

# GBWS 2026\_Day 1\_Speaker Panel\_Transcript

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record and hopefully it's recording in my cloud because it was supposed to not record to my cloud is supposed to record to my computer. Now it's recording. Okay, well, anyway, you can answer again. Okay, so so sorry, if you weren't live, I didn't start recording right away. So we are into the speaker panel, you're gonna find out all about these speakers here. But we are talking about the list of top ways of getting leads without using social media. So John, if you want to take it away really quickly, and then we'll have Justin and then Lindsay. Well, first, I want to apologize that you'll miss the really all the good stuff that we shared live. So if you were there live, you know, you know, you know, and if you weren't there, you don't know. So sorry, maybe next time you should be live. But in all answer, in all honesty, the answer to the question there about best ways to grow your audience without social media, I do think it depends on your goal, right? If your goal is to sell a lower price product, like, and you're looking at a huge audience, you probably looking to pay ads or something like that. But if your goal like me, and many of my clients is to sell like a premium group coaching program, we're not trying to get 1000s of subscribers, but you're trying to get dozens of customers to ultimately build a million dollar authority business, then stages are the absolute best way where you can get featured as a guest like this exact moment right now, where you brought in as a guest. And even if you've never heard of me before, and all of a sudden, you know, like and trust Gabe, she just asked me a question, I'm answering it, there's an element of shared respect and authority immediately. And it's a great way to see if we vibe and then go further into either reading a book, join the newsletter, whatever that be. And so stages is the only thing that do other than referrals is I go on other people's podcasts, or on summits and speak and share. And that's what powers my whole entire business. In person stages are great too. But I live in Puerto Rico, I got a pregnant wife at home. It takes a lot to get me out of the house. So this is this is great. So thank you for the stage game. Yeah, you're very welcome. I love it. So Justin, well, I'm gonna piggyback on that. Because one of the things that we hear from folks is yes, I get that. But if I have a small audience, or I'm unknown, how do I get on other people's stages? Who here uses a piece of software or a tool in a unique or interesting way? Could be something that helps you run your business could be something that you use to create content. One of my favorite ways is to let the software or the tool company know and to share how I'm using that tool. So we've gotten in front of massive audiences that we would have never otherwise gotten in front of simply by being a power user and letting them know that we're doing interesting things with their software. And we don't need an audience for that. They just want to showcase and look good to their audience. So that's a very tactical way to borrow other people's audiences that doesn't involve you having an audience yourself. I love that idea. Thank you, Lindsay. So my favorite way, even I don't have a large audience either. My favorite way is relationship marketing. So getting myself out of my house and meeting people and building relationships and talking about what I do. If I don't talk about what I do, no one else is going to talk about it either. So we have to be willing to put ourselves out there and actually talk about what we do. So good. Actually talking about what we do. Love it. Laura.

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Yes. Okay. This has been one of the main ways I built my business as well. And because I have such limited time, I love to borrow other people's audiences. But because I'm also juggling being at home with kids and a business I fit into the cracks of being this stay at home parent, stay at home parent. I can't usually, I don't like to travel. I love to travel, but it's not like the season of my life where I can just travel. So a lot of times I'm liking to do podcasts. They're one of my most favorite ways. They also grow your speaking experience to kind of piggyback off what John was talking about. And I also love to really join up with someone who has a similar audience than mine. But they're serving that audience in a different way. Like you can think of it as like a shoulder industry or a complimentary entrepreneur. So for example, because I help people get clients and basically leads and email subscribers, someone who's doing that in a complimentary fashion is like a Pinterest strategist or maybe a Facebook ads person or someone who's helping them with content. For example, John, you would be a great fantastic partner. Justin, I wrote your name down too because you would be a great fantastic partner for me too because you're teaching something similar but in a different lens through a different way. So I encourage you to think about that. Like who's someone who I've heard about and they're kind of teaching something adjacent to what I specialize in. Like a perfect pairing is like copywriters and web designers, right? The people that you want to serve are probably in that web designer audience. So that's usually how I think about it. Partnerships have been my biggest way. Yeah. I love it. Dr. Ebony. All right. So I love all of the strategy that has been shared. Like you guys rock like grandma's chair for real, for real. Like and everything that everybody has said, I have in one way or another been able to implement. For me, it was first after I made the decision to drop the hustle, to drop the I gotta, I gotta, I gotta, I gotta, like stop playing with the hustle. Like, like stop playing that CD or album or cassette or whatever they play now in my head to say that I had to be all over the place all the time or my business would suffer and shrivel up and die. And the way that I made that decision was to have a conversation

