Episode 058 : Erin Loman Jeck
September 13, 2019

Title: Transformational Speaking Coach Gives Insights To Our Summit Speakers

Description: Erin Loman Jeck is one of the top sought after transformation speaking coaches helping speakers get their messages out to the world. She takes us through her insights on how to up your game as a summit speaker and why hosts should be looking to partner even after the summit.

Virtual Summits are the most powerful online marketing tool available to grow your list, launch your platform, make more money, and create an impact in the world. Even if you're just getting started. If you are ready to take your summer to the next level, then tune into the Virtual Summit Podcast with Dr. Mark T Wade.

Hi, I'm Dr. Mark T. Wade, founder of Virtual Summit Software and creator of the One Day Summit Formula, and I'm on a mission to help you as summit host, get your summit out to the world in a powerful and impactful way. So let's get started.

Hey, summit hosts, Dr. Mark T. Wade here, founder of Virtual Summit Software and your host on the Virtual Summit Podcast. I'm excited for today's episode because we're going to be talking about speakers, summit speakers with an absolute, not just speaker expert, but a speaker, trainer, speaker, expert.

I mean we're talking about the top of the top. So I'm really excited to be introducing today, Erin Loman Jeck, who is the creator of transformation speaker summit. She's a speaking coach and leading authority on how to monetize your message and make an impact while inspiring others. And she uses the psychology of connection to unlock the audiences trust and rapport. I'm so excited to dive into these thoughts and more. Erin, thank you so much for being here with us today.

Oh, it's my honor and privilege.

We're going to have so much fun. I know our summit hosts are chomping at the bits to get more information on how they can improve their outreach, how they can improve, improve their research, and how they can improve their experience for their speakers on their virtual summits. Now, before we jump into that aspect of this, why don't you take just a few seconds and let the summit hosts know just a little bit more about yourself?

Yeah, so I have been a business coach for many years and I was out speaking everywhere and, and people were like, man, you're so amazing what you do. How do you do that? And how do you get out there and do all these speaking opportunities? Like how do you do that piece? And so I started going, hmm, there's something to this. And obviously there's a need that people aren't getting.

So I went out and hired the top coaches. I've gone to all those big events with the speaker coaches and really looked at it from a different perspective because in my past life I went to school to be a marriage and family therapist.

And so when I was looking at what people were saying and teaching about speaking, I went, oh, this is why that works there. No transmitters are going, oh, this is happening. Oh, you know, and I was just starting to see why those techniques were working. And so I began coaching people based on those things. And so it really has gone from taking, you know, business coaching, which I do behind the scenes of the speakers.

I say, if you have a message, great, but you can't be a lighthouse of the world if you can't keep your own lights on. So how do we build you a sustainable business and you speaking as a part of that? So that's Kind of how I got to where we are today.

And I, I have to throw in there too. Like you've also, I have some personal experience with this. My partner, Dr. Krista Burns, was able to, fortunate enough to work with you and acquiring her position to speak on a TEDx stage, which was super cool. So I appreciate that and just letting the audience know I've got some personal, uh, insights with Erin here.

Additionally, I just want to remind everybody, we're going to be talking about a lot of different resources and insights and you're going to want to head over to the show notes over at podcast.virtualsummits.com/058 so you can get access to Erin plus everything we're going to be talking about in today's episode.

Now, Erin, let's kind of shift our gears and let's get into the, into the weeds and the flowers of summit. So why don't you start off by just telling us a little bit about your experience, um, with virtual summits. I know you've been speaking on them, so maybe talk about one or two of your best experiences speaking on a virtual summit and why you think that's a good thing.

Yeah, I, so this seems just in this last month I've done three, so there's been a lot, and the funny thing is I would say that a lot of times I set them up and then I'm like, oh, what are we talking about? What was my free gift? All those things come up and it was like, oh, oh, this is great. This is a total different spin than I thought. Right.

