



Expand Your Fempire Podcast #6 Using Publicity and Partnering to Thrive: Interview with Jill Lublin

Welcome to Expand your Fempire with Caterina Rando, the podcast for women in business on a mission. Sharing ideas to support you to grow and thrive. Now here's your host, Caterina Rando.

[00:00:00] **Caterina Rando:** My friends, welcome to the Expand your Fempire podcast. Today I am so excited! I have the most fabulous, amazing Jill Lublin with us today.

[00:00:37] Jill is the author of many books, including *Guerrilla Publicity*, and one of my favorites, *The Profit of Kindness*, Jill and I have known each other for more than 25 years. That's as high as we'll go, Jill. And Jill and I have shared many stages together. We have shared hotel rooms at conferences. And I tell you that because she is as amazing on the platform as she is off the platform. Jill, I am so happy to have you with us today.

[00:01:13] **Jill Lublin:** Thank you, Caterina. I always love being with you.

[00:01:16] **Caterina Rando:** One of the things Jill, that I'm very impressed by you is that you have been doing your thing for a very long time. Many people, you and I have seen many people come and go, get big and five minutes later, they're totally gone. **What would you say you attribute your long-term success to?**

[00:01:41] **Jill Lublin:** Well, thank you. That's a high compliment. I love it. And I think **it's really about being consistent and persistent in the marketplace.** You know, I don't change lanes. Yes, I have four books, but all my books tie together in the publicity lane. I've been helping people in the world of publishing and I stay in those lanes. **And I think that's one of my keys to success is that I know what I'm good at and then I delegate the rest, or I refer it out** if somebody comes to me for something else.

[00:02:11] So I think really just **staying focused and in my lane** has been a key to success. And then delivering good service and caring about people...that helps.

[00:02:20] **Caterina Rando:** Of course. Jill, I call **genuine caring one of our "heart skills"** because you know, we think of our expertise, like in your case, you're the queen of publicity. As I know personally, you also have a lot of heart skills.

[00:02:38] Would you say that your heart skills are part of the reason for your success?

[00:02:44] **Jill Lublin:** Hmm. You know, I don't think about that a lot because honestly, it's more natural for me, but I think you're right. I remember, T. Harv Eker introduced me on stage to like 1,200 people. And I was so shocked honestly, when he said, "And she's one of the warmest-hearted people I've ever met." And I went, "wow." You know, that is a beautiful thing. I was very honored, and I realized it's part of who I am. You know, it's not necessarily something I'm going to put in my marketing, although maybe I should but...

[00:03:13] **Caterina Rando:** Yeah

[00:03:14] **Jill Lublin:** I think it really is who I am and it's natural for me. So I, in a way, I don't even think about it, but thank you for acknowledging it because the truth is - yes, I want to lead with my heart. That's why I wrote a book on kindness. I think it works in business. And for those who it doesn't, they're probably not my peeps.

[00:03:31] **Caterina Rando:** Right, exactly. Exactly. Jill, you know, I tell my clients to amplify what they're good at and I have put in my materials "warm" because one of the things that happened for me is that I had a community built around me before I even knew I was a community builder. And then once I realized, "Oh, I have a community," then I did it consciously, consciously cultivated my community. And I want to share with you that, yes, I'm going to give some advice to the publicity expert. My friend, yeah, put it in there because I think that is a differentiator for you is your kindness and your warmth. And I'm all about kindness and warmth and genuine caring in business. It has also worked very well for me. And it is natural.

[00:04:23] I want to ask you, you mentioned a little bit ago about, you know, your connections, your partners, and I think you're very good at collaboration.

[00:04:35] Now I would say I'm not as much of an expert. That's not one of my natural talents, collaboration. **Say a little bit about how you collaborate. Do you have a collaborate criteria for who gets to play with you? And also how do you recommend our listeners get started?**

[00:04:55] **Jill Lublin:** So I am really big on **cooperation, collaboration, connection**. I really am a master connector. It's one of the things I bring to everything I do. That's all built on relationship and relationship capital, you know, knowing people for a long time, knowing who they really are, that they deliver. And so part of that is part of my criteria - **are the people I work with in integrity and do they deliver?**

[00:05:20] You know, that's not to say everything's perfect, but are they delivering to the best of their ability? That's a big thing. Also I care about that we have **clear agreements**. I think it's really important. And I've had a few that haven't been clear

and it's never pretty. So I've really learned the lesson: clear agreements is a beautiful thing. So make sure you know who's doing what. If you're splitting commissions, how much that is. And put it all in writing. I think that's really, really important, even if you're the best of friends. And the best of collaborators.