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as a believer in business, have a conversation with God about my assignment because I understood that other people's strategy lends itself to their assignment and what they were born and called to do. And so I have my own assignment and it's been wild. The things that God has given me to do that I had not ever thought about that did not involve social at all. Some of the things that the other speakers mentioned were things that I've had the opportunity to do, but other things like hosting an event in my living room. So I hadn't even thought about, right? And so

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what I want everyone to take away, a believer or not, is that God has an assignment for you. He has a heart for you and an assignment for you. And that assignment points directly to your marketing strategy, period. I'm a living, breathing, walking, talking witness.

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I love that so much. It so resonates for me. And so let's see, I see Lissa has her hand up as well.

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Yeah, I love that, Dr. Ebony. Thank you for that reminder. That's why I always say the best time of your day is that CEO meeting with the Lord, right? And really saying, okay, what is it today that you want me to invest my time in? And as a time scaling strategist, like I always look at what's giving you a good return on time invested. I call it roadie, right? If you have a financial investment, you're going to look at how much am I getting back ROI from the money I'm investing in something, but how many of us are really looking at the return on investment on our time, right? And so one of my favorite ways to do that, since I've not let go of social, is podcast guesting. I can't tell you how many leads have come to me because they're like, I heard you on so-and-so's podcast, right? And sometimes there's like a little rabbit trail, you hear somebody in a couple of different ones. But again, like somebody said earlier in who was talking about being on someone's email list, right? Or being on an event like this. Again, there's already that trust factor. If they are listening to that podcast, they love that host. I love the fact that you are the one and only voice they're hearing as well. And so, you know, they're making a decision about if they want to hear you more and guess what, if they're listening to that person's podcast, they'll probably likely come and listen to yours because that's a habit that they already have. So it's a great, great high roadie activity. I love it so much. And that would be actually one of the things that I would recommend most for someone who's just getting started who has no audience, because again, people don't need to know how big your email list or how big of a following you have to be a podcast guest, but it's evergreen. It lives out there. And that's what Dustin Reikman is going to be talking about on day four, like how to actually just be a podcast guest, guster, podcast, do podcast guesting for your evergreen content, to get yourself out there and get your message heard. So I love, love, love that. ROTI, yes,

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return on time invested, not just return on investment, but return on time invested. That is what Lissa is an expert in. I'm going to move to another question because this is kind of similar, but Christie had asked, how do you build an email list without advertising it on social media? And Emily kind of pinged that because obviously lead magnets are what get people to the email, to the email list. But how can you do that if you're not using social? We already talked about a lot of ideas, but does anyone else have any thoughts or anything you'd like to share about getting the lead magnets out there? Dan. Can I start? Yeah, absolutely. So I am,

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I'm not a lead magnet guy. I mean, we've been doing this since 2013. Seems like we talk about all the time, but I don't like a list of people who haven't paid. So if it's just a free list, it's

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just not very good for us. So we are huge fans of building lists with paid products. So like every June we do a product called BC Stack. It's a bundle. We get 65 digital marketers together, and

then we sell like, you know, 8,000 units the first week of June. And so that means that we as the host gets 8,000 emails, but then everybody that's part of it, you know, gets gets a chunk of that. Right now, I'm actually selling my Pepsi collection, which is so random. But I've collected Pepsi cans for 40 years. And I decided the kids don't care. So like, I might as well just sell them. So I decided there's no point in selling them, unless I can actually turn it into a business.

