

## CHAPTER NANCY JUETTEN

*"Believe and prepare as if the most important person was going to call you tomorrow."*



Nancy Juetten is known as the “Get Known Get Paid” mentor, and she’s a powerhouse at getting speakers on the map. Nancy shows emerging speakers and coaches how to take their place on bigger live and virtual stages so they get known and paid for their brilliant work in the world. Nancy’s expertise has been showcased in hundreds of prestigious media outlets including Bloomberg Businessweek, Fox News, and the American City Business Journals. She regularly contributes to many radio broadcasts, worldwide webinars, and live stages across the country.

**Welcome, Nancy, thank you for joining me today.**

Thanks, Maria. It's great to be here.

**What led you to become a speaker? What's your story?**

A number of years ago, I was working with a business coach and I told him that I was afraid to speak. He said, "Nancy, if you continue to be afraid to speak, one arm of your success will be tied behind your back. If you're happy with those odds, I'll help you to figure out other ways to grow your business. If you're ready to slay the fear and move on, I think that would be a really wise choice." I was not happy with those odds, and I decided I better slay my fears and get on with it, and so that's exactly what I did.

**That's awesome. I'm sure a lot of people resonate with that. What do you think most speakers miss today?**

Often speakers forget that people don't want more information. They want to be inspired, they want to be motivated. They want to remember what you said. When you can get out of your head, and into your heart and your gut, and tell real stories that people will remember, they will remember you.

**What's the worst thing that has happened to you as a speaker?**

I got invited to give a talk by a leading women's organization in Seattle, and I said, "Yes." I prepared the talk and the PowerPoint presentation. I rehearsed it in the bathroom with the hairbrush as my microphone. I thought I knew what I was doing, but I was in over my head. When I got there, I found that I was actually quite nervous, and I found that I was reading the PowerPoint, and I was not engaging with the audience. While I did the best I could, I could have done a whole lot better. My real wakeup call came when the evaluations for the speech came back from the attendees. Someone actually wrote, "I didn't pay \$45 to come to a luncheon, and \$10 for parking, to watch a speaker hold on to the podium for dear life, lean on PowerPoint like a crutch, and pray for the presentation to be over."

**Oh, ouch.**

Yeah. I'm reading this, and I'm thinking to myself, "I can either be discouraged by this and believe that I never have a career as a speaker again, or I can do whatever it takes to get better." In the years following, I took steps to get better. Last year, I got invited to speak on live and virtual stages 43 times. Every time I take the stage, it seems that I get a spinoff engagement, or a repeat engagement. If my humble beginning can be encouragement for people reading this, then I hope that it is. From humble beginnings, great things can grow.

**That's inspiring. How would you advise others to get past that nervousness?**

Be confident that you have what it takes to do it, and believe it in your heart, your head, and your gut. My husband has been with me on a lot of my keynote addresses. The night before, I always get nervous. He's told me before, "even the best professional basketball players that are going for the championship sometimes throw up the night before, because they are so committed to winning and serving and doing a great job." If you're feeling sick to your stomach, and like you might want to throw up, maybe that's a good sign that you really care about the audience you're here to serve. You just have to believe that the content and the message is in you.

**What other advice do you have for building confidence?**

Practice as often as you possibly can. If you're a reluctant speaker, you can do something as simple as set up an appointment with yourself on [freeconferencecall.com](http://freeconferencecall.com). Deliver your talk into the phone, record the call, hang up the phone, and listen back to the replay. Satisfy yourself that you know this, you've got this. You can do it.

**What are some thoughts you have around telling stories?**

It's great to paint a picture with specific details, so that people can relate. This activates the auditory, visual, and sensory areas of the brain. You can say something like, "When I woke up this morning, I could smell the brewing coffee, and it lulled me out of my bed and into the kitchen. I was pouring the steaming coffee into my cup and thinking about how I was going to open my talk today. When I walked over to the window, I saw sheets of rain and thought to myself, 'Oh, my gosh, it's raining again. How am I going to manage my hair and get myself to the television station on time?' but here I am, and I'm so glad I'm here." Just make it real for people.

**Why is telling personal stories so difficult for some people?**

Vulnerability in sharing your stories is something that takes a lot of courage to do. But, when I tell my story about going to that women's organization and getting that horrible evaluation, it makes me relatable to the audience. If any of them have been afraid of speaking, maybe my story can help them find the courage to do it, too. The more you can lean into it, the more the audience will like and trust you, and want to hear what you say next.

