

003 - Finding Your Voice

Announcer: Do you dream of living as a speaker, writer, or performer? Do you want to learn to communicate with clarity, focus, and power? In each episode you will learn the secrets of dynamic communication so you can make a living doing what you love.

Welcome to the Art and Business of Public Speaking with your host, who, for over 30 years has helped men and women build exciting careers, Ken Davis.

Brian: This is your cohost Brian Scheer for the Art and Business of Public Speaking, where we peak behind the curtain to discover how to create, grow and maintain a successful career as a communicator. Today the interview we're bringing you is with a friend of ours who is a marketing genius and who has worked with the likes of Tony Robbins, Harley Davidson and even Facebook for Dummies.

Ken: She helped write that book.

Brian: She sure did. And she always and consistently provides great content, quality content for her followers. And we are a big fan of hers. Ken, tell us a little more about Amy Porterfield.

Ken: She is one of my favorite people in the whole world and has helped us as an organization tremendously. Again, the question comes, well, wait – this is a Facebook expert. This is a social media expert. What does that have to do with the Art and Business of Public Speaking?

Well friends, underline the word Business. Because if you don't have a successful business doing your art, you won't be doing your art very long. And if you are a public speaker, she will show you – or if you're an entertainer – whatever it is you've got to deliver, she will show you how to use social media, particularly Facebook, to generate the kind of income that will allow you to keep doing what you'd love to do, and make a career out of it.

Brian: Not only income, but also interest to keep things going and constantly feeding that pipeline so that you can do the next project.

Ken: That's right. Listen closely. This is good stuff.

Amy: Don't make me laugh. I don't know if you should have that video camera on because I already want to laugh.

Ken: That's okay. All right. Here we go. Amy Porterfield, what a delight to have you with us today. Amy is on Skype with us, and she looks so fantastic this morning, and boy, you're a great friend. Thank you for being on the Art and Business of Public Speaking.

Amy: I am so delighted to be here with you, so thanks for having me.

Ken: You know, I first saw you, Amy, at one of our conferences, and you made a presentation that was pretty life changing for me. And when we started talking about developing this

podcast, you were one of the first names that came to my mind because I figured, if someone can get through to me, they probably can get through to anybody.

But I want to talk about your past, first. I want to let people know that you've got some pretty amazing credentials. You worked for Tony Robbins. I mean, this guy is the guru of gurus. What was that like? What did you do?

Amy: Oh my gosh. It was crazy, crazy wonderful. I was the Director of Content Development. So basically what that means is I got to travel the world with Tony and his team, and work on the content with a small team of my own that developed content for his stage presence, and for his audio programs and his workbooks and everything he did, I got to kind of get my hands in all that content. So it was a pretty awesome experience.

Ken: What is your educational background that led you into that?

Amy: Well, I majored in communications, which is kind of like an easy way to get through college. But basically I've always been in marketing, and I've had an interest in creating content and writing and all that good stuff. So all of that kind of lent itself well to the position.

Ken: That's amazing thing to have on your resume. And then, you wrote a book for me.

Amy: For you!

Ken: Yes! *Facebook for Dummies*. That was for me! Tell me about that. How did that come about?

Amy: So this is really cool, speaking about creating content and all that good stuff, so when I went out on my own after I worked with Tony Robbins I started a consulting business for social media. But what I really wanted to do is create online training programs. So I started to create a lot of content around social media and started guest blog posting anywhere someone would take me. And I talked a lot about Facebook marketing.

Well, somebody at Wiley Publishers got wind of my content, and someone had recommended they take a look, and so they liked what they saw and so I always say, guest blog posting, getting your content out there – you never know what might happen. So I got a call from Wiley. I remember I was at the dentist office sitting in their thing and thinking this is a joke. Someone's playing a joke on me. But it really was a real, true thing, and I got to write a *Dummies* book all about Facebook marketing with two co-authors. And it was an awesome experience.

Ken: And of course, considering - well, there's one other step here first. There's one other step. Then you worked for Harley Davidson.