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So all the cans are on eBay in a store. But when you get the can in the mail, and there's a flyer for you to go buy the Pepsi collector's book. So I sell a can for X the amount of dollars, and then I get you on the list by selling you the collector's book, and then updates and other stuff. I don't plan to be a Pepsi collector for long. But then once we've totally built out the list, then we'll sell the list. But I believe that you really need a paid list. And the lead magnet is great. Man, you're still working hard to turn the lead magnets into customers. So yeah, because if they have already paid, they said yes to something, they're more likely to say yes to your other programs. Yeah. And I think that's Justin's mindset as well. Because all of your workshops are paid workshops unless you're doing a JV partnership, right? Yeah, I don't even know. We had to make something for paint like borrowing audiences like this, because we didn't have a lead magnet for five and a half years into our business. So I was like, you know, I'm going to make something valuable and give it to folks. But yeah, our list is currently 12,000 ish people. And I would say 9500 10,000 ish are buyers. And the other people have just kind of snuck in via something like this. Awesome. Thank you for sharing. I love it. That's why I've been kind of thinking about is like shifting my strategy a little bit, not having as many lead magnets and doing a few more paid offers. John, your hands up.

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Yes, I'm also making notes. So I'll switch back to the the, you know, this is good, great advice, Dan, just in love that I think I just wanted to add because I saw somebody asked in the chat, they were saying like, well, sure, go get booked on stages. But what about when you don't have an audience yet, you're not famous, and people are knocking on your door, inviting you to speak on stage and that kind of stuff. So I just wanted to like address that as well as like you have like lead magnets and how do you grow your audience and how do you do all of that. I think it really does come down to first and foremost, you have to commit to solving a problem. Right. And so like that is being useful, like that has to be the first thing you do. That's like the core of the whole business opportunity. And if you're solving a problem, you're feeling into being useful with that, whether it's a lead magnet or a paid product or stages or whatever, it's like, well, then it just then it just becomes let's go find people who have that problem that we can help solve, right? So you can get booked on a podcast with zero audience by reaching out to them and just saying like, Hey, I figured out how to solve this thing that I think would be interesting for your specific audience. You mentioned Dustin Reikman earlier, you know, he's got a talk coming up and he's a good friend and a client and he's done this really, really well in terms of turning this into his whole business. But when it started, he had no audience and he was a full time traffic engineer. And by that, I mean, like stoplights, not like website traffic, but like stoplights, like that kind of traffic. And he partnered in a business selling meat sticks on the internet, like snack bars. And

he started reaching out to podcasts to share this really unique story about how they were like selling meat sticks. It was fascinating.

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And they were talked like office podcasts and all kinds of different things. And he had, that's how he built a business. That's what they sold a million meat sticks. And then people started saying, well, wait, how do I get booked on podcasts? And he was like, I don't know, shoot me an email. And so like, he literally had no email, which is like, just email me. And that's what we got his first clients. Now he's got a business that does over a million dollars a year in revenue from group coaching. And he has an email list now of like a couple thousand subscribers. But you don't have to be famous to get started. You just need to start. The thing is though, no one's gonna knock on your door and invite you, you have to go offer, here's something I've got that's useful. Here's how I can help you, whether that's an email magnet or a paid product. I think like that's an important conversation. But I also think it's important to recognize like you have to be useful. Yeah, absolutely. Well, and I saw Tara said, I want I'd love to do podcasting. I don't know. I want to pitch. Now, one thing I'm going to challenge this mindset, because no matter what we do, we're pitching ourselves. We have to pitch, right? Like, but so one, Lindsay's talk is all about relational, relational marketing, relationship marketing. That's what we're doing. We're building connections. And if we, you know, like people are like, I don't want to be salesy. Well, if you're not selling, if you're not telling people about your product, you're not a business, right? Like we have to be salesy, but we don't have to be doors, man, like knock on the door salesy. We just have to share why it's such a benefit. Like we are passionate about our business for a reason. If we need to get it out there. But as far as the podcast pitching, I think I talked about this maybe in the first session, but the mindset around it is you want to be a servant, you want to serve. So you are not the hero of the story. You are not pitching yourself. You are pitching the person's audience. Like, so you're not even pitching the person. Like if I'm, if I'm going to ask Christy to be on her podcast, I'm like, I'm out there like, Christy, you are awesome. I love your podcast. And I listened to it all the time and did it. And I'm not going to like talk her up. I will a little bit. I'll be like, I listened to this last episode. I really resonated with it. I loved how you shared this, this and this, right? I'm not going to talk about me. I'm not going to go, Oh, I have a list of this and this is my credibility. And here's a podcast episode. You can listen to it and all the things. No, I'm going to talk about their audience. Hey, I know that you serve new business owners who are trying, are overwhelmed by the backend. They're working on trying to set up their systems. And I saw this last episode that you talked about and, you know, here's one thing that I thought might be really helpful for your audience. This is one tweak that I made on my backend that made all the difference. I would love to share that with your audience because I think it's would add value and it's a gap I saw. That comes across way better than me talking about myself, right? Like, Christy might be like, Oh, I do like that. Let's have a conversation. So it's more about like, let's forget about us. Let's just talk about them and how we can serve. Right. So that's just that mindset shift to have. And then when you're doing that, it's way more fun. Now, Laura, I want to go to Laura because day two, no, days, what day are you on? Two or three? I can't remember. You're talking about cold pitching. Three. Yes. And you know, that's what we have to do initially when we don't have an audience. Like when we don't have as many connections yet, we do

