



# Speaking to GROW Your Business Podcasts and Stages

# Results May Vary

Past performance is not a guarantee of future performance. HighLevel does not guarantee that you will experience financial gain or generate revenue, results will vary

# How Speaking Grew My Business



When I first got started I had:

- An idea of what I wanted to teach
- No idea how to share it

# I Did What Most Do



# It's All Sales and/or Marketing



The Common Theme:

- Just run Ads
- Post to Social Media

# I Didn't Know My Avatar



That's a Big Problem:

- If you don't know who you are looking for you're wasting money
- Talking to everyone, is talking to no one

# Talk to Everyone You Know



It's a Good Start But...:

- You may be overly excited on an unclear message
- People don't always understand your idea

# Find Success People



Find and Follow People Like You:

- Who is already doing something similar to what you want to do?
- Start following them and learning from them

# Pay For Access To People



Invest Time and Money:

- Go to Live Events
  - Seminars, Networking events, etc
- Join Masterminds

# Network With Everyone!!



Network To Give And You'll Receive:

- How can you help others?
- Who can you connect them with?
- Tip: It's not just the Speakers

# Knowledge Gets You Noticed



When People Start Talking:

- Others Pay Attention
  - Testimonials carry weight
- Referrals Roll In

# Word Spreads To The Top



When You Start Gaining Attention:

- Podcasters notice
- Event Organizers notice

# Continue to Provide Value



Continue With A Giving Mindset:

- Podcasters care about listeners
- Event Organizers sell value for the cost of tickets

# Consistency is Key



Keep Showing Up To Be Seen:

- People pay attention to who continues to invest in themselves
- The more people you help the more your name spreads

# When Given A Chance TAKE IT!!!



Opportunity Is Rare (At First):

- If someone offers to help you, take them up on it
- If you see an opportunity ask

# Someone Gave Me A Chance



She Was Willing To Help:

- Janine gave me my first break
- It was SCARY!!!

# And I Wasn't Prepared...



## Learn From My Mistake:

- Crappy Website
- No CRM
- No QR Code/Landing Page
- No Lead Magnet
- No Funnel

# Podcasts and Stages



## A Few To A Few Thousand:

- Share your message
- Podcasts and stages give you Authority and Reach

# The Power of Podcasts



## Questions and Clarity:

- Podcasts are great because you get asked questions you never thought of to perfect your pitch
- New audiences

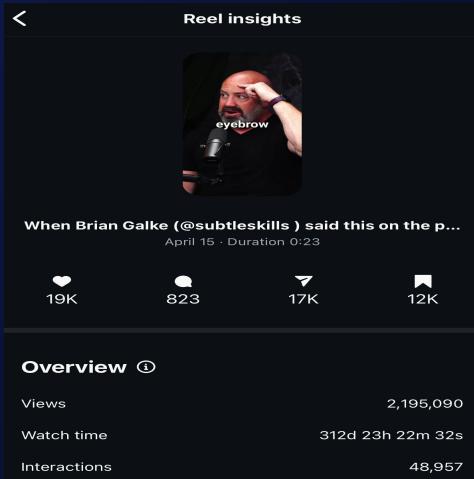
# The Power of Podcasts



## Passion, Persona, and Public:

- People get a taste of who you are and if they want to follow you
- Podcasts are available to anyone

# Podcast Clips Can Go Viral



Guest on the NOYB Podcast:

- This Clip went “Viral” at 2.1M Views
- 300 Leads and 5 Product Sales

# A Podcast Changed My Life



## From Guest to Guest Speaker:

- This Podcast led to my first official stage
- Ironically I met Steve on another podcast I was a guest host on

# The Power of Stages



## Credibility and Authority:

- When people see you with a microphone in your hand it builds Credibility
- When on a stage its Authority

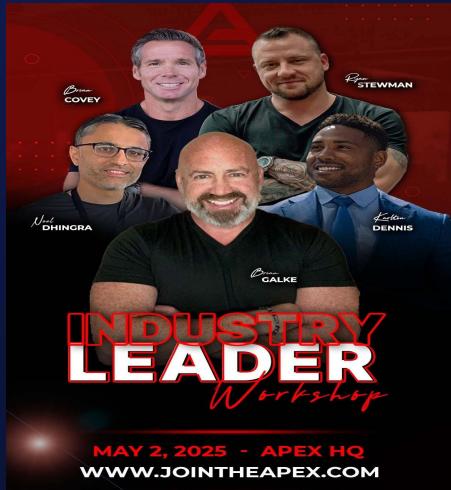
# Stages Are Promoted



“I Can Make You Famous”:

- Ticketed events are heavily promoted
- You are seen as an Authority

# Stages Are Promoted



# Guilt By Association



Who Is That With \_\_\_\_\_ ?:

- When people see a new face with someone they follow they get curious
- Other's success rubs off on you

# Stages Provide Assets



# A Slow Steady Build



One Stage At A Time:

- Free pay your own travel
- Free with travel paid
- Small fee
- Medium fee
- Larger fees

# Visibility Increases Demand



Exposure increases:

- The more stages people see you on the more they want you on theirs
- Your calendar becomes filled

# Fortune Is In The Follow Up



Give Value For Their Information:

- Lead Magnets
- Checklists
- E-books
- Slides

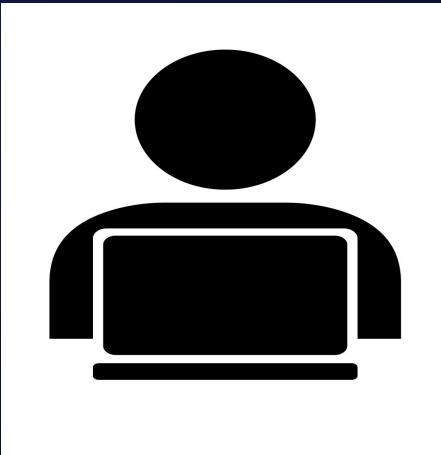
# Keep Adding Value



## How To Keep Them Interested:

- Blogs
- Newsletters
- Emails
- New Products

# How I Use HighLevel



Everything All In One Place:

- Website
- CRM
- Funnels
- Marketing (with Automation)
- Community (Growing)

*\*Used to have several different disparate systems\**



# Dashboard

2025-04-08 → 2025-05-08

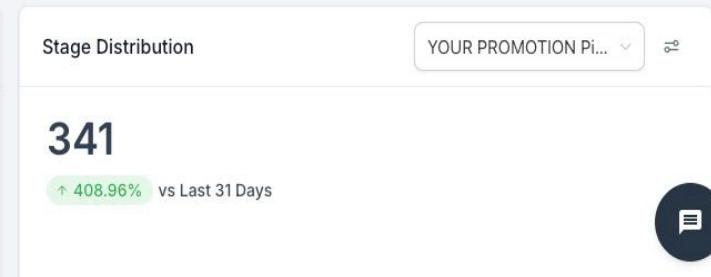


Search

⌘ K



## Dashboard

[Conversations](#)[Calendars](#)[Contacts](#)[Opportunities](#)[Payments](#)[AI Agents](#)[Marketing](#)[Automation](#)[Sites](#)[Memberships](#)[Media Storage](#)[Reputation](#)[Reporting](#)[App Marketplace](#)[Settings](#)

Subtle Skills  
Dallas, TX

Conversations Conversations Manual Actions Snippets Trigger Links

New Search 1

Search Team Inbox

Dashboard Unread Recents Starred All

Conversations

Calendars

Contacts

Opportunities

Payments

AI Agents

Marketing

Automation

Sites

Memberships

Media Storage

Reputation

Reporting

App Marketplace

Settings

View opportunity

May 5th, 2025

01:31 PM

RR Happy 😊 Monday!!! The podcast I co-host is launching 🎉 tomorrow. It would mean so much to me if you would please subscribe and share, thank you so much for your support!!!

SMS WhatsApp Email Internal Comment

Type a message

Segs: 0 Clear Send

RR Ryan Reichert

Tags

Active Automations

DND OFF

DND All

The screenshot shows a conversational interface with a sidebar containing various application icons and a main panel for managing messages. A specific message from 'RR' to 'Ryan Reichert' is highlighted, featuring a purple profile picture and a timestamp of '01:31 PM'. The message content is a promotional post about a podcast launch. Below the message, there is a text input field with the placeholder 'Type a message'. The interface includes standard messaging controls like 'Clear' and 'Send' buttons, along with other communication options like 'SMS', 'WhatsApp', and 'Email'. On the right side, there are sections for 'Tags', 'Active Automations', and 'DND' status.