[00:05:51] And then I play in a lot of different circles. I'm really big on joint venture partners. I'm big on collaborations. It's how I've helped grow my business and grow my tribe. **I think it's really important that you look to see who can be your partners to help spread your word.** I joined certain organizations, because maybe like when *The Profit of Kindness* came out in one of my organizations, one of their commitments is every time you got a book out, they're going to help you spread the word.

[00:06:18] That's a beautiful thing, you know? And I think that's really important that you know some of your purpose, meaning what do you really need to accomplish get clear about that.

[00:06:28] And some organizations you may join because of that. Some, for me, are more social and enhanced relationships. And some are a mixture, right? You and I are in a couple that are maybe a mixture of that.

[00:06:40] But I do think, you know, if you're a businessperson - be in business, right? That means you can have fun. You can go to meetings to create connection. But I have to tell you, **I think you need to be purposeful.**

[00:06:52] And so when I go to a meeting and now, they're all online, which is great, or even in person, I have three primary objectives and usually one of them is to meet **three new people.**

[00:07:03] The other one is to **deepen three relationships.** So even if you do that, think about that once to twice a month, your relationships will multiply like wonderful wildfire and really get you much more results.

[00:07:17] **Caterina Rando:** Okay. Now, Jill, you said. Deepen three relationships, meet three new people, but you said there was three things.

[00:07:23] What's the third thing?

[00:07:25] **Jill Lublin:** Well, **it's a revenue goal.** It's a revenue goal.

[00:07:27] **Caterina Rando:** Get some new clients.

[00:07:28] **Jill Lublin:** Yeah. Get some new clients.

[00:07:30] **Caterina Rando:** Yeah!

[00:07:30] **Jill Lublin:** It may not close in that moment.

[00:07:31] **Caterina Rando:** Right.

[00:07:32] **Jill Lublin:** But you know, it's like, are you being purposeful? I don't go into meetings to talk about the chicken wings or to ask people about their family. I'll have other conversations about that, where we'll get to know each other.

[00:07:43] And the other truth is, Caterina, you know, people are busy. I mean, when you go to my calendar to book, it's 15-minute conversations now. And 30 is max.

[00:07:53] **Caterina Rando:** My friend, I like that.

[00:07:54] **Jill Lublin:** Yeah.

[00:07:55] **Caterina Rando:** I like that. I'm going to that switch.

[00:07:58] **Jill Lublin:** It's really helpful because I think people get in their mind, like they can just sit and yap with you.

[00:08:03] **Caterina Rando:** Right.

[00:08:03] **Jill Lublin:** So, part of that comes from my media training. I mean, you know, honestly, a media interview, major media interview, four minutes. So, I figure 15 that's a long time, right? And we can get a lot accomplished. So, I'm really focused on conversations. How can I help you? I mean, that's my question. What's the purpose of the call? I know that from their initial writings. So, I like to be focused on my calls too.

[00:08:29] **Caterina Rando:** Well, I think that that is really great advice. I don't talk to every Mary Jane and Sheila until after I've built influence with them. Meaning they've come to one of my things. I schedule a half an hour. I'm not ready to go 15, Jill, but I'm going to go 20 because **absolutely you set the intention of providing massive value and getting to whatever the objective is in 20 minutes.** I think that's really good advice for our listeners because a lot of women, and I think you know this about me, I am "anti-free consultation." I'm all about invite them to come to a thing where you can build more influence. You could even invite them as your guest to build influence before you talk to them. That is, my friend, you've given me a great super tip already today. This is very exciting! Bing, bing, bing! Yay.

[00:09:22] **Jill Lublin:** I love that.

[00:09:22] **Caterina Rando:** I love that. I love that. Now Jill, one of the things that you and I have done - I'm going to, I'm going to tell on us, ok my friend? I'm going to tell on us. You and I have gone to conferences conventions and we have been networking and we have an intention to: "Hey Jill, I'm going to look for some people for you to meet" and you say, "Hey Caterina, I'm gonna look for some people for you to meet." And we, of course network and connect with people and then we're on the lookout for each other. And then what we do is we rave about each other and then we take the person over to meet each other. Jill, what do you call this? Because it is a fabulous strategy. I love to go anywhere with you for this exact reason.

[00:10:08] **Jill Lublin:** I don't know, do I have a name for it? You have to remind me if I have a name for it.

[00:10:11] **Caterina Rando:** Well, maybe we call it tag-teaming, but I thought you might have a more exciting name for it.

[00:10:17] **Jill Lublin:** I don't actually have a name for it, but what I do think is it's **one of the most powerful strategies is to support each other**. So, find a buddy who's collaborative, gets who you are, can rave about you, wants to rave about you - that's all important. And what's so fascinating is that when you're promoting another person, it's actually easier, then you know that other person is promoting you and then you develop, I call them **hug-hug, kiss-kiss relationships**, right?

