



Expand Your Fempire Podcast #32 Super Tips to Get Booked for Speaking as Much as You Want

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

Caterina Rando: [00:00:00] My friends, so happy to be with you again for our phenomenal podcast, Expand Your Fempire. What I've intended to do today, which we're going to do, is give **you as many super tips as I can in our time together to get you booked for speaking**, all right? Because I want to do everything I can to support you to get booked.

[00:00:46] All right. So, we're going to dive in with how to get booked for speaking. Now, my friends, you may or may not know that I've been doing my thing for a very long time. Almost, well, I guess I like to say 28 years, although it might be longer than that, but here's my point.

[00:01:05] I've been speaking all the time for that long, and I have done many things to get me booked for speaking that I'm going to share with you. I also though, want to share with you, **how to not only get booked for speaking, but how to have your speaking be extremely effective, meaning that you get to use your speaking to come home within insta-clients. That is our intention today.**

[00:01:32] Now these strategies that we're going to discuss, you can also use them to be a paid professional speaker. Hey, we like that too. I will take that. Because, you know, what, if somebody wants to write you a big check, what are you going to do? You're going to take it right? Yes. Bing, bing, bing.

[00:01:49] Here's the thing though. **I want you to give a speech and have that speech pay you over and over and over.** Let me give you an [00:02:00] example.

[00:02:00] Some weeks ago, maybe two months ago, the Tupperware ladies called me. They said, "Caterina, can you come speak for our leadership event?" Three hundred people for their virtual event. I said, "sure." They paid me for that speech. They wrote me a check. Very happy to receive a check, but you know what I said to them?

[00:02:18] I said, "why don't we make that check a little bit smaller? Because, what I would like to do is take a few minutes at the end of my talk and invite the ladies to come to my next workshop." And not only am I going to invite them to my next workshop, but I'm going to give them a free code to come to my next workshop."

[00:02:40] Now, what does that mean? They paid me a little less, but I got to take some time for promotion. As a result of that one speech, I still got to check a little bit smaller though. But then I got some ladies coming to my next workshop. And what happened when they came to the next workshop? A couple of them signed up to be in my Thrive at Sales program. So that one speech now paid me more than once. And the ladies that are in there, they're still in their first program. Maybe they're going to join me for a second program. And the third program. Are you following me?

[00:03:20] What I want is for your speaking to pay you over and over and over. So when somebody wants to give me a check, I'm evaluating, "is this a good audience for me to monetize these people in the audience so I can get paid over and over?" Do you like that? Can I get a Bing being or a yes, yes for that?

[00:03:42] **This is what we would call speaking strategy. Be strategic about your speaking.** And let's start with speaking strategy before we dive in for even more.

[00:03:53] Okay. **So step one, define your audience.** Now there are people that will tell you, speak to anybody, anytime, anywhere. No, my friends, anti X on that. Here's why it's an X on that. **We only speak to our ideal clients. Why do we only speak to our ideal clients?** Because our ideal clients are the people that will pay us over and over.

[00:04:21] But **also our ideal clients resonate with our message**, because if I go talk to people that are having jobs and I want to talk to them about how to thrive in their business, that's a disconnect, right? They're not interested in that topic. They're not entrepreneurs. So we only talk to our ideal clients. Everybody, please hear that. Only talk to your ideal clients because you know why? I want you to come home with revenue in your pocket. Do you want to come home with revenue in your pocket?

[00:04:53] So only speak to your people. Now, sometimes people will say, "Well, Caterina, I need to speak to any group any [00:05:00] time because I need the practice." Wrong. Honor your time. Your time is VIP.

[00:05:06] And here's the other thing. **When you go speak to an audience, I want them to be a show me audience, give me everything you got audience, not a prove it to me audience**, which is what you're going to encounter when they're not the ideal clients for you. So keep that in mind, only speak to your ideal clients. Because I want you to monetize. That's what we're talking about, okay?

[00:05:30] **Next thing, make sure that you are looking like a speaker. Now, what does a speaker look like?** A speaker has - super tip alert, super tip alert - a speaker has "speaker" in their profile on LinkedIn, on Facebook. It says speaker, why? On Facebook and on LinkedIn, when somebody types in speaker and they type in your name or they type in

even your category, you will come up. Make sure it says speaker on all your profiles, okay?