And I think that even when you speak on a summit that may not be like your ideal audience that you think like, I'm not just, this isn't a speaker summit for speakers. Right. This was, I did one just recently that was about dating at Midlife, like total life change in midlife and really going for your dreams. And I was like, oh, what am I going to talk about? I remember she hit record and I was like, ah. I was like, oh wait, hello. I went to school to be a marriage and family therapist. I just didn't even think about that, right. But I really spun it in a way of like confidence and taking action and doing all these things.

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And so it showed a different perspective on me than I had ever been done before. And then just the other day I did one that was all about what did I want to do when I grew up, what I want. I was grow up when I was all grown, right?

And I was like literally sitting in my childhood bedroom at my mom's house doing this interview and thinking, oh my gosh, there used to be pictures in here of dolphins and whales and all that stuff. Because I wanted to be a dolphin trainer and I got to have a whole conversation about how I became a dolphin trainer. How, you know, how exciting that was and all the things I learned. And so again, it pulled out a things out of me that I normally might not share because I wouldn't think that that's some content that people would want from me.

So I think, you know, getting on these opportunities for these online summits really helps you because it helps get a new perspective on you. Cause the way the questions you're going to ask me wait are totally different than anybody else. Right. And so it's really fun to be able to see and play with. Oh Wow, I've never thought about that story before and, and really get to dive into your content that way. And I think that people aren't taking it as a, as serious as they could.

I think because if you're being asked is such an honor, a, B, I think that if you used it as like, this is my leg press release, look at me, look what I'm doing. Instead of feeling like you're self-promoting all the time. When you're on someone else's platform, you get to say, yeah, but look what I'm, look what I got to do and who I'm working with and, and all of these things without being self-promoter. Right. So I think there's a lot of great things in this that are really important for the host themselves, but also as a guest.

Yeah, and I agree with that completely. And I'm unfortunately in some areas, some of our speakers may not be thinking the same thing. A lot of them are not even a lot of them. Some of them, especially at certain levels are like, ah, well I don't want to have to promote this. Or maybe they're just trying to access me for my list. I'd like to, since we have a professional speaker with us here right now, what are some of the ways that our summit hosts can, can add? Let's say you were, you were one of those summit speakers where you're like, well, I don't want to be on your summit just because I don't want to have to email my list. What would be a good way or what would be a way to overcome that for our summit hosts to, to approach you and make it, make it where it's a win-win, where you'd be open to speaking and sharing.

Yeah. I think with Ho, with hosts, if hosts actually said, here's the thing, what are you promoting right now? Not like, what's, what's in my end goal for my, my, you know, summit. It's, what do you need to promote right now? How can we spin this in a way that really helps you in what you're doing? Because for me, you know, sometimes like I might, like right now this part of the season, I'm not doing a lot of TEDx's because they don't do them a lot in the summer. Right. And so I have no, like I really don't have anything going on like teaching or doing webinars or anything around that. So if, if somebody asked me to do a TEDx, I can, but it also doesn't fulfill into what I really want to be promoting, which is like my, my live event that's coming up, right?

So I think if you were as a host thinking about, okay, how can I really make this a partnership and not just let me get to your list, get you a promote for me, and all of that, like really make it a partnership. We were like, what is it in it for you? What do you want out of this? What would, what would make this so important for you to do? Because I think that's the piece that everyone's looking like, what's in it for me? What's in it for me? Right? But if you take yourself

as the host and say, no, what's in it for you? Let me help you and provide that kind of support and resources. You would be, you'd have a line, a long list out the door in a waiting list for people who would want to be on your summit because you're really helping promote them.

But I also think as a speaker, you have to not look at it as, oh, they want access to my list. You know, the thing is, as a leader, a transformational leader provides services, resources, things for people that maybe they wouldn't get anywhere else. You might not, you know, I, you'll be on my mailing list. You hear lots about speaking. But what if I was like, oh, you should have a podcast. And I'm like, let me have my guest, Debbie, who speaks on my stage about podcasting, right? So thinking about it from that perspective, you're providing value to your audience. And they might go, you know, even if they've never bought from me and they're just on your list, like, man, Erin provides so much great value content. People like all of these things, she's just amazing. Eventually they'll buy from you, right? So just think about it that way.