kind of have to do a little cold pitching. So I'd love to hear your kind of your thoughts on this, Laura. Yeah, definitely. Like 100%. So like all of what you're saying, but you also have to shift it into your potential clients are out there right now looking for you. It's your responsibility as a business owner to go out and proactively offer to help them because you have the solution to the problem that they want to fix. And so it's your responsibility to go out and actively pitch those people, especially as you're like going about your business and being on the internet and bumping into all these different people. You're probably seeing a lot of people who are like, Oh, I could help that person or I could help that person or they have a problem that I can solve or I solve this problem now because you have that like little nudge. It's your responsibility to go out and pitch that person. And again, it doesn't have to be, we're not talking like, here's a, you know, an order form, give me your money. Like that is definitely an old form of cold emailing and it doesn't work anymore. That like spammy and buying a list of like a thousand leads. But when you reach out in a way that just starts a conversation and says, Hey, I have the solution that you've been looking for. Are you interested? That's a way easier way to kind of start a conversation because that's really all your cold email has to do is start a conversation. I could be like, Hey, Lindsay, I saw that, you know, you need some help, you know, doing this and I can help you. And she's going to be like, Oh yes, I'm super interested, Laura. I've been wanting to start this, but I don't know where to start. Googling this solution seems really overwhelming. Chaggbt Claude haven't been helping me. They give me all this like AI nonsense. Yes, I'm interested. How do we, how do we get this conversation started? And that's really what like a cold email just boils down to whether you're cold emailing to say, do like a webinar for someone or get on someone's podcast or pitch them to be a like a new one on one client. It's still all a cold email because you're really a cold email is just you reaching out to a stranger to ask them to take that action that you want them to take, whether it's booking you on the podcast, whether it's saying, yes, I'm interested in working with you, whether it's saying like Gabe, you reached out and said, Hey, you want to talk on my summit? And I was like, cool. Look at this cold email in action. So I do want to like emphasize all of this is cold emailing. A lot of the people that you probably gathered here right here, you got because you probably reached out and asked us all to take a very specific action. And so if you're feeling like, Oh, Laura, like cold email, that feels really daunting. I encourage you to think about it in terms of someone has this problem that I can help them solve. And I have to reach out and tell them, it's not, I have to sell them. It's not, I have to book myself on this podcast. It's not, I have to get my lead magnet in front of all these people. It's they have this problem and I know how they can get it solved. So I actually have to reach out. Yeah. I love that. I saw Monique had put it's about meeting a need. That's exactly what it is. Right? Like if you knew how to solve someone's problem and you held it in, like you're, you're just being selfish, right? Like that's just the thing it is. Or if you, if you go to this fun restaurant, that's amazing, great atmosphere, you know, for every budget, you're going to tell someone about it. You're going to tell someone about your favorite movie. Like that's what you got to do with your business. You got to tell people about it. Now, obviously, I think that's the nervousness that the thing that like imposter syndrome maybe comes in, or just you get a fear of the unknown of, well, what if they say no? Well, then they're not your people. And you say next, right? Your right people are out there. And that's what you're looking for. You're not looking for hundreds of thousands of millions of people. You're looking for the right people. You don't

