important to have that time for you to really touch your audience.

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So that post event plan of what are you going to do to make that happen is really important so that when you come out of the event, you can now go execute on this other most more really, really

powerful piece. So you know, you want to make sure you have that plan set up. Then as part of that plan, you want to reach out to anybody that you networked with, or who may be after your talk came up to you and asked you, you know about connecting again or they are like I need your help. Let's chat. You want to make sure to go through and intentionally connect with those people. You want to follow up. What the, hey, it was great to meet you. Let's set up a time to chat, I just want to follow up on that thing that you asked maybe here's another thing of value, you want to make sure that you're intentionally going out and touching those people in a very deliberate way for the people that have either personally come up and connected with you. And or asked for that connection, okay, and don't drop the ball here. I know, people who have like, grabbed a bunch of, and I've, I've done this myself, if I'm being completely transparent, although I don't do it anymore. You know, you kind of come home with the stack of business cards, and then you like, do nothing with them. So make sure you do that if you connected with somebody on social media, because you met them at the event, you know, drop the May, hey, it was great to meet you, you know, whatever it is, you want to make sure that you that personal touch is really crucial. So make sure that you reach out and touch them. And then the third piece in this section is you want to make sure that you create an execute a nurture sequence for any of those people that have come into your world. So again, going back, if you're capturing these people, they're now leads, they're coming into your world, you've put out that link on your slide, or maybe that you know, told people to text you, or they have a handout, and they're coming into your world, you want to make sure that you have a plan and a sequence for nurturing them. So that looks like what is the follow up communication plan going to be? Are you going to send them more texts? For example? Are you going to put them in an email campaign? Is there another asset or tool or something of value you're going to send them are you going to call them up on the phone and say hello, whatever it is, this is where the rubber hits the road. This is where it's really important to show the value of you and your business, and to continue to foster that relationship as you're moving forward.

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So making sure that you have a sequence, a nurture sequence of some sort, is really important. Now, I will tell you, this is kind of a pro tip, I'll tell you that this changed my business significantly. I used to create post sequences, or even, you know, things of value to give people like customized every single time that I went and did a speaking engagement. A few years ago, I decided this is wearing me out like every time I go to talk to someone or give a presentation, I'm now like baking bread every single time and it was exhausting. And then on the backend of my system, there was like 7000 assets and all these automations and oh my gosh, my like head is spinning. So what I ended up doing was I ended up creating a set or I would say one to two things that really worked 99% of the time. And I'm actually down to using pretty much, you know two things. And so what that meant was that every time I went and gave a presentation, or spoke in front of you know, a group on Zoom, or whatever it was, all roads would lead to the same place. So what that looked like for me was I had a portal that was set up that I could give people access to. And then on the back end, the tools or the things of value may shift. So for instance, if I was talking about the how yes offer and creating a magnetic offer, the workbook and the offer optimization scorecard, you know, are always inside that portal. And maybe I'll add an extra something if it makes sense. But for 99% of the time, that would be the thing of value that I would give. And then on the back end of that was my welcome sequence that I use anytime somebody new comes into my world. So I have a welcome nurture email sequence, that when people join my email list or come into my world, they are automatically added to that they're opting in for that.

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The third piece of this is what happens after the actual presentation. So this post event, follow up what to do now that you've given the talk, you've engaged your audience, and maybe you've gotten people to opt into whatever it is that you shared with them, they're getting value their site, they're just so ready to go. So what happens after, and this is another place where I see people drop the ball, like they think the event is sort of like the main show. And it is a very important piece. But some people would argue it's just the beginning. And actually, I would agree with them. The aftermath that follow up piece, where somebody is now in your world, they know you they're taking the information, they're applying it to their life, what you do to nurture those people and stay in their world and keep that momentum going is really important. And having the plan to do that is key. So the first thing you always want to do is have that post event plan locked in. If you want to take all that hard work and everything that you did, and really pull it through, you need to have a post event plan. Because if you think of the presentation as part of the sales cycle, many of us know that sales is more of a long game, right? It's a series of interactions with people that really sort of trip psychological triggers that allow people to know like and trust you before they buy. And so in the beginning, when you're first touching people, there are a percentage of people that are just going to be ready to buy that thing and ready for the sale. And they're going to just opt in. But there's also going to be a lot of people that need the nurturing. So you want to continue to touch them.