**How were able to move into that place of vulnerability?**

I took baby steps. I'm someone who wants to get it right the first time, and I can be pretty hard on myself. I remember being in an intimate group of people, and everyone was called to stand up to share a personal story about why they do what they do. Everyone stood up and shared these bold, courageous stories. I remember feeling so much fear. I could feel tears welling up in my eyes, and I just didn't want to participate. I figured there were 27 people in the room, who's going to notice if I don't show up? Well, the facilitator of the group noticed, and when it was my turn, all eyes were on me and there was nowhere to hide.

**Ooh, that's tough. So, what happened?**

I remember feeling very on the spot. I said, "Listen, I'll do this, but I'm going to stay seated, because that's the best I can do." I told a very personal story that I'd never shared with anyone before. It was a pivotal moment. I shared that, as a young person in a somewhat dysfunctional family, I was never seen, heard, or celebrated for what I had accomplished. It was a deep wound in my life that was still causing me pain. That was why I was called forth to help other people be seen, heard, and celebrated for their brilliant gifts. I said that, and felt very vulnerable, but as soon as I said it, everyone in the audience rewarded me and said, "Oh my goodness, what a powerful story! You are a messenger on the path for goodness and profit, and you need to share that story more often." It was a breakthrough moment for me.

**That's awesome. What effect did that have on you moving forward?**

I learned how to step up and share even more, and do it with a little bit more confidence. It has served me well, because for a lot of us, and I learned this from Jeffrey Van Dyk, "Out of our greatest wound in life calls forth our greatest gift to share." Getting in touch with that wound and finding a way to make it a gift and service to others, can make a huge difference.

**That is a brave move. What would you say to someone who's bumping up against that wall, and can't see a way to that next level?**

I would invite that person to stop, look, listen, and go within. Say to her or himself, "There's something missing here. What is in my control that I can influence, so that things will feel more complete?" Speaking is a courageous profession, especially for reluctant speakers.

**What are actions people can take to move through that?**

If it's not going well, seek out coaches and mentors who can help you uncover a blind spot that could change everything for you. Be inspired by the great speakers that move you. Keep advancing along the path to mastery by watching Ted talks and other speakers who deliver with authenticity and spirit. When I watch Ted talks, I always get inspired by people that are sharing their message and inspiring an audience, and walking away knowing that they made a difference. The more good speakers you pay attention to, the more you can emulate what's going to help you be the best that you can be.

**How has speaking helped you grow your business?**

Speaking on the live or virtual stage has been the single best and most reliable way to grow my tribe and my business, and build buzz around what I do. Sometimes, people just want to know

you. Especially, when you're on stage, being yourself warts and all, the human reaction is instantaneous. In our world, we have telephones, multiple screens, and people multitasking. When you're in front of a room full of real people, they have to pay attention. When you're doing a webinar or teleclass, sometimes people do them while they're jogging, or doing 42 other things. When you're in front of real people, the intimacy and the connection that you can make when you show up is unparalleled, and I think it took me a really long time to embrace that.

**How is live speaking different from speaking virtually? Are there certain things I need to do differently?**

With virtual speaking, you need to look into the camera as though you're looking at one specific person, like your BFF, or your ideal client. Sometimes that's very uncomfortable for people, so practice if you can. Something you can do is use Be Live TV or your smart phone, and you can record a video. Just look into the little red dot, and then upload the video to YouTube and see how it looks. Watch it back and notice, am I actually looking into the camera? Do I look like I'm having fun? Do I look like I'm connecting with my BFF? If it doesn't look like you are, then delete the video and try again. If you're doing virtual training or speaking, make sure you're in a attractive environment where what the viewer doesn't see a messy desk, with a busy bulletin board. Create a tranquil, optimistic, success-reflective environment, so when people see you, you look like the rock star that you are.

**Those are great tips. How do you have an authentic, emotional connection, as if there were a live audience there, when you're staring at a screen?**

Choose your words as if you're talking to one person, "thank you for joining me today." Instead of saying, "thank you everyone for being here, there are folks calling from all around the world. Talk to them like there's only one person. Let them know there's some intimacy and connection, "I'm really glad you made today's call a priority, I promise I'm going to pour massive value into this training and give you more than I ever thought possible, so this time that we are spending together is well worth it." Let people know that you're committed to serving at a very high level, and that this will be very well worth their time.