Amy: Oh yeah. So that was before Tony Robbins. I worked for Harley Davidson, and that was awesome because my dad was a little bit wannabe biker back in the day, so it kind of got me interested. And working with Harley Davidson, you're working for a company where their fans tattoo their logo on their bodies. We're talking fanatics. It was a great place to learn about storytelling and nostalgia, and really just understanding your audience.

So I went from Harley Davidson to Tony Robbins. That was a very weird transition. Kind of a little bit of a shock, but that's kind of how it all worked.

Ken: That is amazing. And I know the people that are listening to this podcast can tell by the sound of your voice that you are a pretty enthusiastic young woman. And that's kind of what came across to me, too.

Now, we sent you a little questionnaire, and we asked you, what was one of your biggest struggles first starting out in your career? And you are an expert in the whole Facebook field. We're going to talk about this a little later, too, how you have helped us in that whole area.

But you faced a struggle that speakers, writers, anyone who dares to step out from - how would you say - working for someone else, and doing their own thing and finding their own voice. Tell us a little bit about that struggle.

Amy: Because I had been in corporate for so long, always had a boss, always was behind the scenes, I then had to come out from behind that curtain and put myself out there. And it was so scary. And I often say that I almost felt like I was a fraud. Like who am I to be up here on this stage, talking about this stuff? And what do I really know that other people don't?

And so there were a lot of confidence issues I kind of had to struggle through and a lot of kind of negative talk in my head that I had to really push away in order to get the courage to get up on stage and do what I do. So I definitely struggled with coming out from behind the curtain once I had worked at corporate for so long.

Ken: You know, Amy, that that fear is not unique. It is something that every one of us faces at some time in our life. I love the way you put, "I felt like a fraud." Like, there's people out there that know so much more than I do, and what if somebody finds out how afraid I am or how little I really know.

Amy: Yes.

Ken: Does that resonate again? Does that stir up some demons?

Amy: Oh my gosh, why are you going there? Is this Oprah? You're going to make me start crying.

Ken: No. But, you also, in your questionnaire you answered this. You said, thank goodness I pushed on. Tell us a little bit about the joy, and maybe still some of the responsibility and weight that comes with working for yourself. So we have all of these wonderful people listening. Some of them want to be speakers, some of them want to be writers, some of them want to be better at what they're doing. Some of them haven't let go of that safety net called a job yet. Tell us about some of the job and responsibility that comes along with that.

Amy: You know, I love this question, because right before this interview I was downstairs with my husband and we were outside picking up dog poop, to be quite honest. I forgot that that's why we were out there.

But we were outside and we had this amazing dream home. Amazing home that we love. And we looked around and he said to me, Amy, I love our life so much. We're so lucky. And I said back, I know. Every day I can't believe that this is our life. Well, here's the deal. We haven't been in this dream home for very long, and we lived in a little condo and had a really – money has been always tight as I built my business.

And so I tell you this story because it's been a journey for sure. But it has allowed me to live in a home that I love, and stay home when I want and travel when I want. And call the shots, and be creative and touch peoples' lives in the way that I want to. And cash flow is no longer an issue because I have been able to create a business by my own design. I know how it works. I know what to do. And that hasn't always been the case.

The first two years were really, really hard coming out of corporate. But the freedom it allows me and the possibilities and opportunities and flexibility. I have truly created my dream life and I never thought I'd say that.

I remember being in corporate thinking, what would I do on my own with my own business? I don't even know what I would create. You don't know what you've got until you push yourself out there and say, all right. I'm doing it. And you stand up on the stage, let's say, and you're still scared, but you still do it. And you're right. It comes with a lot of responsibility as well.

I feel really responsible to my audience that I continue to deliver impeccable content. I'm constantly working on my stage presence and what I do in my webinars and how I deliver my content. But it definitely is a pretty amazing life I never thought I'd have.

Ken: Do you find – and that is so true. I can remember thinking that so many times. Just saying, thank God that I have this wonderful opportunity to be my own boss. To be able to go – especially to be able to reach for the things that I believe in. To be able to touch people's lives the way I want to touch lives. That is just an amazing thing.