[00:06:04] **Next thing. Do you have a page on your website for speaking?** If not, run, do not walk to do that. And here's the thing that's going to be on there. Three topics. Now I know your super smart. Everybody. You could talk about 25 different things, but we're not going to talk about 25 different things. **We're going to talk about the three things - super tip alert, super tip alert - that match what we offer.**

[00:06:31] So what do I talk about? Selling with authenticity. Why? Because I have a program called Thrive at Sales. I talk about how to do women's events and retreats. Why? Because guess what? I got a Mexican Breakthrough Luxury Retreat that starts January 31st, 2022. I teach women how to use speaking to get clients. Why? Because I have a speaker program.

[00:06:59] Now, my friends, does your speaking match, what you sell? I want to make sure it does. Now I could talk about 25 things ... I could teach networking. I could teach communication. I wrote a book on mindset. I wrote a book on how to start a Giving Circle. I could do all of those things, but guess what? That doesn't match what I offer.

[00:07:22] **So I am encouraging you, for your marketing, speaking, to focus on what matches, what you offer.** Okay.

[00:07:30] So you've defined your audience. Your website looks like a speaker, by the way, that can get you bookings right there. If you don't have that if somebody goes to your website, they're not seeing that you're a speaker, they're not seeing your hot topics.

[00:07:43] Next. Do you have a speaker sheet? Now, what is a speaker sheet? This is a PDF that looks like that speaker page, that has up to three topics that you talk about, that has your bio, but it talks about you as a speaker. It doesn't say, "Caterina has a master's degree in organizational behavior." It says, "Caterina is a dynamic and energetic speaker who provides massive value every time she opens her mouth."

[00:08:11] It talks about you as a speaker. Then the second paragraph can be your credentials, but we want to position you as a speaker. **What words would you use to describe yourself as a speaker?** I'm going to say dynamic, energetic, positive, massive value. These are the words I would use to describe my speaking. And these are what's on my speaker sheet.

[00:08:35] Then it's got your beautiful picture. And if you don't have a speaker sheet, run, don't walk to get your speaker sheet. They can download it off your site. They can share it with the committee. You can attach it to an email.

[00:08:47] Next, if you have videos of you speaking and it could even be, cause everybody knows we've been living the pandemic lifestyle for a year, it could even be a zoom of you speaking so that they get a [00:09:00] sense. Now, not a whole zoom. Eight minutes is great. Six minutes, three minutes, something like that to give them a taste. Or I

would say eight minutes or a few snippets of different short minute sessions. **Put those videos on your site so people can see immediately that you are an amazing speaker.**

[00:09:20] All right now, let's keep the party moving. Next thing, my friends, we've already discussed. Don't be a yes for any speech, anytime, anywhere. Speak to your ideal clients. And I want you to honor your time, even when we're talking virtual. **And here's a few questions I want you to ask before you're a yes to a booking.** Ready for them?

[00:09:40] Okay, here's the thing. Who do you want in your audience? Your ideal clients is the answer. That's who you talk to. Now, if we're talking live and in person, which eventually we will be, you want to ask yourself, how far are you willing to drive? To talk for how long? To how many people?

[00:10:02] Because you want to, again, honor your time. I'm not going to drive to Timbuktu to talk to 10 people. But I might drive to my living room to talk to 10 people, which is what I'm doing these days, my dining room. That's fine. But you have to evaluate, am I going to get return on my time investment, all right? So, evaluate that. How far are you willing to drive? Talk to how many people? For how long?

[00:10:29] **Super tip alert, super tip alert. The more time you have, the more influence you're able to build.**

[00:10:38] And if they tell you, you get to talk for 30 minutes, you're going to ask for 40. If they tell you, you get 40, you're going to ask for 50. Why? Because the meeting planner - super tip alert, super tip alert - can always squeeze an extra 10 minutes out of that agenda for you. And that gives you more time to build more [00:11:00] influence.

[00:11:01] And I will tell you something, you don't ask for this when you walk in the door, you ask for this at the time of booking. Because sometimes they say no at the time of booking, but then by the time the meeting rolls around... My friends, I'm telling you, this has happened to me many times... they say, "Oh, Caterina, by the way, I have some extra time for you." Why? Because now they knew that I wanted extra time. Okay? Always ask for more time.

[00:11:26] Last night I gave a talk. I thought I was going to have 30, but I ended up having 50 because they knew I'm happy to take as much time as you'll give me, okay?

[00:11:35] And what does that mean? That means I can do a more interactive program, which means -super tip alert, super tip alert - that everybody in the room now feels seen, heard, welcomed, included, valued by me as the speaker, because I can go around and talk to everybody.