You got to change that mindset that it's uh, you know, it's only in it for the, the host and it's all about them. You promoting them and all of that know, use it as your own, like press release your own, you know, and put your spin on it when you send an email. Yes, you can put the template in an email.

However, if you are really smart, why don't you think about it strategically? If I'm going to send this out to my list, what can I take from the interview I just did with, with mark and knowing what he, he asked me and some of the things that, the juicy nuggets that came out, what can I position in this email that will make it more juicy for my audience? Right? Because we is it as the email host, you know what your audience wants. Right. So think about it from that perspective really changed that, that mindset, such great information there.

So going, going even deeper with this then now, so I'm a host, I'm reaching out to you, I'm going to make it about you. I'm assuming I'm going to be sending an email. What's kind of that process like what from your perspective, like is it like a one he like completely email type of scenario or do I need to go from an email to get you on a phone or do I need to demonstrate who I am because let's assume we don't know each other, right? Which is a lot of times the scenario, what do I need to prove to you that this is a good opportunity for you and not something that's just going to waste your time?

I think it really is positioning that that in the beginning really talking about a partnership, a collaboration and I really believe that you need to be on the phone with somebody or a face to face. I do zoom all the time because I like to be able to read your expressions and know what's going on and, and so for me it's like, let's talk about how we can partner. Oh well I also have this summit that's coming up. I'd love to have you on, right. Different perspective.

Instead of like go at it, like, come pick me, be on my thing. I want you and you, you know, there can be that place of like, oh, well I just want to partner with you. I want to jump on the phone and see what you're up to. I want to figure out how I could support you or other people that you need to meet that I could connect you with.

Maybe. Maybe. I know tons of speakers, right? Since I do, maybe you're like, hey, I need a dog walking speed. Right? It's the one that talks about dog walk. I'm like, okay, who do I know? I've

got somebody, right? So think about it as a collaboration and a partnership, not so much as a one, one off kind of thing. And this is how you build a huge network. You and I have referred people to each other, you know, after we met and we're always on your summit and all of these other things, it's you become an advocate for the other person. And so it really is not just a one, one and done thing.

This is how you build these deeper relationships and you add value to people who maybe are a couple steps ahead of you. Maybe you're adding value to these people and saying, Hey, I might have a small list, but I'd love for you to be on my summit because it will help me get closer to that and let me show how much value I can add to you. Right? So really coming up from that place I think is important when, when thinking about that it's partnership, it's collaboration and potentially long term referrals back and forth.

You're totally talking my language there. I always like, I like to talk about the collaborative marketing strategy. It's not one person benefiting from it. It's everybody benefiting from it. So I love it. I love when I hear that collaborative word. Um, so going in, in this, um, with, with the speaker, let's kind of flip it a little bit instead of thinking of it from the host perspective. What about from a speaker's perspective, what are some of the ways that speakers could maximize either their success or their experience by being on other people's summits?

Well, one thing that I think people don't know how to do love to have already done on this is seed all of the ways that you can work with people. When I, when I said, you know, you helped me with that, cause you also said TEDx, right? So people now know that without me promoting it, people also know that I have an event coming up, a big event coming up because I said like my big event, right? So when you seed those things throughout your interview in story, in, you know, when I work with clients one on one, blah blah, blah, blah blah.

Or In my group coaching program, we go over this, you know, it's these little seeds because even if you're free gift, let's just say my free gift was just a TEDx, right? But you didn't want to do TEDx. You wanted to speak at conferences and that was your jam.