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So I would really streamline that piece so that whenever I would go to a talk or anything, I would be sending people to that asset. And then that asset, which was that Portal would be sent all those nurture sequences, I could if I needed to, essentially duplicate that in some way and just change the back end. So for example, if I'm talking about my customer is the hero sales framework, the workbook that I want to have in that special portal that I'm giving to people would be the customers the hero sales workbook. So I would duplicate that front end opt in meaning where they put their names and their you know, email and all all those pieces. And then on the back end, I would have the workbook for the sales framework instead. But on the back end of that the nurture sequence that they're getting is the same exact nurture sequence that they get when they opt in anytime. So again, it's that welcome email sequence that talks about My work and who I am and what I do. So by doing that, I just streamlined all of it. And it took so much complexity out of the equation, and, frankly, so much time and energy, because all roads lead to this portal, and to that nurture sequence. And because I was able to send so many people through that, I also was able to make it better and better and more valuable and more valuable over time. So now whenever people opt in, I'm like in a full on tizzy that they get to have access to all this information, because it's really good information. And I know it's really going to help them with their problem.

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The other thing that you can also do is on the back end with the automations, whether it's the nurture sequence, or if you're putting people into a text sequence, right? Pretend like after people opt in, instead of getting a bunch of emails, they're maybe going to get a text message from you. You can also leverage the power, again, of AI in these situations, like where can you automate and leverage the



technology so that you're providing value to people, without you physically having to be in the mix, or burning through your human capital in your company where you don't actually need to do that. So, you know, that is another way of thinking about how to really use that post event time in a powerful way and leverage that, that technology to do that for you. Just to add that added benefit, and value and all this, and I want to tell you that what I think is that people want their problem solved when they have them quickly. So if you can use technology to give them that, like, you're giving that presentation, and you have a workbook, and you can send them a link in three seconds with a text message, versus like getting a stack of papers and passing them out and having people drop it on the floor. And you know, spending five minutes till everybody gets it like that's what they want, they want the value of that, or it's 11 o'clock at night, and they just want to get on your calendar. And they can, you know, connect with this chat bot on your website to book an appointment.

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Like they don't want to talk to you at 8am in the morning, when maybe they remember or it's not convenient, because they're trying to get their kids on the bus, like make it easy for them. So leveraging all those different pieces has been a game changer for my business. And streamlining those assets is also another game changer that helps you nurture and develop a relationship and a powerful relationship with the people on the back end of that speaking event. And then the last thing is using your speaking content, for other content or for repurposing, so when you give an a killer talk, or you give information or a presentation on something that's really valuable, it doesn't have to stop there, you can take so many of the assets that I have talked to you about today on this podcast, or even things that we talked about on the last episode. And you can leverage those for content in other ways. So one of the easiest ways you could do this, for example, is to record something to make it evergreen, whether you're actually giving a presentation or talking to a group on Zoom, where it's very simple for you just to hit record, you could also record whatever it is that you are presenting to people in real life, so that they can then have that asset available to them even if they weren't in the room. And this is a great way to kind of make that content live on. You could also take that same talk or a version of that. And you can make it an evergreen lead magnet. So if I gave a talk on how he has offers, and I want to package that in a presentation that is over zoom, and record it, and then make it the thing that people can opt into, in order to come into my world and learn more about me and my house offers framework, that's a great way to do it. And it's the exact same concept as the thing I just talked about to a bunch of people.