[00:11:52] **By the way, what I just said, this is how we want every audience member to feel when we're speaking.** We want them to feel seen, [00:12:00] heard, valued, included, welcomed, know that they matter. And this is what you can do when you have a good amount of time.

[00:12:09] Okay. So now you've got clarity on who you're talking to, but there's a couple other key questions you're going to ask before you are a yes. **My friends, I know you want to get bookings, but let's get the right bookings.**

[00:12:23] **First question: what else is happening at this meeting?** Because you know what? This is before I used to ask this question, sometimes I would think I'm the only speaker. I show up, they got two or three speakers. I'm not interested as much in doing panels. Panels limit your time. And usually when you have a panel, you cannot do the next important thing, which is make an offer, okay? You want to ask, "if I'm going to give you my VIP time and I'm not charging you, may I invite them to my next workshop? May I invite them to have a conversation?" whatever it is.

[00:12:58] Now, if they're writing you a big check, they get to determine whether or not you make an offer. **If they're not writing you a big check, then you have to evaluate, if they say no, whether or not that's worth your time.** Everybody hear me on that?

[00:13:14] Now, there are ways to do it when you can't make an offer. You can say, "Hey, get my free thing." These days I'm giving away my geo-targeting video, which always people are very interested in. That gets their email address. And that allows me to follow up with them.

[00:13:29] By the way, super tip alert, super tip alert. **I always take a picture of the screen.** It helps me put names with faces. For example, if I've got a Sheila Jones in the room and then I'm going to go and friend her on Facebook or connect with her on LinkedIn. I want to see which of the 50 Sheila Jones it is. And that's why I need her picture.

[00:13:54] **By the way, another super tip alert.** After a speech, I look at that picture [00:14:00] of all those smiles in the squares on the screen, and I see who there do I want to connect with more? And I'm going to friend them on Facebook or connect with them on LinkedIn. Always take a picture of the screen.

[00:14:13] Okay. Next thing, let's continue. So now you know when to say yes, when you want to be a yes. Because here's the thing you want to only have the right bookings. Because if you have the wrong bookings, then you don't have as much time for the right bookings. Right, everybody? Okay. Good. Bing, bing. Take a deep breath. Ah.

[00:14:34] Next thing. **Do you have goals for speaking?** If you do not have goals for speaking, I want you to get some goals for speaking. **And my recommendation is, right now, you are speaking at least four times a month.** And why are you speaking at least four times a month?

[00:14:52] Because it is a gold rush right now. Gold rush! You don't have to leave your living room. You can speak all over the planet. If you are not focusing on getting at least four bookings a month, I'm inviting you to set that as a goal.

[00:15:07] Now. " Okay, Caterina, I've got my goal. I'm ready for some bookings." Next thing.

[00:15:13] **Do you have time set aside on your calendar for reaching out to get some bookings?** Because everybody, it will fall by the wayside, because you have sales calls to make you have clients to serve. **I'm inviting you to put some time on your calendar every week for getting booked.**

[00:15:32] Now. Another super tip alert. **This is also something that other people can help you with.** You could have your virtual assistant or somebody on your team help you with research and help you with sending out emails about getting booked. Somebody could help you with filling out forms to be a speaker, a lot of them have speaker applications. All of that is something you can get some support with.

[00:16:00] Because guess what, my friends? None of that is the highest and best use of your time. The highest and best use of your time, my friends, I'm going to tell you right now, speaking or teaching, selling, serving your clients, strategy in your business, running your business, like a business and number five self-care. That's your job.

[00:16:23] Getting booked for speaking is not necessarily your job. If you can have somebody help you. Kay, I give Kay a list. She does reach outs for me. If they want to book me, then I have a conversation with them. But sometimes I don't even need to have a conversation with them because they've looked at the speaker sheet, they've looked at the video.

[00:16:42] I have another fabulous lady named Sherry who helps me get booked for bigger stages. And I pay her for that privilege. I pay Kay to help me. I'm investing in my speaking marketing through Kay, through Sherry. And as a result, the time is off my calendar. I still book myself also, but **having the additional support is great. This is something I want you to consider.**

[00:17:06] Okay. Now everybody take a deep breath. Here's what I want you to know. 90% of my speaking is coming from bookings that I am cultivating myself. Even after all these years. Yes, I get some speaking requests, but I'm still reaching out way more than people are reaching to me.