need a huge business or a huge email list to be a successful business owner. You really don't, you just need those right people who want what you have. Lindsay, did you have something I saw your hand was raised as well? Well, I was just going to say, I think I met Lisa and I met you. I've met several people in the podcasting world through what we would call cold pitching, right? But I went about it in a way that was like, Hey, Gabe, we serve, hey, Lisa, we serve very similar audiences. I'd love to have you on the podcast, on my podcast, to talk about this type of topic. If you're interested, I also do podcasts, here are the topics I love to talk about. Could we do a podcast swap? What do you think? It doesn't have to be this like greasy, slimy, in your face, using all the bro sales tactics that you see on social media. It can be very genuine and very mutually beneficial. If I'm trying to get on someone else's podcast, I'm going to invite them on mine. Yeah, absolutely. I think especially if you have a podcast, it's a really easy ask because you're like, Hey, let's just swap. I'll come talk to your audience about this. You come talk to my audience about that. And it's a great time. And then it's a fun connection. I actually love a podcast connection, like putting somebody on my podcast. Here's another reason. Because then it's a good, a good feel to see, like, could we collaborate again? Like, could we keep this connection, right? What's the next thing we should do? And you almost like, quote unquote, book a meeting from a meeting, right? Like, okay, we've done this collaboration, let's what's their next, our next fun thing. And so I do that a lot with growth tools. Brian Harris is a speaker today. And that's how we got connected. And then it's like, okay, now what's our next thing? Let's just, you know, because we found we compliment each other really well. And that goes so far. So you don't even I mean, as you make connections, you make those connections that you have over and over, like, you'll see some people have been I mean, John has spoken in my conference, I think, at least probably all three years, I think, and we met at a kit conference, like in person. And so found out we both don't use social media. And we're like, Oh, that's cool.

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Justin, you had your hand raised. Oh, Dan, do you want to say something to

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this is just a little bit off the wall. But, you know, I don't always do things the way everyone says, which, which I'm just I'm learning here. But we're friends with Mike Wolf from American Pickers, if you ever watch that show. But he always has this flyer that he takes to someone's house. And he says, Hey, I'm looking for like these antique things. So I started doing that, I actually have a flyer, which I keep and it's, it's actually like how to do online marketing.

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And then it just becomes a conversation at a table and the flyer and on the back is like the pitch. Like this is what we do for you. But it's an actual, I mean, it's an actual flyer. And I will tell you that it has crazily grown the business more than anything else, just being able to say, Hey, let's sit down, I'll explain to you. And I don't know why, but I just thought it was just happened to be sitting on my desk. And I thought, Oh, this is a non social media thing.

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I love that. So and one other thing too, is like, I think we forget that we have a community, like an in person community, I think we forget that we live in a community. And we were like, Oh, I have to get online, I have to do this. But what if we our first step could be like, let's look around us, how could I serve the people who are right here, right in Colorado, right?

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So and then expand into the online. Justin,

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I can go but I think Leslie, were you ahead of me? Okay, I'll go really quickly because I think it's rather timely. Can everyone click on the participants list? And what do you see? Just scroll through the names. Do you see a handful of people that come out immediately as Oh, interesting. I know what they do without me ever having to ask them. Okay, next in the chat, Aaron said, I'm a CFP at Create a program to a business professional sandwich between their lives and caring for aging parents. So Aaron, we serve the sandwich generation. Part of the reason why I like no calls is because I can't fit my life around calls. I've got two kiddos who are in competitive soccer, and I've got aging parents. The last thing I want to do is deal with cascading reschedules, because my mom had a fall, and I had to take her to the hospital. That's a reality. When I was 20 and 30, I could figure things out. When I'm 42, I've got two kids, I don't have time to figure things out. So the fact that Aaron said that it's like, cool, we should connect. So the lesson here for me is like, there's always opportunities in things like this, even if you're a participant to make the most of it, and very few of us ever do. And so growing without social media is like, if I'm going to put the time in to do something, I'm going to do it as best and as effectively as I possibly can, even as something as simple as I'm going to change my dang zoom name to say what I do or who I help. And I'm going to take advantage of the chat when there's 150 people in here to say, this is what I do. Here's who I help. Do you want to connect?

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And I just I participate in these events. And I almost like no one does that. And I'm always just amazed that you've got 150 people paying attention right now. If you're looking to connect with folks, here's a great opportunity to get started. I love that. Thank you. So good. So good. Just so you all know, too, Tuesday and Thursday this week, the first session is our networking sessions. So we're going to actually connect and get to know each other and see who could collaborate with whom and who needs to stay connected. Right. So that's going to be really, really, really fun. Dr. Leslie.