**That's great advice. Selling is something that all of us are doing all the time, even if we're just trying to sell our idea. What tips would you have around selling?**

Start the presentation with the end in mind. Recognize how much time you've been given, so that you use the time wisely. If you only have 15 or 20 minutes on the stage, that's probably not enough time to do a full-blown offer, where you describe all the bells and whistles of your delicious, juicy program that's going to change their lives. In 20 minutes, you can probably use 15 minutes to create "know-like trust," tell two stories that make your points, and then say, "If you love what you've heard so far, and you know that I could be the guide to get you to the next level, I want you to know that I have made a couple of appointments available, so that we can actually talk and see if I might be the guide to get you there. If that interests you, come and see me, and we'll get you on the calendar. It's been my pleasure to speak with you today, thank you very much."

**What would it look like if you had more time?**

If you have a longer period of time, and the host has said it's all right for you to make an offer, allow for enough time, and make a seamless transition from your storytelling to your offer. That typically means that you want to share three compelling reasons why making a shift is going to be powerful. Then you want to shift into a statement, which would be something like, "The trouble is, getting rid of these problems is something that keeps people awake at night, and it keeps them worried and concerned, and as a result of that, they struggle and continue to have difficulty for a lot longer than they want to. That's why I, as the expert in X Y Z, have devoted my life to helping slay that problem at the cellular level. If it's okay with you, I'd like to tell you more about how I could help you more deeply." Then you can move into how you're going to invite them into a program that will solve their urgent problem. By recognizing how much time you have, and using the time wisely, you can accomplish the end that you had in mind and earn the rewards of a happy audience.

### **I really like how you're inviting the audience. You ask for permission.**

I love the idea of inviting people and asking permission. Not long ago I did one of these 20 minute talks, and I gave the vulnerable story, and a couple of juicy tips, and a couple of great examples, and right about the 12-minute mark, I asked the audience, "How's it going so far? Are you getting some real value? Are you having some fun? Are you feeling like this was a good investment of your \$45 and your \$10 for parking?" Everybody said, "Yes, I'm loving it." So, right there's an opportunity for me to say, "Well, if you're loving it, I want you to know that I teach a course called the *Attract Ideal Clients and Speaking Gigs at Hello Success Training*, and one lucky member of today's audience is going to be invited in as a VIP guest when you all decide to enter to win this scholarship. If this is of interest to you, it's a \$997 value. I've got a business card basket right here. If that serves you, go ahead and put your name in the basket." Then I went ahead and told my final story. When the basket was delivered to me, 100% of the people in the room had put their names in the basket. I asked the host, "Would you do me the honor of pulling the name out of the basket, and choosing the name of our winner?" The person just jumped out of her chair like she'd won the lottery, and we had a hug, and it was beautiful.

### **What happened after that?**

I had people coming to the back table saying, "You know that thing she won? I want to buy that." I only had 20 minutes, but I used it as an opportunity to grow my community by inviting people to step into something of value that they wanted. It also gave me the opportunity to see what would serve that audience best. What do you know? They got what they wanted, I got what I wanted, and now we're journeying forward together.

### **Do you sometimes have people that don't want to participate?**

Sure. Not everyone joins the list, or enters to win. I always say, if you don't want to stay in touch with me, cross your e-mail address off that business card, and I will honor that. I go through the business cards and I see how many people have scratched off their e-mail address, and none of them have. I know that I serve them. As I stay in touch with them with my newsletter and other things, invariably people raise their hand when the time is right, and they say, "You know that program you talked about at that event we went to? Can I start now?" "Of course you can. I can't wait to serve you." That's how I do things when I only have 20 minutes. It works pretty well for me, it may work for you too.

**You've been a successful publicist. What would you suggest for people as they're thinking about how to put this together? Is there a certain formula or secret tips to do that?**

Well, I do have a secret, ninja tip. Sometimes, we go to networking events and big events, we meet a lot of people and we ask, "What do you do?" They say, "I'm a professional speaker." Well, if you're in a room full of professional speakers, just calling yourself a professional speaker does not get you invited to speak. You haven't differentiated yourself. I highly recommend that you prepare a speaker sheet that says, "I am a motivational keynote speaker." Make it clear how awesome you are in the third person, so that when you look at that, you know what you talk about. You know how the audience benefits. You know how other people have responded to your message, and you are ready to go. You don't get invited to speak unless you have a sassy topic to talk about that has three compelling takeaway points that the audience will be made better for having enjoyed. When you have this, you can pitch yourself to any organization that's the right fit for your message. Then follow-up, get yourself booked on that stage, and have the perfect audience waiting to benefit from what you have to offer.