[00:17:27] Here's what I want you to know though. Not only are 90% of them self-generated, but the other thing I want you to recognize is 90% of them are from personal connections. So, for example, my friend Lee, I'm saying, "Hey Lee, you, I know you belong to the XYZ group. Who's in charge of booking speakers over there? Can you give me a warm referral? Can you warm them up for me?" I'd say, "Hey joy. I see you're in charge of X, Y, Z group. Are you all booked for speakers this year? Can you help me get booked over there?" Okay?

[00:18:02] I'm making the requests. I'm using my network. **Use your network to keep your calendar full.**

[00:18:11] One of the things I also do, this has gotten a lot of bookings this year and always. I have a group of three other speakers. We all speak on different topics. We

meet once a month, and we share leads. And we talk about, "Hey, I just spoke here. Have you spoken here? Hey, is this group good for you?"

[00:18:30] And then after the meeting is over, **we don't just share leads. We make introductions for each other.** Now this is something I would encourage you to do. I've done different configurations of this over the years. And this is one that has been very effective for getting more bookings.

[00:18:50] **You're partnering with other speakers that speak on different topics than you, but they have a similar audience.** For example, Julie, [00:19:00] we call her the brain lady. So, she talks about how your brain works to be most effective and most productive, okay? So, Julie can talk to any group I talked to, I can refer Julie. Nancy talks to people about how to get your online course created, okay? Any business group I talked to Nancy would be a great speaker for that.

[00:19:21] So I want you to begin to **cultivate your own speaker partners who you can share leads with and meet monthly and share leads for where you're speaking.**

[00:19:33] Okay. Bing bing. Now, another super tip alert. **We want rinse and repeat, we want grab and go,** okay? You don't got to get 40 hours ready for a speech. I can talk three times a day because I'm grab and go. I don't even got to go any voice. I'm not even grabbing anything anymore. I'm just turning on my Zoom and doing my thing and I can do it all day long for five days and have it be fabulous because not only I've done it so much.

[00:20:03] But I'm not talking about 25 different things. When you're talking about 25 different things, that's going to take a lot of preparation. What we're looking for is rinse and repeat.

[00:20:12] And by the way, let's just sidebar here, **because one of the ways you get your calendar booked is to book yourself solid with your own thing.** And last year when the pandemic hit my town, San Francisco, I told my ladies when I refer to my ladies, I mean all of my VIP clients. I said, "it's time for you to start doing your own virtual thing." They all started. Many of them had their best year ever.

[00:20:39] When you host your own Zoom thing, when you host your own Clubhouse, you get to showcase your expertise. And that's what builds influence everybody. **Let me remind you of the influence equation: visibility plus value plus consistency equals influence.**

[00:20:53] And I don't want you to wait and get ready to get ready to begin to think about getting, going. Let me say that again. I don't want you to get ready to get ready, to begin to think about getting going. **I want you to get an action and do it now because that's how you expand your network.**

[00:21:09] And it is about service. It is about bringing your massive value. And that's what I want to encourage you all to do.

[00:21:15] **And here's the format that I would like to recommend that you follow.**

[00:21:20] What you do is you host a one-hour thing and what is a one hour thing? It is a workshop on whatever it is that your expertise is that matches what you sell. You host that one-hour thing. Then you invite them either to a conversation with you, or you might invite them to a three- hour thing. At that three-hour thing, then you're going to invite them into a bigger program or bigger consulting or whatever you've got.

[00:21:48] Now, **there are three kinds of people that you want to invite to your virtual thing.** You want to invite, of course, potential clients. You also want to invite clients. Why do you want to invite clients? Because they warm up the room for you.

[00:22:06] And the third category, you invite influencers. Influencers are people, that can book you for speaking. They are people that can have you as a guest on their podcast. There are people that could host you in their clubhouse room. People that have a big group on Facebook, where they host Facebook lives with guests. Influencers. People often forget about the influencers.

[00:22:32] So everybody, if you're not doing a Zoom thing, run, do not walk to get started on that because that will support you in massively monetizing your speaking. By the way, for example, I did my talk today, one hour this morning, Selling with Ease and Authenticity. Last month when I did that, I invited ladies to come, who wanted to book me or were thinking about booking me for one of the groups that they run.