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Yes. So I'm kind of in that group, too. I have little kids at home. And so sometimes it can be hard to get out and it can be hard to go meet people in person. But if you can, that's an awesome way to make connections. But what I wanted to say was I guess because some of the stuff going on in the chat, I'm thinking. Learning number one, just know who you are and what you stand for so that that comes across when you meet people and they are compelled to ask you what you do. Because so so do that work on yourself to show up wherever you are as who

you are. It kind of goes to what Justin was saying is like when you meet somebody or even Dan, when you meet somebody and you have, oh, this is what I do here. And you radiate who you are. Right. So if you know what you do and you know who you are, you're going to radiate that authority. And so one of my favorite things about building a business online is the people I get to meet through collaborations. And so I saw that someone had a kind of a question about, well, afraid of pitching someone. Well, if somebody pitches me for my podcast, number one, I get excited about it. Who do I get to meet this time? And so I want you to just kind of like Gabe was saying before, reframe your thinking around it because people do want to know who you are and what you do. And I go pitch people to be on my podcast. And so if you have something exciting, know who you are enough to show up and say, Hey, I have this thing and I would love to connect. And so with partnering people jumping on a Zoom call is what I'm going to ask you to do. If you pitch me, I want to meet you. I want to see who are you? What are you about? Do we align? I really don't mind too much what your social media is unless unless you tell me to go to your website and look it out. But I really don't have time to research all the people on social media. I want to know you face to face. And that's my next step. So let's chat. It's 20 minutes, 30 minutes and sometimes longer because we connect.

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And then I'll say, Hey, I think we have a good connection. Would you like to be on my podcast? Or would you like to do a freebie swap? Or would you like to do this together? And then you build a connection that you would have never had otherwise. And so don't be afraid to put yourself out there. Just do the work on your thought process every morning when you get up, because you are who you are for a reason. I think as Dr. Ebony was saying, you know, you are you, be you.

[00:29:14:22 - 00:34:58:20]

Rise up and be radiant. Yeah. So that's what I wanted to share. And that's the thing. No one wants fake anymore. I mean, hello world of AI. We want connection. We want real people. We want people who make mistakes. Okay. I didn't start recording. I know some of you might be mad about that, but I mean, can you be happy that people, you know, it's like, Oh, she's running this huge conference and she made a mistake. It's okay to make a mistake, right? Like that's just the way it is. And so like, when we can lean into that and we lean into our authenticity and who we are, who God created us to be the gifts and talents that we have is such a better place. We are such better humans for it. And we enjoy what we do so much better. Thank you so much for this insight. Okay. So I see Lisa has her hand up and then I have a couple like maybe fast fire questions I saw from the chat that I want to get to. I know we're coming on the hour. Isn't this so good? Are you guys just enjoying this so much? We're doing this every single day. We're going to have different speakers. Some of these speakers are coming in and sharing again throughout the week. So come ready and prepared because you never know what thing that you needed to hear. Again, you're here for a reason and it might be at a live event that something clicks. It might be in one of the speaker sessions that something clicks, but take it all in and get what you need from it. Right. All right, Lisa, what do you got? Yeah. So as a time strategist, I just want to step in and say, I know what it feels like to sit in an event like this and