[00:10:45] **Caterina Rando:** Okay. That - I really like that!

[00:10:48] **Jill Lublin:** It makes a total difference. I mean, I've been helping people get major book deals for 18 years, and I'm going to tell you one of my secrets is the hug-hug, kiss-kiss relationship. Because I can sit down with an acquisition editor - that's what they're called who create the book deals. I can sit down with a major agent and they know that they can trust me. But first we do a hug or a kiss, you know? And even on zoom (mwah, mwah) you know? So it's all good. And I think that that kind of trust is major in life. It's relationship capital.

[00:11:21] **Caterina Rando:** That's beautiful. That's beautiful. Well, Jill, one of the things that you and I have done in various forms over the years - we've done it one-on-one; we've done it in groups - is we have exchanged leads for speaking and other opportunities.

[00:11:38] Say a little bit about how we've done it and **how you want to recommend our listeners to do it, because it is all part of that connection and collaboration**. And this is something that I think is amazing.

[00:11:52] **Jill Lublin:** Well Caterina, you actually, I think started this with the circle of eight.

[00:11:55] **Caterina Rando:** Ok that's true, with the circle of eight way back when. That's true.

[00:11:58] **Jill Lublin:** Yes, that was wonderful. So, let's say you get four people together, six people who are focused on similar things. I don't suggest this to be an actual mastermind. I suggest it to be a "lead passing circle."

[00:12:09] **Caterina Rando:** Right.

[00:12:10] **Jill Lublin:** You know, be specific. And that was super so, and then you and I now do it and it's maybe once a month, even once a quarter, it doesn't matter. Do you have people that you can actually ask for leads put out there? Because the truth is once they book you, and this could be clients who need something specific. This could be places to speak. This could be the leads that you're seeking and looking for. But the truth is, once you're in one group, they need others. And **that**

principle of cooperation will certainly garner you a lot more leads. That's a beautiful thing. And I find as you keep giving those leads, that's a beautiful thing.

[00:12:48] And you know, I will tell you, there are some people who, when I refer them business, I'm not talking about leads per se, but, you know, guess what if somebody signs up with them as a client, there's a referral commission sent back to me. And listen, I'm happy for that and I am also happy to pay it. Because if somebody acquires a client for you and send you someone, reward them, **make sure you reward people.**

[00:13:13] It could be a nice card. It could be a gift certificate somewhere, but please acknowledge and reward people. It's really important.

[00:13:20] **Caterina Rando:** Absolutely. I encourage everyone to have a referral program, and then go above and beyond that referral commission program, and then go above and beyond that with the notes and the gifts and the acknowledgments. Because **that's the marketing fee that you didn't have to pay to acquire that client** because the other person's influence is what got them in the door for you.

[00:13:43] And, you know, one of the things I want to say, Jill, just to put a little bit more on this. You speak on publicity. I speak on speaking and sales. If a group has you speak one month, they're going to want somebody else the next month. And vice versa. And that's worked really well to **have an alliance with other speakers that speak to the same audiences** - in our case entrepreneurs.

[00:14:09] **Jill Lublin:** Right

[00:14:10] **Caterina Rando:** And then they speak on different topics. That has worked really, really well. My friend, did you follow up on those leads I gave you? Did you talk to the lady? Did she book you?

[00:14:20] **Jill Lublin:** Absolutely. Thank you. I'm trying to remember exactly, but I know I got booked for something. Thank you so much.

[00:14:27] **Caterina Rando:** That's awesome. Yay. How exciting! And then, you know, what's really great Jill is then we get to share the stage together and if it's live and in-person, we get to hang out which makes it an even more fun experience.

[00:14:39] **Everyone I want to encourage you - find other speakers that speak on different topics.** People like Jill that you like to hang out with, and share leads with them because there is a lot of back and forth, you know anybody that books you for speaking, they're going to need more speakers next month or next year or next quarter. And you want to have your associates that you put in their platform. Exactly.

[00:15:04] **Jill Lublin:** Yes, and that you know are going to deliver good value, because listen I was talking to a medical doctor who writes a column the other day, and I said, "so tell me who you interview." And I got three of my clients who are in

the health area, immediate interviews. Right? Cause I know she needs sources all the time.

[00:15:21] **Caterina Rando:** Wonderful.

[00:15:22] **Jill Lublin:** **Keep your ears open for clients and connections and how you can help each other and how you can help others get their results fast.** And then be that referral partner. It's such a beautiful thing and keeps that business flowing.

[00:15:36] **Caterina Rando:** Absolutely. And it makes it more fun and it builds more social capital and more influence with your clients, with the others that you refer.