[00:22:58] What happens? They come, they come to your zoom thing. They love your talk. You're going to get insta-bookings. **And of course, at those events, you let people know that you're looking for more bookings and you will get insta-bookings.**

[00:23:12] All right. Yay. Okay. Now I'm going to keep the party moving. **So what we said here was that you're going to use your network be loud and proud.**

[00:23:21] **Here's the guiding principle, my friends be loud and proud that you are a speaker.** And what does it look like to be loud and proud? Of everybody right now, I'm going to give you the loud and proud challenge. Because the louder you are, the more bookings you're going to gain with ease.

[00:23:37] Now, first of all, we've already discussed that you have "speaker" on your profiles. That's being loud and proud. You have your speaker page on your website. That's being loud and proud.

[00:23:48] Here's the next one bing, bing, bing. **Have you sent a dedicated email to your list?** Great time of year to do this. I know you send other emails to your list. Have you sent an email to your list saying, "Hey, my friends, I want to let you know that I've been doing a ton of speaking and here's the three topics that I talk about. And I'm looking for groups of who your target market is to give these talks to what groups can you connect me with?"

[00:24:22] **Now, I will tell you something, you do this, you're going to get some insta-bookings.** Most people don't do this. And I'm inviting you to do it, because this is what loud and proud speakers do. Your people that are on your list will be blissing to know that you're available.

[00:24:39] Okay. Next thing. When I teach my classes on how to get booked for speaking, or even when I teach my yearlong mentorship program called Expand Your Fempire with some of my ladies, we took 30 minutes to do what we call a **booking blitz**.

[00:24:58] A booking blitz is where you get together and you say, okay, we're going to focus on getting booked. And then you start picking up the phone and opening your Facebook and email, and you go as fast as you can to do some reach outs to get booked.

[00:25:15] Here's where we always start. And this is something I'm going to invite you all to do immediately following this call. **You go to your Facebook page and your LinkedIn page, and you'd make a post just like this. I'm going to give you the language right now.** Hey, my friends. Now, that's how I would say. If you would say that, you write that. I have a great talk on X, Y, Z. For me, I would say Selling with Ease and Authenticity, I'm looking for groups of XYZ, whatever your target market is. What groups can you connect me with?

[00:25:55] Not what groups do you know of, because then they just start to put groups there, but they're not giving you an introduction. **What groups can you connect me with?** As a result of this, you are going to get some insta-bookings. Let me tell you something. I told you, I just did this on Wednesday with some of my ladies by the end of the booking time, which was 30 minutes, one of my ladies got three insta-bookings.

[00:26:23] I have seen ladies get six bookings. I have gotten Facebook messages from ladies that said, "Hey, Caterina, I came to your thing. You told me to post on Facebook. I posted on Facebook and I got crickets. But you know what? Now it's two weeks later and I just got a call from this company that asked me if I was available. They said they saw it on my page and I just got a \$500 check for my speech."

[00:26:50] This is what loud and proud speakers do. And I'm inviting you to every week, do it on a different platform. Every week, do it on a different platform. Be loud and proud.

[00:27:04] Now here's the other thing. **Every time you give a speech, are you taking a picture? If we're talking Zoom right now, are you taking a picture and then are you posting after? Being gracious, thanking the host.** Thank you to Sheila Jones, who recommended me to the XYZ group. Where I spoke on always list your topic. Super tip alert, always list your topic. As a result, then you say, "what other groups of, whoever your target market is, can you connect me with?"

[00:27:36] Let me tell you something. I have gotten many bookings this way. I've given radio interviews on this and I've had ladies message me later, Caterina that works. This is what I want you to embrace.

[00:27:48] Okay. Great. So, my friends, those are some things that loud and proud speakers do.

[00:27:53] **Here's the other thing that's going to get you a lot of bookings - being a great speaker partner**, okay? Let's be very clear. All the meeting planners talk. So, what do I mean by that? Do not be the diva speaker. Don't be the primadona speaker. What I mean by that is when I get the booking, you know what I do at the time of the booking? I send my photo, I send my bio, I send my information on my topic at the time of booking.

[00:28:23] Because then that person doesn't have to track me down, even if for the booking six months from now. I don't want to miss that email later cause I'm not "miss email." they got everything they need right in their hand for when they need it.