you've got so many ideas right now. And like everybody's, you know, how do I get leads off social is so amazing. So I'm going to encourage you to choose one thing that you're going to start with because what happens is we start chasing too many squirrels. We don't catch any of them. Right. And that can be like, there's going to be so much here and go, what's the one thing, you know, that, that I want to really focus in on. So decide it and then decide like how you're going to anchor it in your week. Where am I going to give this time? So it doesn't just live on a good intention list that we know we never all get to. And then protect it. Cause I think consistency is really the key. I think every single lead strategy that people have talked about today is amazing and could work for everybody. But you need to figure out the one that you're going to focus on. So you're not stretching yourself too thin and where it's going to live in your week and how you're going to be consistent. Cause really it's going to be compounded over time. I think way too many of us as business owners, I call them busyness owners. We're chasing all the squirrels, right? I mean, hello, shiny objects in our, in our worlds. And then we wonder why nothing works and why we're not getting anywhere. So choose one thing, you know, make time for it and give that consistency and then evaluate the roadie, right? Is this really producing for me or not? And if it's working great, keep doing it. And if it's not, how do I tweak it or what do I add in or maybe a different avenue? Yes. And Amen. I love that you put that in here, Lisa, because I think that's really important. This is, I mean, you are going to be firehosed this week. There's so much here. We have 35 speakers. We talked about that a little bit. The reasoning for it, why each of them is here, they're all hand selected for a purpose. But on Friday, we're going to be in the first session, we're going to actually work on crafting your marketing strategy, like picking that one thing, picking the thing you want to test coming out of the conference, like really looking back and evaluating what is it that I needed to hear and how can I put that into action? And that's what implementation week is for. So all of you who had a, got a free ticket to this event, you're getting a free ticket to implementation week or taking a week off next week so we can breathe, right? So you can like soak it all in, really think about it, maybe start putting your plan into action. But then we're coming back the following week with some live events with an off social media community for more drop-in coaching, for feedback. I'm going to be there helping, supporting you as you actually start implementing, because unless we take action on what we learn, nothing's going to change. We need to actually be in the motion for God to use us. We need to be in motion for our business to grow and for us to see what works and what doesn't. And then we pivot if it's not working, but we have to give it enough time and energy to see if it's working and how it's working, right? So that's what we're going to do in implementation week. More to come on that, but I just wanted to plug it. Two questions. I'm going to ask both of these questions and then if any of you speakers have something you want to think about, these were just things that stood out to me. Nancy had mentioned that nurturing women is really important to her. How can I do this well without being available in a Facebook community? I have some thoughts on that too, but okay. So that's one. So like, how do I do, how do I nurture without having Facebook communities? And then Emily said, but if you're reaching out to somebody, even to offer to serve their audience, wouldn't their first move be to check you online on social media to see what you're about? So if anyone wants to grab one of those and just your experience. I would say a lot of people don't usually go on social media. At least the feedback is that I get from people. They'll typically Google my name and because I've done

partnerships with a lot of really cool people, that's what's populating my search results or they'll go to my website and maybe check me out. But I don't usually hear a lot of feedback of like, Oh, well, why don't you post on Instagram? Or I noticed your last post on LinkedIn was like three weeks ago. What the heck? Are you not a real business owner? I never hear that. So I would encourage you. That's probably just a story that your brain is coming up with to prevent you from taking action. And you just have to try it. Just run an experiment, send out five to 10 pitches and see what responses you get back because that's going to really inform your strategy more than me saying they never check it, but you go out and check, you go experiment and see what you get back and then make the adjustments that you need. That was a good answer.

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I love that. Do any of you have a community that is off Facebook?

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I see lots of nods. Yeah. Okay. What do you use? I mean, I use Slack. It's a, I like it just because I like the channels. It's very organized for my brain that way. I know a lot of people, John, do you use circle or do you use school? Yeah. We use circle. Oh no, please. No schools.

[00:35:27:07 - 00:36:06:11]

Yeah. It hurt my brain. Like I'm in a couple, but I never go in, but it feels social media-esque to me. Yeah. There was also research study that did show that sure enough, if you spell a word incorrectly, it does lower the perception of quality of whatever you deliver. So it's, and it's forced into your brand. There's no white label in your school community. It'll say at school decay for the rest of your career. So don't use school. I love it. I do have, I am a grammar like editing and grammar has been always been being so my boys hate it when I correct them, but oh, well, it is what it is. If you use school, it's totally okay. Like school is a great platform to circle is a great community platform. Any others that we haven't mentioned as, and Justin, do you use Kajabi?

[00:36:07:15 - 00:37:18:08]

Yeah. We use Kajabi for just one of our like active client communities. And then we have a Facebook group that's only for buyers. So we don't have anything free for like a free community. Okay. Yeah. Yeah. And I don't have a free community either. I have, I've just found I'd nurture through email and my podcast and then those who want more, they come into my paid membership. And that's where I really dive into the community. Cause I felt like I had a face, I had a free Facebook group for a long time, but it was so surface level for me because I didn't have the energy and time to put into it either. I can't just coach everybody. So I needed people to say yes to that part because my community is very like drop in coaching, opp a question, get feedback, you know, you'll get real time feedback when I'm in my Slack hours, you know? And so I just needed to be a little bit more choosy on that. But yeah, I don't have free community anymore. We use email and then we meet people in person whenever we travel. Oh, I love that. So like Rachel's in New York city today. So she's having a meetup for her audience somewhere in New York city today. So cool. Yeah. We always try to meet up when we're traveling.