**TAGS**

The screenshot shows a CRM application's contact management screen. On the left, a sidebar lists various modules: Dashboard, Conversations, Calendars, Contacts (selected), Opportunities, Payments, AI Agents, Marketing, Automation, Sites, Memberships, Media Storage, Reputation, Reporting, App Marketplace, and Settings. The main area displays a list of contacts with columns for Name, Last Activity, and Tags. A purple callout box highlights the 'Tags' column, which lists several tags for each contact, such as 'flashcard purchaser', 'website\_cheat\_sheet', 'newsletter\_subscriber', 'website\_contact\_us', and 'email\_opener'. A purple arrow points from the word 'TAGS' at the top right towards this callout. The interface includes a search bar, filter buttons, and a toolbar with various icons.

Name	Last Activity	Tags
RP	1 hour ago	flashcard purchaser
M	7 hours ago	website_cheat_sheet newsletter_subscriber
L	7 hours ago	website_cheat_sheet newsletter_subscriber
TN	8 hours ago	website_contact_us email_opener
S	10 hours ago	website_cheat_sheet newsletter_subscriber
BH		website_cheat_sheet newsletter_subscriber
R	12 hours ago	website_cheat_sheet newsletter_subscriber

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Marketing Social Planner Emails Snippets Countdown Trigger Links Affiliate Manager Brand Boards Ad Manager Prospecting Content AI

Search ⌘ K

# EMAIL CAMPAIGNS

Campaign	Status	Sent Date	Open Date	Action
GHL_NEWSLETTER (clone)	Draft Email	Jan 10, 2025 09:16 am		<span>草案</span>
GHL_NEWSLETTER	Batch Email	Jan 10, 2025 09:16 am	Jan 10, 2025 12:50 pm	<span>已发送</span>
50th Birthday Promo	Batch Email	Dec 12, 2024 03:45 pm	Dec 30, 2024 11:15 am	<span>已发送</span>
BlackFriday_Promo	Batch Email	Nov 29, 2024 11:29 am	Dec 07, 2024 07:00 am	<span>已发送</span>

HighLevel

[Back to Workflows](#)

## Cheat Sheet Download to Flash Card Upsell [Edit](#)

Builder

Settings

Enrollment History

Execution Logs

Te

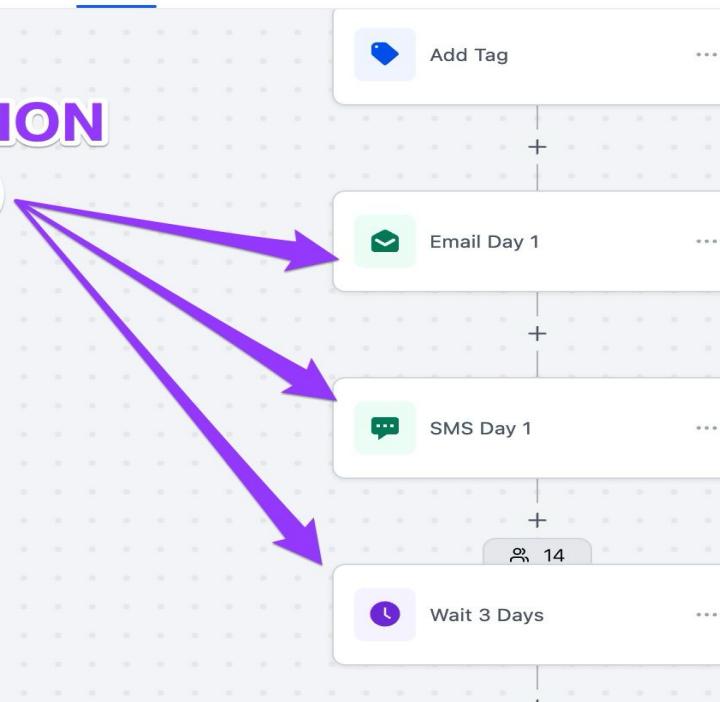
# 30 DAY AUTOMATION (EMAIL AND SMS)



100%



Workflow AI



I want to interview you, Bri

Sites Funnels Websites Stores Webinars Analytics Blogs WordPress Client Portal Forms Surveys Quizzes Chat Widget QR Codes 

Subtle Skills Dallas, TX

Search  

## Funnels

Build funnels to generate leads, appointments and receive payment

 Create Folder  + New Funnel

Dashboard Conversations Calendars Contacts Opportunities Payments

AI Agents Marketing Automation

Sites Memberships Media Storage Reputation Reporting App Marketplace

Home

Name	Last Updated	Steps	More
50BDAY 	Dec 11, 2024 03:06 PM	1 Step	
Book a Call 	Jan 24, 2024 04:05 PM	1 Step	
Book a Call (1) 	Jul 16, 2024 10:02 AM	2 Steps	
Coaching 	Sep 16, 2024 09:10 AM	7 Steps	
Free Discovery Call 	Aug 30, 2023 10:31 AM	3 Steps	
Public Talks Cheat Sheet 	Nov 22, 2024 10:39 AM	2 Steps	