If I never said anything else, you would only think I was a TEDx speaking coach. Right? There's so many facets to me, so it's really truly making sure people hear all the different ways that they can play with you because they might not want what you, what your free gift is or that offer and whatever that topic is, but maybe they want all this other stuff, so making sure as the, as being an, as an interviewee being interviewed, like you really doing that, saying those things so that you can provide value and share your, your wealth of knowledge, but also be seeding everything else you have.

I think a lot of times people are so narrow focused, okay, we're talking about TEDx. It's the only thing we're going to talk about. It's just going to be this and you're so focused on that that you forget to talk about all the other things and you're probably missing out on sales.

You're probably missing out on people joining your list because they were like, wow, I really want more of all the other things she has. Right. And so really thinking about that from a strategic place, it's always, I feel like it's always be closing, but it's like that kind of that same thing is always thinking like always be selling in know some way I'm always selling, you know?

And so it's just that easy way of being able to do that without having to promote all that stuff. And think about it. If I was on your summit and you had 10,000 people in your summit, let's just say as viewers, if I only talked about one thing, that's all they think though I get paid for and maybe even get an opt in or whatever, four.

But if I actually talked about everything, I just promoted everything in my business that's going on currently. And the money that's left on the table and people just narrow focus, the one topic that's so good. And I, I mean that's good for everybody. Even the hosts, like when you're doing, when you're using or when you're presenting or even bringing people in either way, always being kind of like letting everybody know the options that you work with.

This is so great Erin. So let's, let's keep moving forward with this. Um, with, from the speakers aspect because you're working, I mean, you're, you're working with, you're training speakers all the time. So I think this is a really great opportunity for us to kind of dive into some of these aspects. Um, what are some tips or benefits that we can, we could give to help speakers or help entrepreneurs position themselves as speakers or as influencers in order to be able to get more summit opportunities? Speaking opportunities.

Yeah, I think that people are always so focused on what my list size is. But when you actually think about all of my platforms and I had to do this because I was having people pay to speak on my stage, I had to provide what it was, what was in it for them and how many people this would reach and all of that. And I had to look and find all of my numbers on all of my platforms and really put a number together. And when I looked at it, it's about 25, 30,000 in that, in that realm. And it was like, wow, I actually have more influence than I thought. And yes, there's crossovers. That's not what I'm talking about. It's really truly it. Cause you know, maybe I have you on Instagram and Facebook, but maybe you really only do more Facebook, right?

And so if I can put it on all of my platforms, then I have an opportunity for you to see it more, right? And so I think, you know, thinking, positioning yourself as the expert. Now here's the thing that I, that I always teach in speaking. Pick one topic, make $100,000 in that topic. Then you can add another topic. Because if you, if you're the Jack of all trades and you're talking about everything, nobody knows what to do with you, right? You're the real estate agent that says, I want anyone that wants to buy or sell a home in the next year.

Well, that's probably everybody or nobody all at the same time, right? So really thinking about it, when you position yourself as the expert in one thing, people know you're the go-to person for that. When in my social media? If someone says, Hey, who do you know it's a TEDx coach, my name comes up, right?

It becomes that. So you need to make sure, but to become an influencer and that expert thought leader, you need to position it is this is the one thing that I am the best at and everyone comes to me for this. And so that will help you be able to go, okay, now, so who, who are my audience since I know exactly who I work with and now I go, okay, great. Who has, who also has that same, that same demographic that they're serving, but in a different way? Maybe we could partner, maybe we could, I could do a summit or you could do a summer, you'd be on my podcast, whatever.

But in those ways, getting in front of their audience as well. So I really think that being able to do this really just every time you get one of those, it positions you with all these other people and it just raises your, you know, amount of influence for me to be able to say, I have spoken on the stage with Brendon Burchard, I spoke on the stage.