[00:37:21:01 - 00:38:52:11]

Justin, do you have another hat? I do. I just wanted to respond to that question as far as like, well, won't someone click over and check you out type thing? Yeah. Yeah, they will. If you, if that's like they're checking you out to see if you're trustworthy. If I go back to what I shared earlier, as far as like reaching out to software companies or tools or product creators and stuff like that, I think the era of trust me is over. So if I'm making an, if I'm saying an email to a software company, because I use their software in a cool way, I just record my screen of me using it and say, here's how I use it. Here's what it does. And here's how I think it would be helpful. And that's the work. Like they're not going to click over to my dormant Instagram page. If they see a video that's actually helpful, they're going to say, Oh, interesting. I, I've never seen someone use that software or use our software this way before. So it does require a little bit more work on your part. But again, that's the price of not posting on social or not being active there. I'm willing to spend five minutes to record a video, a crappy video, not good video, but of me using the software and how it's improved my life as an example. And again, I can't stress how, how like little things like that separate you, separate you from others. And someone shared earlier about like just being, it was basically being helpful. I think that's a good, I think John, that's a good frame in 2026 is just be helpful. It's shocking how few people are helpful these days without trying to get something for themselves. And if you show up to a relationship as just a helpful

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serving, you know, person it's surprising. It's rare. It's unique. And I think this crowd gets that. Like if we just show up to like, how can I improve this person's life? How can I improve their customers' lives? How can I improve their audience's lives? Like, you know, it's going to come back to you in some way, but that's not the motive. That's not the goal. That's not the target. The target is just being a helpful human. Yeah. The target is being a helpful human.

[00:39:22:15 - 00:41:57:13]

I think that's a great takeaway from today. Don't you think you guys? I mean, that's what we're doing. We're just being helpful humans and we are human. And so we need to be relational because we were built for relationships. We were built for community. And if that's what we're doing, your business is going to grow, right? Like, yeah, we can't tell you it's going to grow. You know, we can't, can't predict if you do this, this, and this, it's going to grow by 10 times by tomorrow. No, because I don't, when I do goals, I don't do numbers. I don't, I don't be like, okay, what's your number goal for this month? Do you want? Well, no, we're going to do action goals. So like, if you want 10 new clients, we're going to break that down to what kind of action do you need to take to probably get those 10 clients. We're not focused on the number. We're focused on the action. We're focused on serving. We're focused on, and I know like John is big on like serve to sell, right? Like, so like that is, that is the human focus in all of this is the more, the bigger server you are, the more reward you will have. So I think we're going to leave it at that for today. Gosh, I just want to, everyone can clap for the speakers. I just want to say, thank you, thank you, thank you for taking time out. I know we all have full schedules. We all have full lives and just being here is so meaningful. I know that those who are listening got so much out of it.

We will have the recording for most of this for today, and I will send out the replay once it's processed and ready later this afternoon. It'll be available all week. If you want to keep the recordings, just pop, just grab the all access pass. You'll keep the recordings or the replay pass for a lifetime. I will work on getting a transcript for it, at least for the all access pass, but I just wanted to say thank you, huge, huge thank you. John, I'm just reading your message and I'm like, I did too. So we've had, we have things in place for that this time. No one else knows what I'm talking about, but all right. With that, yeah, Leslie does too. Be blessed. Have a wonderful day. Go check out those sessions. Again, the conference homepage is where everything lives. All the links are there for you. If you have any questions, if you need any help, then just either click on the support button on the conference page or email info at [redhotmindset.com](mailto:info@redhotmindset.com). We're here for you all week. We will be back again live tomorrow at 12 p.m. Eastern daylight time, which I believe is 5 p.m. BST if you're across the ocean. And we will be doing a networking session. So you're going to get to connect and have some conversations. We're going to do speed dating for entrepreneurs, and we'll be back with a speaker panel at 1 p.m. Eastern daylight time. All right. Thank you so much for being here. We will see you all soon. Have a wonderful day.