[00:28:36] Also a good speaker partner promotes their event. You are loud and proud about their events. **You are helping them any way you can. You are promoting and you're not being a diva speaker.** Meaning, Hey, you don't want to have PowerPoint? Great. I don't need that. You don't want to get me a microphone? Now if it's a big room, I need a microphone, but if it's a small room, no problem. I'm going to bring my own water. I cannot tell you how many times I've gone to a venue, they don't even have water. By the way, **speakers don't drink ice water. You drink room, temperature, water.**

[00:29:11] So that's why you bring your own water. Do not be a diva speaker, be a great speaker to work with.

[00:29:17] And you know what else you're going to do when you get there? And this is for live and virtual. **You are going to ask for the rebook, the insta-rebook, before you leave.** I wish I was doing that the last 28 years.

[00:29:30] I've only been doing that like the last couple of years. When they say, "That was great, Caterina." I say, "Great. Would you like to book me same time next year? Or would you like to book me right now? We're in the spring. Would you like to book me in the fall?" **And I cannot tell you how many times I get the insta-rebook and you will too.**

[00:29:47] Here's the other thing, let's take it one step further. When I reach out to a group via email, via Facebook, via LinkedIn. I know when their meetings are. Let's say, I know they meet the first Monday of the month. I have looked at my calendar before I even reach out to them. I say, "Hey, I see that your meetings are the first Monday of the month. Here are the dates I'm available for the rest of the year when I can come speak to you."

[00:30:16] What does this do? **It means that there's less back and forth. And as a result, this is going to get you more bookings.**

[00:30:25] All right. I got more tips for you on how to get booked. So next thing my friends make a list of your favorite clients current and past. **And you want to talk one-on-one to those clients. And you want to say, "Hey, VIP client, what groups do you belong to? What groups do you go to where I might be a good match for speaking?"**

[00:30:52] **And as a result, you ask them for an introduction. And again, this is going to support you in keeping your calendar full.** You want speaking champions, you want people that are on the lookout for you. And, of course, you always send a thank you gift. And the thank you card. You know, if we were in the fundraising business, we would say, thank you seven times.

[00:31:17] You say thank you publicly. You say thank you privately. You send a note. You send a small gift. Thank you so much for your support.

[00:31:25] One of my clients just referred me a couple months ago to a group. I did a webinar, there was 160 people on the webinar. I've already gotten a client from that. Do you think I'm not blissing and saying thank you on Facebook? Thank you on LinkedIn. Thank you with a card. Thank you with a gift. Thank you with a phone call.

[00:31:47] **Remember the fundraising. Thank you seven times.** What does that mean? Probably I'm going to get more bookings, but you can never have too much appreciation and acknowledgement of people that help you get booked.

[00:32:01] The next thing I want to say to you is that there are these sites, Eventbrite, Meetup, where tons of events are listed. And there is no reason why you cannot **look at event, find an event in the future that you think is a good match for you.** Reach out to the organizer. And ask them if they've booked all their speakers for that event, or if they are looking for speakers for future event.

[00:32:29] I have gotten bookings this way. Other people, I know that I've taught this to I've gotten bookings this way. There is a lifetime supply of opportunities for you. It takes time.

[00:32:41] Now related to this is you got to **put together an Excel spreadsheet or some other system that you use to keep track of the events that you've reached out to.** And also, because you want to keep track of them so that you can ask for the rebook. If you didn't ask for the insta-rebook, you can ask for the rebook for next year.

[00:33:03] I have many groups that booked me the same time every single year. That's what I want for you. I have many groups that booked me twice a year because I have asked them if I can come back in the fall. You don't have to wait for a whole year, but you need a way to track all of the leads. Also, because a lot of groups are volunteers so that means that the meeting planner or the speaker coordinator changes. You want to keep track of that as well.

[00:33:35] Okay, my friends. You know, sometimes people are not doing speaking because they feel like they're not great speakers. And when we're talking about Zoom, when we're talking about Clubhouse, people are not caring if you have an "uh" or an "um." what they care about is what solutions do you have for me? How can you help me? **And let's be willing to bring our massive value.**

[00:33:58] **Even if you don't feel like you're a great speaker yet, that's okay.** Tony Robbins' skills not required. But I do want to encourage you to wear your CAPE: Certainty.

Authenticity. Positivity. And enthusiasm. That's what I teach my ladies. They all know. Wear your CAPE certainty, authenticity, positivity, and enthusiasm.

[00:34:19] **Okay. My friends love to you. Hope to be with you again soon. I don't want to say goodbye, but it's time to go. Love to you all.**

We hope you enjoyed this episode of Expand Your Fempire with Caterina Rando.

THRIVING *Women* IN BUSINESS

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