But, do you ever find that you are the toughest boss you ever had?

Amy: I'm so mean! Yes! It's ridiculous. My boss makes me work weekends and late nights, and she needs to take a chill pill sometimes. So it's funny, because when I worked with Tony Robbins, I never thought I'd work more hours than that. We're talking, sometimes there were a few instances where I didn't leave the office and was in the same clothes the next morning at Tony Robbins. There's just like those crazy situations that happened.

However, I work more hours now as my own boss than Tony ever made me work. And I never thought that was possible. So I have to say, it's tougher, but at the same time, I know where my limits are and I know I can change that. If I want to say, okay Amy, you

need to stop this. No more weekends. There's a way I can work around that. That's the flexibility I love.

Ken: Wow. I love that. Now you talk about the fact that blogging, writing a blog post, working Twitter, being on Facebook, doing posts on Facebook – there's a parallel between that, and it's kind of like a version of public speaking. Talk about that a little bit. I really like that idea, because we want – even though the title of this is the Art and Business of Public Speaking, we want this to benefit people who communicate in all forms as well. So talk about that a little bit, about how you see that.

Amy: The way I look at it is that everything I do in terms of going on Twitter and Facebook, and video is another big one. Video makes me feel like I'm on stage at a live event that's got that same connection.

All of that is me getting my message out there. And if I don't learn to be clear and succinct and have a really great value-add message to put out there, and do it in a way that my audience can connect with me, whether it be a Facebook post or it's just a quick Tweet, all of that counts. And when you start looking at all of your social media and your online marketing as though I am on a stage, and it is my responsibility to deliver impeccable content in a way that my audience will connect, that's the way you want to look at things because it allows you to really propel yourself forward and give you that authority that you're looking for. It all matters.

Ken: And I want to tell you, you do a great job at this. I'm going to tell the audience a couple of ways that you have touched our lives. And by the way, you've been at our SCORRE conference, so you know that my mantra is this. It always has been, it always will be. Until the audience is engaged, until you touch some point of their need, communication really hasn't happened.

You did a webinar and you know me well enough to know that I am a flake. Some people will say you did a webinar called the Advanced Use of Facebook for People Who Have Finally Come Out of the Dummy World. But I'm not like that. I go, you did a webinar, one of those talking things, you know?

I will never forget. I watched it – I think your picture might have appeared, but it was your voice. Very enthusiastic voice along with some great graphics on a Facebook course. Here's what happened. You delivered in that talk, in that webinar, and we're going to offer, by the way, one of these, free, to our listeners at the end of this program because you have been gracious enough to do that.

At the end of that webinar I had two things. I had information that if I had shut off the computer and started right from there, I had information that would get me started using Facebook to help promote me as a speaker, to help promote the information that we have, to gather emails and so on. That was absolutely fantastic. But I had something else.

Amy: What's that?

Ken: Well, you had described a package that you had. And you described it in pieces. If I'm not mistaken, it was DVDs. And each DVD had a section of a training on this Facebook course where you could go further. And then after you named each one, you told me what that cost, and I thought, well that's great. Amy, this part of me you don't know. I am tighter than a rubber band wound up on one of those little toy air planes.

Amy: I didn't know that about you!

Ken: Yes. So we got all of these listed up, and I was adding them up in my head and by the time I got to the end, I went – I don't know if I'm ready to make that commitment. And then you'd offered them all together at a price that I could not turn down.

Amy: Love hearing that.

Ken: So you do this expertly, and I hope – I want to encourage you in this. As a speaker you say that you're more a Facebook trainer and you do blogging and all of that. I want to tell you, as a communicator and a speaker, I've heard you in both, you are really excellent. You do an excellent job. You know what you're talking about. You bring great value to people. And that's what communication is all about.

Amy: Thank you so much. Coming from you, that means a lot. Because I went to the SCORRE conference, as you know, and watching you on stage, I thought, there is no way that I could ever do what you do. You grab people's attention instantly, so I really appreciate you saying that, because I learned so much of what I do from that SCORRE conference. So thank you for that.