That's, that's important to some people. So it's to say those things like even with yours we did, we were on the same stage as Lisa Sasevich, right? So for some people that's, that's enough credibility to go, wow, she really is an expert in that because she's positioned herself with people that are big names. And I might not know who Erin Loman Jeck is, but I knew who Lisa Sasevich was, or I know who Brendon Burchard was. Right? So it's really important for your viewers as credibility and the people who are watching that, that levels you up and positions you more as a sought out thought leader in the industry,

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Yeah, I like, I like to call it, we call it expert leveraging. You're leveraging the expertise to credibility, the know, like, and trust as the other people you're on the summit with or the stage with. That's also why we, we a lot of times focus on like one or maybe two anchors starting off with because then the other speakers are going to use the same thing. They're looking for expert leverage as well. So really I really dig that point there. Um, you, you caused me to, you popped up an idea in my head that I want to kind of go into a little bit about the partnership aspect. So as a speaker, right, when we finish something, let's say we have a good experience, let's talk, you know like our summit that we did together, the expert speaker training workshop at the end of that, what's a good way of a host following up with the speaker to try and create some kind of partnership. Like let's do a webinar together. Let's create something together. What's the best way of kind of going through that and what should they expect timewise? Because nobody really likes somebody to rush in, you know? So like kind of walk us through that process.

Yeah, I think you started out the beginning, the first conversation you have with them, you kind of say, here's all my cards, here's all the ways that we can play together. Which do you choose? Right? And so when they do that, then they're also saying, oh well I'd like to be on your podcast too. Or Oh you, you have an event coming up. Are you looking for speakers? Right. So these kinds of things, it, it helps you figure out what the other person needs. Right.

And would they be interested in playing with you with, but it also then I think it really just as a conversation, here's, here's the deal, I just sat down with the CO founder of mind valley and every coach when I was in California and it was because I had somebody else entered like in say you shouldn't be hookup up with them.

I just sent an email that said, hey, my friend Lindsey told me that we should connect because I have an event coming up. I'd love to be able to have you come and be my guest and you know, and you know, maybe there's a possibility that there's a, there's a way that we can promote your stuff and ever coached because a lot of my people in my audience are coaches and so I

literally just wrote an email and she's like, can you come over on Saturday morning? And I literally got to sit down and now we're, we're talking long term plans, but it's like figuring out what that person is up to, what they need and seeing how you can provide it. So I don't think that there's a timeframe when it comes to, if you're giving and giving and giving and serving that person, they're not going to feel like you're, you know, bombarding them because you're serving them.

Right? So think about it from that perspective. Instead of get, you know, get, get, get, take, take, take. If you're always giving and you're always seeing, how can I promote this? How do I, how do I help you get your stuff out? You'll really build that partnership and those kind of conversations are just one email away, one sit down together. You know, it just starts, right? But you have to start with just reaching out and not being afraid to reach out.

I stood in front of Bowie's then and said, Brendan Burchard needs to put more women on that stage because Bravo, Roger and, and Brendan where it used to run the world's greatest speaking stage. I'm like, where's the woman? You'll more women up there. And I, I kind of called him out and he goes, you know what? You're right. I'm like, I need a place for a chair up there that's bold, right? At the same time he said, let's talk to Brian and see what we can do. So ask you never know what's going to happen, but just be confident enough to ask.

That is bold. That is bold. I like that. I mean, and you know, the worst they can say is no. Right? So I love that. I love taking, uh, taking swift action. So while we have you as you know, an expert speaker and a speaker coach, let's actually get some tips, like some, what are some speaking tips that our speakers should be aware of as they're going to be given a presentation?

Like what are a few of the things that they should be keeping in mind when they're building out their presentation on top of always be selling, but to make sure that they're landing that impactful, uh, presentation that unlocks the audience trust and rapport. Like what are a few of those kind of tips?

So I call it the four parts of compelling communication. The first part is nonverbal communication before you leave and get on that stage or the camera goes live. They are looking at you, they're looking to see is she confident, is she the extra? She says she is and they're looking for you to be hide something.