**What do you say to people who don't have their speaker sheet ready?**

If you don't have that, you may be wishing and hoping that the phone would ring, and when the phone rings, you trip, because you're not ready. Behave and believe as if the most important person was going to call you tomorrow, and that you have your message under your thumb right this very minute. When you do, big, huge doors open, and you get to walk through them with grace and ease as opposed to having that 11th hour scramble, where you're going to say something like, "I can speak about a variety of things in a variety of ways, and I can't wait to be of service", which says absolutely nothing.

**So many people fall into that trap.**

Oh, my gosh, cry me a river. I see it every single day. You need to answer, "What is specific and terrific about my talk that sets me apart from everyone else?" Then create a speaker sheet that shares your topic and three takeaway points. Once you have that, your job is to romance those three takeaway points.

**How do you do that?**

You answer three questions. What is the point? Why does it matter? How can I apply it? The trouble is that most people struggle getting this into their heart, their head, and their bones, which is why I have devoted my life to helping people solve this problem. Here's what you can ask: "Would it be okay with you if I invited you to take a look at something that could help ease this for you?" Then you ease into the pictures and the benefits and how people can buy it. That would be a structure that would work pretty well for most people. You need to get ready with the big pieces first. What do you talk about? How will the audience benefit? Why you? And, how can they book you?

**Once they have that, what advice do you have for people who are ready and want to get booked? How do they do that?**

I have a real-life example that I can share. It had been a year since I led a big webinar, and I wanted to give it everything I had. I decided to host a webinar, and to talk about the three best ways you can get booked on more live and virtual stages, even if you're not the most known speaker. That was my topic, and I had three takeaway points, and a bonus tip that was going to change everything. What do you know? 1500 people around the world came to this webinar. I delivered this self-hosted webinar like it was the most important presentation of my life. When the phone hit the cradle, and I completed my event, within a week, I had been invited to give that same talk to 10 additional audiences of my perfect people.

### **Wow.**

You don't know who's listening to your event. If you deliver a workshop and invite the right people to come, and you rock that stage and serve that audience, someone is going to say, "Wow that was awesome. I want to refer you to three other places where you can give that same talk." That will boost your confidence big time.

### **Thinking back, if you knew then what you know now, what would you have done differently?**

If I had it to do over again, I would have done more live speaking sooner, instead of hiding behind my computer, trying to get things perfect. I would stop trying to be like other people, and step into who I am sooner. If I had done those things, there would probably be a couple of extra zeros to my income today. But, I cannot cry in my beer for my journey, because here I am these many years later. The speed with which my business has grown, the amount of opportunities I now have to speak on live stages, is head-spinning. I've been humbled by my experiences and without too much attachment to what result will flow, I just try to be the very best that I can be and know that the right things will happen.

### **Beautiful. Thank you for your time today. Do you have any final messages or takeaways?**

I just want to thank you for the opportunity to share this message. When you put your head down, and your heart in it, you will get there. You'll touch a lot of lives. Go live as soon as possible, in front of real people. Today, with Facebook Live, and Be Live TV, and other kinds of resources, you can deliver your message around the globe just from your computer. Don't be reluctant to show up, even though it's scary. It's wasted time and lost economy to try to get perfect. What people really want is the real you. That's why I say, "embrace your quirks, raise your voice, inspire, and lead, because if not now, then when?"

### **Nancy, thank you so much for sharing your story.**

Thanks for the opportunity, Maria.

### **KEY TAKEAWAYS:**

- Tell real stories that people will remember and they will remember you.
- Be confident that you have what it takes.
- Practice as much as you can.
- Learn to be vulnerable, it makes you relatable to the audience.
- When speaking to a camera, make it intimate and speak to just one person.

#### ABOUT NANCY JUETTEN

Luminaries, including Alex Mandossian, Sandra Yancey, Loral Langemeier, and Christine Kloser are among Nancy's clients. Her Sizzling Speaker Sheet template, systems, and natural talent with marketing messaging guide her fans, clients and followers to attract more of their ideal clients and speaking gigs at "hello." Joint venture partners in the transformational coaching industry describe her as a Joint Venture Leaderboard Topping Angel because she frequently delivers credible influence that drives sales for her partners and commissions to her mailbox.

#### CONTACT

To learn more about Nancy, you can visit her website at [www.GetKnownGetPaid.com](http://www.GetKnownGetPaid.com). Nancy also has a free gift called, "The Sizzling Speaker Sheet" that will help you get ready to take the stage as soon as possible. You can find it at [www.sizzlingspeakersheet.com](http://www.sizzlingspeakersheet.com). You can reach out to Nancy by e-mail at [Nancy@GetKnownGetPaid.com](mailto:Nancy@GetKnownGetPaid.com), and she is on all regular social media outlets.