Ken: Well, here's something else you did. You made an old man cry. Do you remember that?

Amy: Oh my gosh, I remember that, but I didn't know what was happening in the moment, so you had to come back and explain it. But that touches me every time. It just made it all worth it.

Ken: I saw you turn to your friend – you know when you have a social engagement of some kind or you meet with people that you admire, and then you walk away going, you stupid idiot. Are you crazy? Right now she's calling 911.

Amy: I thought you were laughing, but you weren't.

Ken: No, I was crying. And I cried because of a phrase that you used. And I would love to have you tell the people that are listening to the Art and Business of Public Speaking – this podcast today – a little bit about that. Because I cannot tell you the number of people who do go into business for themselves. And then become a slave to that boss that we were talking about, and miss out on living, because they're so busy trying to make a living.

Here's what you said. You showed a little picture of yourself in a hotel room, and you looked pretty ragged in that picture.

Amy: Yes.

Ken: And our audience doesn't know this, but Amy Porterfield is a beautiful young lady, but she looked tired and worn. And then she said this. "I am so glad that I don't have to worship at the altar of hustle anymore."

Amy: Yes.

Ken: And Amy, next year I'll be 70.

Amy: Really?

Ken: Yes. Boy, I'm so glad you said that.

Amy: You look 21, mister.

Ken: That's why I say, next year I'll be 70, because I don't want to tell you what I am now because you'll probably say, oh yeah, that's about right.

But I had given in to my pressure. I could blame my staff. I could blame the people around me. But really, I'm the boss. I'm the one who has the ability to say, here's what we are going to do. Here's the pace we're going to work at. Here's what our goals are. But I was feeling so overwhelmed by what was coming down the pike.

And when you said "I don't have to worship at the altar of hustle anymore," to me the word hustle has all to do about sitting on some airline seat for hours, going and going and going and not being home. And what you talked about in the area of allowing tools like Facebook and your blog and so on to help sell things so that, no so you can just make more and go more, but so that you can be home to pick up dog poop. Which is an important job.

Amy: It is.

Ken: I don't pick it up. I just put the dogs out and pretend I don't see where they did it and then I let them back in again.

Amy: You must be friends with my husband, then.

Ken: Tell me about your experience there, because that was so meaningful to me that day. And I went home saying I'm in control and I don't have to worship at the altar of hustle. You know of our faith. We're not supposed to worship at any place but one altar. But I had changed it. Tell us your story a little bit there.

Amy: So it's so amazing that you were impacted by that speech, because it was the first time I got up on stage and started out with a quick story, which I never even knew how to do that before I started learning what to do on stage. It makes such an impact on me that it worked and it actually touched you.

Because the story I was telling, I was on planes and trains and automobiles and all that good stuff, running ragged trying to build my business. And, as an entrepreneur, the word hustle is used everywhere. Like we should be really proud that we are hustling our buns off to make this work. And that meant time away from my family. My health started to definitely take a hit from that. And I wasn't happy.

So what I decided was, I'm going to start using Facebook to really streamline my business. Put my programs on automation and start doing less travel and more at home working on the stuff I love to work on. And when I realized, I don't need to hustle, holy cow! Things changed dramatically for me because I started to enjoy the business I had started. I was not loving this business I had created.

So this no longer worshipping at the altar of hustle changed things dramatically for me.

Ken: That's great. Isn't it funny that oftentimes when we experience the freedom of going out on our own, there's a real temptation to becoming enslaved to something else altogether. That was a special day for me. And I want to publicly thank you for that day right now.

Amy: Thank you.

Ken: Now, I'm going to say a word. And this word is going to push your buttons because you really love talking about the importance of this word. And so I want you to talk about why it's important, for a speaker, for a writer – whoever it might be – and then once you get done with that, I'm going to tell you a little story and we're going to have you give a tip. I'm like I was in the fifth grade. I've got Amy Porterfield on a podcast. This is great.