I think we're all thinking, you know as humans sitting in the audience, all right, doing and so you're like giving your best shot. Let's do this. Try to sell me something. Right? But instead, so they're looking at you that way. If you come out confident, if you, if you, the things we do when we're really nervous is we hold onto the mic for your life or the clicker. We're like so obsessed with holding onto it at or we pin our elbows to our side's a called this danger will Robbins danger because it's our self-soothing technique to override the fight or flight and that first 90 seconds if you're doing those things, the audience feels like you're hiding something.

So it's really important. Now, the second thing is, and now you guys are going to be obsessed with this is eyebrows and you can't see it if you're just listening. But if you want video, my eyebrows are communicating to you that I'm interested in you. When someone hot walks by, guess what we do? They raise their eyebrows. And so if you can do this on stage, on camera,

when you do it all the time, people on the other side feel like you're interested in them. It's a huge key that most people have no idea. And a lot of men get really angry eyebrows because they're really passionate. And this just looks like angry eyebrows. But to them they're just speaking with passion. So pay attention to your eyebrows. So that's one 50% of your, your um, everything that the audience is taking in is your nonverbal.

35% is your vocal tonality. So when you're listening to this, you can hear that how much air comes in and out, which is your tone. So if you're really Maryland and you have a really airy voice, it probably is going to discredit you unless you're doing some other kind of job. Uh, but if you don't want to have that kind of voice on a, on the, on the air either, right? And so it's really paying attention to how much air you're using. And some people run out of air and so on the end of their sentence, they don't have anything more left. And so every time their sentences drop off and when you do that, then you're losing the last bit of the credibility in your inner, in your sentence, right? So it's really important to think about that. Now you will have pitch, which is how high your voices and how low your voice is.

And if you can use these things interchangeably and on purpose, you actually start to create a melody with your voice. So if I was just a high nasal up here all the time, you wouldn't really want to listen to me for very long. Or you have like a deep voice, right? But what happens when you're really excited? You go up or do you just stay down here? We're all monotone and we're boring the crap out of each other and nobody really pays attention to that. So thinking about that, changing those up when to go up wanting to go down. Then there's volume when to get really quiet. Like you're telling something kind of secret, letting somebody in on one thing and then you want to also have a loud voice that people can feel your vibration. You say you want your audience to resonate with you.

The way you do that as volume, when you're projecting, it's not just so that people can hear you, the sound waves come out of your mouth and resonate in someone's body. It's like when we turn up the music in the car, we can feel it in our body, right? So we're really feeling the music, right? So that is important in there. And then so pitch pace, oh, pacing when to speed up and when to slow down. Now you, if I was to write out the sentence, hi, I'm Erin Loman Jeck. Hi. I'm probably not the most important words, but Erin Loman Jeck is important to slow down so that they know who you are, right? If I just said, hi, my name is Ron jet, what did you just say? So it's really important to think about when to speed up and slow down when you do this and you do it well, and this is a lot of practice and this is what I work with people for a while with.

When you do it, you create a melody and if you think about it, thinking about the car, if you turn on the radio and you hear songs, you could probably do 20 to 30 songs, the all the lyrics, but you might not remember what he ate for breakfast and the pro. The part of that is because when you use melody, you unlock the episodic part of someone's memory. So you become memorable because you took them on in a lot of journey with your voice and that's really important, especially on a podcast or a summit. It's really important. The third one is storytelling. Storytelling is 13% of everything. And even when you tell your story, most speakers say, I woke up, I got out of bed, I brush my teeth and walked to the store. Like stop telling it from the first person's perspective. It's the we the US.

Do you know a time when those kinds of things. And when I say is when you tell your story a, it gets, it makes you able to share things about yourself. Like my story about Beau, that's bold. I

said it was bold, but if I just told the story, you're like, wow, that's some confidence, right? So you as the audience make up your own decision that I am confident and you want more confidence. You want to be taught by me, right? So it's letting people know characteristics and values you have through your storytelling that you don't have to boast about. Right? And the next part is in that, in storytelling with all humans, there's the human connection. I might share a story about my dad's death. You may have never experienced a death in your life, but if I share it from, what was I thinking when I found out?