[00:15:45] Jill, I know you have a very important meeting you have to go to pretty soon. And I want to leave our listeners with a few of your **top publicity tips**, because I know you have a lifetime supply. We'll put in the show notes how everyone can connect with you. Please give us a few super tips they can get started on.

[00:16:08] **Jill Lublin:** Absolutely. **The first thing is your message.** You must have a strong and powerful message. And what I mean by that is **a focused message that solve problems in the marketplace.** You can then multi-use this for your social media, podcasts, and blogs. You can use it for prospecting and networking. You can use it for media interviews. I love the "multipurposeness" ability of what I call the problem-solution formula. So, get that message down. That's number one.

[00:16:41] **Number two. Use everything you've got.** So, listen to what's going on in the media, listen to what's going on that you could be problem- solver and be that. So that you can, for instance, use the fact, my Hispanic clients go to Hispanic media, my black clients go to African American media, and so on and so forth. **Use all parts of who you are.** For the women on International Women's Day in March, we go out with a big story...

[00:17:09] **Caterina Rando:** That's my birthday, International Women's Day.

[00:17:11] **Jill Lublin:** Yay! How perfect. So that's another great tip. And then **I'd love for you to send out every 60 days an announcement** - this is not a press release, let me just clarify. It's called an announcement, which is basically saying a new coaching program or a specific focus that you have that's going to create a visibility factor. You're going to announce something. You're going to announce the fact that you're in a mastermind, or that you've hired someone, or that you've put out a certain program. All are great announcements and do that every 60 days completely free.

[00:17:46] **Caterina Rando:** And Jill, when you say, "put it out there," who do you put it out there to?

[00:17:51] **Jill Lublin:** This is more local, so your daily Business Journal's really good. Also put it out to your alumni magazine, for example. And also, you can use the daily paper, the biz journal, the alumni, and anything you are a member of is really good. Those are great places.

[00:18:11] **Caterina Rando:** That's great. Any of the associations you're a member of they usually have a "what's happening with members" section and that really builds influence because those people already know who you are, and it's pretty easy to get in there. That's one we don't want to overlook.

[00:18:26] **Jill Lublin:** Exactly.

[00:18:27] **Caterina Rando:** [My friend, I'm depresso that we have to wrap up our conversation because you're so in demand, which I'm so happy for you. We will do this again. Because I know you have a lifetime supply.

[00:18:40] Everyone, Jill's contact information is in the show notes. She does lots of live and in-person events, and of course virtual workshops and seminars that you can get to.

[00:18:51] One of her things that I've been to, which many people rave about is, Jill let me see if I get it right, the **One Day Publicity Crash Course**. Did I get it right?

[00:19:02] **Jill Lublin:** Perfect. It's all virtual, yes.

[00:19:04] **Caterina Rando:** And that's all over, she does that often. Not only are we looking for mentors who have the same values as us, Jill has a lot of the same values as me and that's part of the reason why I'm in love with her, but also, we're looking for mentors that have a lot of experience. Jill's been doing her thing, as I said over 25 years. Also, though that do it from a **place of kindness, from a place of warmth, and from a place of positivity**. Because when you are with Jill, you will always leave uplifted. And that's part of what we're all looking for. Right?

[00:19:45] Jill. My friend, we will be doing other amazing things together again, soon.

[00:19:51] Everyone, this is Caterina Rando with the Expand Your Fempire podcast, reminding you to be yourself, do your thing, serve your people, and go get some publicity because then more people will know about how awesome you are.

[00:20:08] Thanks Jill. Thanks everybody.

[00:20:10] **Jill Lublin:** Thank you.

[00:20:11] **Caterina Rando:** Bye bye.

[00:20:11] **Jill Lublin:** Bye bye.

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JILL C LUBLIN

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INTERNATIONAL SPEAKER & BEST SELLING AUTHOR

Connect with Jill Lublin

Jill Lublin is an international speaker on the topics of Radical Influence, Publicity, Networking, Kindness and Referrals. She is the author of 4 Best Selling books including *Get Noticed...Get Referrals* (McGraw Hill) and co-author of *Guerrilla Publicity* and *Networking Magic*. Her latest book, *Profit of Kindness* went #1 in four categories. Jill is a master strategist on how to position your business for more profitability and more visibility in the marketplace. She is CEO of a strategic consulting firm and has over 25 years experience working with over 100,000 people plus national and international media. Jill teaches a virtual Publicity Crash Course, and consults and speaks all over the world. She also helps authors to create book deals with major publishers and agents, as well as obtain foreign rights deals. Visit publicitycrashcourse.com/freegift and jilllublin.com

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