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The other thing I found with this type of repurposing is the more and more I gave the same presentation or the same version of it, essentially, the tighter and more powerful it got. And then I can take it and I could also splice it up and put it in other places. So maybe you see like a little spliced out piece of a part of the talk or by podcast. This is a perfect example, where I record all of these things. And then we can take those little snippets and created a reel and a teaser, or we take a really important point of this. And then we tease it out after the episode and say, you know, kind of like, here's a salient point that we want to really drive home. And hey, if you missed the episode, go check it out. So we're like driving people to the content in all different ways. And we're leveraging different platforms to do it. So again, if you're in person and you gave this talk, and then you recorded it, you could spice it up and put it on your social media. Now people in different areas are hearing it and it's more powerful and even if

somebody was in the room and heard that presentation, and now they're following you on social media so they hear it again win-win, that's even better, because people need to hear the same things over and over and over again. So taking that content and really pushing it in a lot of different places, is really important. Even using it as another lead magnet in another area for your business is very powerful.

**[35:18]**

And then any takeaway points that you get from interacting with your audience or watching them as you give the presentation or this talk and see, oh, my gosh, they're leaning in. And they're really, this is a really important part of it, or I got a lot of questions about this thing on the back end, maybe it needs a little bit more explaining, you could take pieces of what you talk about, and you could go deeper on those pieces. And you can create other content from that. So maybe the part that really resonated with people was how to provide a compelling solution, as part of your house offer, well, I could carve out and just do a training on just the compelling solution. And I could create content off of that. So maybe I offer people like how do you make your hell yes offer the solution everybody wants to buy, and I could go and do a webinar on that. Or I could do a podcast episode on that. So you can splice up these little pieces and go deeper into that. And that is very powerful for people. And it's a way to also kind of get in front of that objection? Or that what I call a speed bump before people actually have it. So you're kind of helping them understand it, before they actually ask about it. And then can you take what you learned from giving that presentation or talk? And can you make it tighter? Can you offer more value around it? Can you explain it in a more powerful way, you know, taking what you learn and making it improving on that that talk or that content is another really powerful way to pull through what you've learned from presenting or from, you know, to having that speaking opportunity. So any way that you can take that content and leverage it and repurpose it, maybe you could take it and go to another speaking engagement, maybe

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you could splice it up, maybe you can create some depth in some piece of it. All of those things are really powerful ways to get a very high return on your investment of time and energy for the thing that you put together. So just to recap, when we talk about leveraging your speaking engagement, for Max, lead gen, these are the four pieces I really want to draw to drive home. And I promise you if you're not doing this right now, and you just go out there and even do one of these things, you are going to have your mind totally blown. So I want you to do all of them. But even if you just do one and you start there, I am telling you, it's going to change everything with how you see results from your speaking engagements and how they impact your business. So one, make sure that you promote what it is that you're doing before during an after your actual event or speaking engagement, to make sure that you engage your audience during your event, by really pulling them in really pulling them in being in the room and making sure that you're connecting with your audience. Three, make sure that you have a post event follow up plan. It doesn't stop when that actual physical speaking engagement is over. Some people would argue it's just the beginning. And I don't disagree. So have a plan. So you can take all the things and keep it moving. That is where all the good stuff starts and where the real relationships are built with your clients. And then last but not least, use your speaking content for other content and repurposing. The more that you can take what you've learned and what you're doing, and make it work for you even more the more of a return on an investment that you get for that time. And when we talk about using speaking for lead gen, it is about pulling people in and loving on them and nurturing them

and giving them what they need to become loyal fans and followers of yours. And most importantly, buyers that are so thrilled with what they've got that they never want to leave you and that they literally want to tell everybody about it. And that is really where it's when it gets so much more fun. And you can start to predict that flow of clients and cash through your business. So it is a really powerful tool to bring people into your business and then make your business grow. And the more that you do this and the more that you optimize it and you tighten up all these pieces, the more rinse repeat it becomes so it's such an easier lift, and the more powerfully it grows your business