What was I feeling and what was experiencing with my physical body. So I say when I heard, when the phone rang and my mom picked over, my sister picked up the phone, I could overhear my mom telling my grandma that her son had passed and I was so devastated and felt empty instantly. And I was so angry that my fist balled up and my chest got tight and I literally punched a wall. I was so angry and didn't know what to do with those feelings. You might've expressed and had those feelings before, even if you hadn't experienced the death. Right. So it's finding those things. What was I thinking? What was I feeling and what I was experiencing? My physical body, those are all human connection, human condition. It's the things that we all have in common. And the last thing is nobody really cares.

Seven percentage of words doesn't really matter what you say. It's how you say it. And if you can master all the other three, you're golden. You know, people are still worried about the ums and the Ahs and the, I just did a whole speaking tour in a lot of toastmasters groups and they were like, uh, I didn't even hear one. And I was like, well, I threw one in there just to see what you, if you would mark it down, but when you're so captivating, nobody's listening to those things. So that's the compelling communication. Those things are the pinnacle of what you need to focus on when speaking.

That is so much gold right there. This, I knew we were going to. I knew we were going to pull that out. I had to ask the question because that was incredible for all of us. Even our summit hosts, like you're going to be giving a presentation on your summit, factor this into it. Also, I think you can help your speakers if you gave them a little bit of information ahead of time on what you're expecting, what you're looking for, provide them with a little feedback on this. Now, Erin, as we start to round out this episode and bring it to a close, I'd actually like to ask you about closing. Like what is maybe one or two tips that we can have as speakers to close, strong but not, not dirty, right? Not, not icky. How can we close strong but still maintain a good sense on our summits? Yeah. When you're doing, when you're planning out your summit, because I love your little planner that you have and you're asking people like what are the top of the mind problems you're solving? What's that, that problem you're solving? If you really paint the psychology, what's going on for that person? It's not so much the demographics, it's the psychographics. It's what keeps this person up at night. How can I help them feel better? How can I give them a hope? How can I give them a resource, a tip, anything that will help them move from hopeless to hopeful, right? And so in that it's really focusing on how can I solve that problem for them? What kind of speakers would I need to bring on? Who can I help? Right? And when you do this, even from stage, if I'm talking about, you know, not being able to pay your rent, right?

I literally went left a speaking gig early in my, in my times and I didn't really know how to close well. And I remember going, it's okay, I'll get our rent paid today when I sell from stage today. I remember leaving and having all these, you did such a great job and handed me their cards but

no sales. I sat in my car by myself and I was like, oh my gosh, I can't even pay the rent. What am I going to do? I'm a failure. Like I'm a fraud. What am I doing? Right? And so it's really always thinking of those things for people. Right. And so you know, when you can tell your story about how you know, how they feel, they'll be instantly in and they'll be like, man, she knows that the routes the top of the mountain because she experienced it.

She knows the solutions that work for her. And maybe some that didn't work for her. That might work for me. Cause you're going to try a lot of things out. Uh, and so if you're really sharing those things really well, that's an easy way to close. Now when you're on stage, the transition from your content into, into your close, it's one sentence, I had this problem and that's why I created the transformational speaker summit or whatever, right? You, that's the easiest transition statement you can ever make. And if you watch some of the top infomercials out there, they use that. You start with this pen that you did not want to buy. You're like, why are they selling this pen? This pen is stupid. But by the time they're done, you're like, wow, I really need that pen because it solves all my problems. I have all those problems that that person has.