Sites Funnels **Websites** Stores Webinars Analytics Blogs WordPress Client Portal Forms Surveys Quizzes Chat Widget QR Codes 

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Search  

# Websites

Build Websites to showcase your products and build trusted brand

 Create Folder  + New Website

Dashboard Conversations Calendars Contacts Opportunities Payments

AI Agents Marketing Automation **Sites** Memberships Media Storage Reputation Reporting App Marketplace

Home

Name	Last Updated	Pages	More
Subtle Skills 	Dec 11, 2024 03:15 PM	5 Pages	

 Previous  1  Next

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Memberships Client Portal Courses Communities Certificates Gokollab Marketplace New

## Your Products

≡ Library Sorting Manage Comments + Create Product

Search Products

3 Products Sort: Newest

Close More With Who's Behind T...

Group Coaching Recordings

Basic F.A.C.E Reading Course

AI Agents Marketing Automation Sites Memberships Media Storage Reputation Reporting

Subtle Skills  
Dallas, TX

Memberships Client Portal Courses Communities Certificates Gokollab Marketplace

Search

Community Groups

Active + Create Group

Subtle Skills

Members 7

Owner brian galke

Status Active

Login

Subtle Skills

Discussion Learning Members Events Leaderboard About Chat

Announcements Active 7 Admins 2 Contributors Requested 0 Banned Search Member

Subtle Skills Private Group Share insights, enhance your skills, and connect with like-minded individuals.

7 Members 0 Posts 2 Admin

SETTINGS INVITE MEMBERS

+ ADD CHANNEL

Subtle Skills

Discussion Learning Members Events Leaderboard About Chat

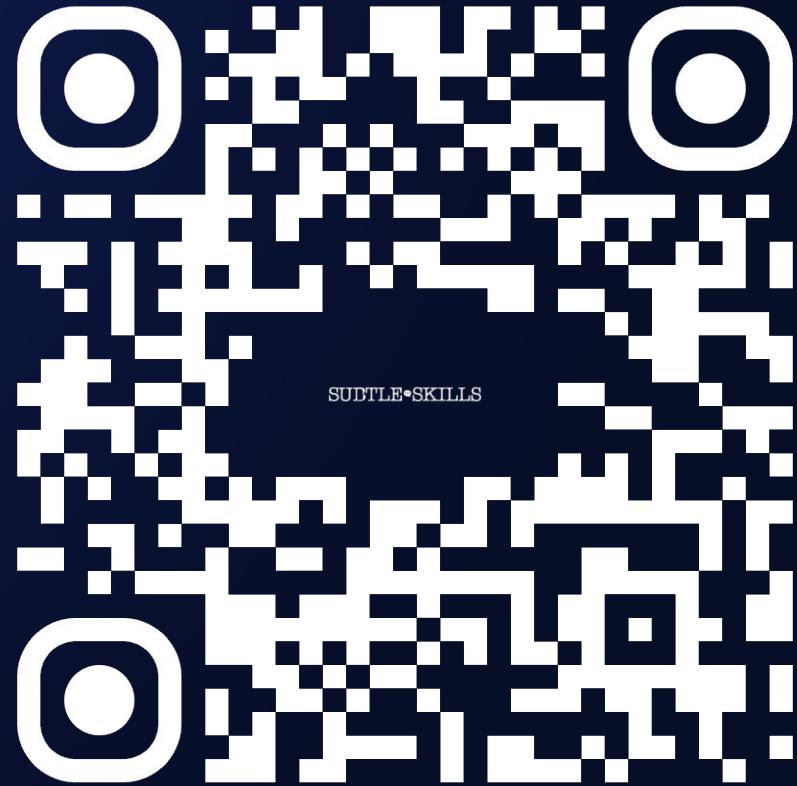
Announcements Active 7 Admins 2 Contributors Requested 0 Banned Search Member

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7 Members 0 Posts 2 Admin

SETTINGS INVITE MEMBERS

+ ADD CHANNEL



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# HighLevel

summit

OCTOBER 13th - 16th | DALLAS, TX



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# Resources

Resource Doc:

<https://masterclass.gohighlevel.com/resources>

Hop on with our team of specialists!

<https://speakwith.us/live-walkthrough>

# **End Point**

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