Here's the word. Are you ready?

Amy: I'm ready.

Ken: Email.

Amy: Ooh. This is a big one for me. Big one. So here's why this word is such a trigger. I thought you were going to say Facebook, and I thought, well, I'm more excited about email. So, email marketing is huge. Huge, huge, huge. No matter what you do. Speaker, coach, consultant. You have online training programs. Whatever it might be. Because the energy of your business, no matter what you do, the energy of your business is directly tied to the strength and quality of your email list.

And as long as you have a list, you have a viable business. You have people that are paying attention that you can reach out to and that hustle goes away. You're not hustling for clients anymore. You're building your email list, creating a relationship with them in a more intimate way than social media will ever do. And you're getting into their inbox regularly, saying hello. Connecting. Giving value. And then, eventually, promoting.

So that's why I'm so passionate about it. I think it's a way to allow you to build real relationships with your audience.

Ken: And I'm going to back up your story with a testimonial.

Amy: Okay, tell me.

Ken: I've been around long enough so that, there was no email when I started.

Amy: That's just crazy. I love that.

Ken: But I did something that nobody else was doing at the time. And I talked to people about it. I collected mailing address – snail mail addresses. Everywhere I went I passed out cards, and then we would give away some free stuff to people who signed those cards. We would pick one out of a basket, or pick five out of a basket and give away some free product.

But the time email came along and I was quizzing my staff on this, and these numbers might not be exact, by the time email came along Amy, I had 40,000 people on my mailing list.

Amy: Wow.

Ken: Now, think about this. Do you know how much it costs to mail a piece to those 40,000 people? It was close to \$40,000.

Amy: Good point.

Ken: And then, you had to maintain that mailing list. Half of those people we found out were dead. Some of them had died 25-30 years ago and we were still mailing to them. It was just amazing.

So we finally, finally realized the importance of email. And I don't remember when we did this – I'm talking to my producer now – was this after Amy, or before Amy that we switched over? Because that's the way we look at all of life, Amy.

Amy: I like that.

Ken: AA or BA. After Amy or Before Amy. So we switched over. We lost all but about 4,000-5,000 of those names. It didn't matter. We made more using email on the 4,000-5,000 than we did on the 40,000.

Amy: I love to hear that. I love it.

Ken: And now we're almost back up to where we started, only now they're email folks, and they have become fans. So your material is so great, and like I said, we're going to show people how they can get your free webinar after this program is over.

But I want to close out by asking you to give our speakers and our writers and the folks that listen to this podcast regularly, give them a couple of tips that they can take with them. We ask each of our speakers to do this, and it's your turn.

Amy: Give them a couple tips. Okay. So the first thing I'd say is, no matter what you want to do with your speaking, whether it be webinars or on stage or just do social media and especially your writing and your blogging, you want to have a lead magnet. Something of great value that you can give away. A cheat sheet. A check list. A blue print. Keep it simple. It doesn't have to be elaborate and it shouldn't take you a lot of time to do.

What's some of the best stuff you have? The questions you get all of the time. Turn that into a really great free, valuable resource. And then start using it on social media. Post it on Facebook and Twitter and Instagram. You can spread it everywhere, letting

people know I've got this great free, valuable content that you can get for free in exchange for a name and email.

Now. To take it one step further, you can build that into a little, simple funnel where you use Facebook ads and get out in front of even more people than you can ever imagine. Targeted people, and have them actually join your email list, because they see your ad in their newsfeed and they want your freebie.

But from there, just remember that what's most important is what happens afterwards. Once they join your email list, communicate with them on a weekly basis. One simple email giving value, connecting, using humor. Anything you have to connect with your audience. That's what you want to do. That's where your profits and your impact are going to come into play. That email list. So don't forget, once you get the lead, to really nurture it.

Ken: See. One tip. One single tip and I'm scrambling to write down, I need to communicate more often with the people on my email list.

Amy: Once a week would be ideal. And let me tell you, I haven't always done that. Consistency is not my friend. However, consistency is what makes you a huge success. So, once I started doing once a week, you'd be amazed, Ken, how many more people open my emails, respond to it. It's crazy.