I need that pen. So if you do that well, connecting with your audience, with the things that I said before, and just transition lightly into, and that's why I created this. And if you make it not about you, you know, my thing is what wakes me up every day, it gets me so excited about life, is that I get to help other people change the world. It's not just my message, it's not just my industry. It's I get to help people with some really cool things that they're doing. And it's literally changing the world. The ripple effect that I get to make by helping one speaker who's going to go out there and speak to 10,000 people, that's a huge ripple effect. If you share that with your audience, that it's not about the money. It's not about, you know, oh I got 20 clients cause I'm, I'm so cool if you really share from that y space that and say, and that's why I created, I never wanted to have a speaker sit in their car and not be able to pay their rent. So that's why I created the transformational speaker summit. Right? So if you share that why as a piece of that and then go into the explanation and then end with whatever your offer is, you will close way more than you would if you did some sham. Wow, let me buy 10 or whatever. I used to do that too, by the way. That was one other thing I tried on. It did not fit for me.

This is so great now that they, that's awesome and I love that. That is such a gentle, easy transition, but makes perfect sense. So amazing. This has been an absolute incredible interview. I'm super glad we've had you on the show. Now, before we go ahead and sign off, why don't you let the audience know where's the best place they can get in touch with me? I know everybody's going. I want to get more of Erin. I want to get, I want to find out more about this speaking opportunities and hear what she's going on, so why don't you let them know where they can find you at and any kind of parting piece of wisdom.

Yeah. The biggest thing that I want to leave first is that, you know, as humans we have gone through stuff and it's not the beautiful stories that we, that I mean that's what we'd all want to tell that time I won first place. But what about the time you got cut from the team? Those are the stories that really connect all of us.

And the problem is we're holding onto those at a fear of being rejected, ridiculed and crucified is some people think and we're not sharing what helped us get out of that. And so if we could push ourselves aside and say, it's not about me, but it's about if I don't share this, no one will ever

know that I have a solution or that you know, like this is the thing is humans, we say don't eat the red berries. Mary ate the Red Berries and died.

We saved each other to have to go through that stuff because we shared stories and if you don't, you, we all have one, we all have many, but we all at least have one. He overcame something and the world is dying for it. Somebody out there is praying is manifesting that you show up with that solution, but if you keep it to yourself, you're doing the world a disservice. And so really get out there and share your stories because you don't know who, whose life you could really change.

So that's the most important thing. Create a movement with your message, share it openly and really help people move forward. The way that you can get ahold of me, you can go to ErinLomanjeck.com I'm sure it'll be in the show notes as well and I have lots of resources. I have a whole resource page.

I have a podcast. If you just want to just get as much of me as you can that there's lots there. I have some opt-ins on the front about how to make money from stage. All of those things are really the pivotal things that you need in this industry and so feel free to go take all my stuff and find it am on every social media platform where they are along with Jack. You can find all this stuff there as well. I do tons of videos all the time. So there's, there's a plenty for you to go and Binge Watch.

Yeah, I and I have to second that. Go check it out. Erin is absolutely phenomenal in everything she's, she's done. I've known her for a long time now and stand behind everything she does. So I just want to say one more time. Thank you so much Erin for being here with us.

And thank you. I really appreciate it because I know you are helping people get their message out too and just a different way and I love that. It's so exciting.

Oh I thank you. Thank you. Thank you. So thanks again. Erin has been absolutely phenomenal. Erin Loman Jeck Ladies and gentlemen and thank you all you summit hosts listening in to this episode right now. It's been absolute pleasure to serve you.

I'm Dr. Mark T. Wade, founder of virtual summit software and your message matters. Make sure you go check out the show notes over at podcast.virtualsummits.com/058 and we'll see you on the next step.

Thanks for listening. Now don't forget to subscribe and leave a five star review on the Virtual summit podcast. Head over to the show notes to check out all the links and resources from this episode and be sure to grab your free trial of the virtual summit software.

Now, I want to end this episode by saying to all the summit hosts listening right now, I believe in you and you can do this. Some. It's are by far one of the most powerful ways to quickly grow your list, launch your platform, make more money, and most importantly, make an impact in the world, even if you're just getting started. So don't get caught up in analysis paralysis because the world needs to hear your message. There are people who are waiting for you to help them just

get started because imperfect action is always better than no action. Thank you and see you on the next episode.