And I'll tell you this one quick little tip if you have a podcast. What I do is I email a link to my show notes – every week I have a new podcast – so I email my list. And when I do that, oh my gosh. I am so much higher on the ranks on iTunes because people are at one time checking out my podcast. And they're opening my emails more and more because it's a weekly thing. So use your podcast content as your weekly email.

Ken: You are a rock star, girl. A rock star. Thank you.

Amy: What I love is that I can see Ken right now, and when I gave that quick little tip he looks to his team like, "Are you doing it?"

Ken: That's right. I have a small weapon pointed in their direction. That is so true. And of course, I can't see you.

Amy: I told Ken I would not turn on the camera. He did not warn me. I am a woman. There's no makeup, the hair's not done. It wasn't happening.

Ken: Well Amy, thank you so much for joining us. Once again, every time I see you, every time I hear you speak, it's just a real pleasure. And I hope you'll come back sometime. And if I can ever serve you in any way, I'm all over it. Because you have been a real personal blessing for me. Thank you, my friend.

Amy: I'm so lucky to call you a friend. Thanks for having me. I appreciate it, Ken.

Brian: Well, there's a lot of great stuff in that interview.

Ken: Yeah, I know. And again, I always pick out the thing that rings my bell. And it is email. This thought ran through my mind. Take names and kick butt. And I mean that in the kindest – I don't mean that in a salacious way. I mean, that's what it's all about. If you can get a person's email, you can let them know what you've got coming down the pike. You can let them know about the products you have available. The services you provide.

So many times we tend to attach some kind of negative thing to the business part of this. Or to promoting ourselves. If you believe in what you've got, then you've got to promote it, or you don't believe in it.

Brian: Even promote – I would even say, you've got to have somebody to tell about your product. If you don't have any emails, there's no way to say, hey, I'm open for business. Come on in.

Ken: You gotta have a market. Without a market you've got nothing. You might as well draw pictures for yourself, give speeches to yourself. Take names and kick butt. Email. Email. Everywhere you go, gather email.

Brian: Amy launched a new program this year. And this program is one of the best out there on Facebook. It's called Jumpstart Your Facebook Marketing. Jumpstart teaches easy to implement strategies to grow your online presence and boost your fans, leads and sales on Facebook. This is something that is an essential for anybody who is creating your business in the realm.

Ken: It works. It absolutely works.

Brian: You can find more about not only that program, but also you can have all of our show notes from this podcast and others at dynamiccommunicators.com.

Ken, what's the Road Tip from today's show?

Ken: Well, Amy gave us a Road Tip. She didn't say it online, but she wrote us a little Road Tip, and I really like it. She says, call home often. Don't be afraid to send a text, a quick voicemail, anything that connects you with your family and helps you get a good night sleep.

I think that's that true. There's nothing more calming for me than to just call home and find out the things that I need to do when I get there. And what I didn't do before I left.

Brian: Well, I have a family myself. I have four children, and one of the things that I love about Apple is FaceTime. Able to see them whenever I want, almost as if I'm there.

We've spoken a lot about SCORRE, our SCORRE conference in the past, and we have one coming up in the fall in October as we've mentioned before, in Beaver Creek, Colorado. But Amy herself is an alumna of SCORRE.

Ken: This is one of the things I love about Amy and people like her. Amy and people like her are never satisfied with the status quo. She attended twice because this woman wants to be excellent in everything that she does. And that inspires me – it's one of the

reasons I was so glad to have her on the show today and we're going to have a lot more people like her as our podcast guests in the future.

Brian:

One thing that Amy did when I watched her when she was at SCORRE, she played full out. She wasn't above anybody else, she was there to be a student. She knew she was going to get her money's worth.

Please join us this October – October 26-29 in Beaver Creek, Colorado for our SCORRE conference. You can go to dynamiccommunicators.com and get more information right there.

Thanks for joining us today. We're so happy you're on board with us, and we can't wait to connect again next week.