

# Broadcast YOUR Brilliance – Monetize YOUR Message

## How I Did It, and How You Can, Too!

- A little about my journey
- **Confessions and Lessons** so you can benefit from the mis-steps of my experience and monetize faster.
- A way to move along **your journey** to get known and get paid.

# About Me

- Publicist and storyteller on a mission to guide **aspiring experts, speakers, and content experts** to spell out their greatness and broadcast their brilliance through the power of storytelling and publicity.
- I've worked for famous people and people who want to get known so they can get paid since 2001.
- Uncovering the story angles that will catapult clients to greater awareness has always been my greatest gift. Clients call me a “word wizard” who can find the perfect ways to reflect back their brilliance in memorable, remarkable, authentic ways that bring in the business.
- This comes from a deep felt belief that we all deserve to be seen, heard, and celebrated and a knowing that we all have important stories to tell.

# People I Help

- These are people who struggle with saying who they are, what they do, and why it matters.
- People who are in some stage of “reinvention intervention” who need help getting to clarity about their messages.
- People who need help finding the “juicy” words that create attention and attract engagements now.
- People who get these issues handled with my help so they can have the confidence and the winning messages that open doors to revenue generation and opportunity!

# A Confession and a Lesson

- I must confess that transforming from a journalist to an internet entrepreneur has been a **humbling and rewarding** journey.
- It is not for the faint of heart.

# I Had to Make It Happen

- Today, I feel great about the business I have created.
- **Authors, speakers, professional service providers, coaches, and consultants** from all over the USA and the world engage with me to learn how to get known to get paid.
- I operate in my zone of genius most of the time helping others stand in and profit from theirs.

# Yikes!

- But before I made the transformation to publicity tools and training company, things were getting really tough.
- It wasn't pretty.
- In 2008, I was working for a handful of top paying clients when the Great Recession hit. Hanging on for dear life, clients pulled out of their commitments so they could save their staff positions. I was left trying to fill those big gaps in my revenue stream, make two house payments in a very expensive part of town, and keep body and soul together at a time when **traditional PR services** weren't on the top of anyone's priority list.

# Taking Bold Action to Create My Own Economic Recovery ASAP

- I **reinvented my offerings** so I could be of service to many people differently instead of putting all of my revenue eggs in few retainer contract baskets.
- And I know that I am not alone in this pattern of reinvention. I've worked with scores and scores of professionals through my Broadcast Your Brilliance Webinar Series who are doing much the same thing.
- Doctors who have become authors and speakers; marketing strategists who have become authors and speakers, healers and educators and coaches who stepped into new roles and new ways to make money. We are a tribe of people committed to getting better and growing in our influence, impact and income.

# Tall Tales or the Truth?

- I'd read about the gurus that boast making seven-figure incomes with their product launches, group programs, and service packages.
- Their results sounded so intoxicating and fabulous.
- I set out to have some of what they were having.



# My Goal and Another Confession

- I wanted to work in a **more leveraged way** so I could make a bigger difference for more people and enjoy **more success with greater ease**.
- **(Isn't THAT an intoxicating idea?)**
- After going it alone for too long and trying to figure all this out by myself and not making as much progress as I wanted to, **I got frustrated**. And I got really serious and invested in premium coaching programs so I could learn from 7-figure earners and get to success faster.

# What Started Me Down a Good Path ...

- I created the 1<sup>st</sup> edition of Bye-Bye Boring Bio **on a dare from a colleague** in September of 2009 and found that people loved it and were happy to buy it.
- I made it even better a year later and launched the 2<sup>nd</sup> edition of Bye-Bye Boring Bio in September of 2010.
- And I got really serious about getting known and getting paid for this program and others built around it.
- 2011 has been a big year of big leaps forward.

# Results and More Confessions

- I am **well known** and **well paid** for my expertise.
- Have I had a six-figure launch yet? No. (It's hard to do that with a \$47 product.)
- Have I had a five-figure launch? Yes.
- Are better days coming? You bet!

# Lessons Learned

- This journey is not a get-rich-quick scheme. It takes time and focused effort.
- There is a lot to learn.
- Not every effort is a success.
- **You've got to want this and be committed to sticking with it and making it happen.**
- And, you've got to get known before you can get paid.

# So How Can YOU Begin?

## 4 Essential Steps

- Declare Your Expertise.
- Prepare Your Story.
- Share Your Story.
- **Rinse and Repeat.**

# Why is This Important?

- Without these four steps, you cannot throw your golden lasso around the right clients and the right opportunities to turn them into cash.

# #1. Declare Your Expertise.

- “I do everything for everybody, Y’all come, doesn’t work.” This never works because people with serious problems want to engage experts with proven systems to get relief.
- People will pay big money for experts like that. They pay whole a lot less for “one size fits all, hire me now” commodities.
- Reporters want to talk to experts.
- And meeting planners and program directors want to hear from them, too.

# How to declare your expertise: The Who, the Wow, and the Now

1. Get clear about **who** your ideal client is.
2. Get clear about the **WOW** you will help your ideal achieve. Write it down. Focus on outcomes.
3. Create urgency for **NOW** action.
4. Stand in your value.



## #2. Prepare Your Story.

- **Decide** what you need NOW.
- **Reflect** on the who, how and the WOW.
- **Prove** your value and impact.
- **Add** your personality.
- **Prepare** your stories.
- **Be ready 24/7** to prosper in the spotlight.
- These same steps apply, whether you want to attract clients, speaking gigs, or media interviews. The message needs to match your objective.
- **One size bio does not suit all situations.**

# It's Hard to Get Out of Your Own Way Sometimes.

- One of my clients, Steve, said he felt like he was stuck under heavy furniture. He couldn't bridge his checkered past to the present and pull a story together that sounded great.
- After working with me, a huge wave of relief washed over him. It was as if a rainbow emerged from the rain. He finally realized he had a cool quotient that clients would gladly pay to benefit from. What a revelation in perfect timing for him and for his clients.

## #3. Share Your Story.

- You need to broadcast your brilliance so your ideal clients can find you.
- By broadcasting your brilliance I mean doing all the things you can to get your story out there. For example, your social media profiles, your 'about me' page on your website or blog, your book jacket, your speaker page, your ezine, and your teleseminar packet that you share with your joint venture partners. The list goes on.
- Your story needs to be consistent, compelling and inviting everywhere you show up ... online, in person, in print. That creates the know like trust effect. And people buy from people they know like and trust.

## #4 Rinse and Repeat.

- Anything you do one time is rarely enough.
- Why: competition for attention; not everyone reads everything you send.
- In advertising, they say no one buys from an ad unless they have seen it 9 times.
- One ezine does not a relationship does not a relationship make; one blog post does not make a community; one press release does not unleash the flood gates of sales; one article doesn't a marketing plan make.

# That's What I Did

- DIY Publicity and Storytelling Expert
- Publicist and award-winning copywriter and business owner, word wizard, and “human exclamation point” on a mission to share stories in my own backyard and well beyond.
- I wrote articles, launched a blog, published an ezine, wrote two newspaper columns, got interviewed by media and top internet gurus around the world and Got Known in a pretty big way so I could expand my impact, influence, and income to Get Paid.

# And It's Not Just Me.

- That's What Graduates from the Broadcast Your Brilliance Webinar Series are Doing
- They are getting known and getting paid.
- **And you can, too. That's the big idea here.**

# Truth is Telling!

- Elizabeth Venturini's Mona Lisa Code – 191,000 media placements with a press release...
- Lisa Schulteis, Today's Virtual Edge -- Winning clients in competitive situations, based on the WOW on your home page and bio...
- Karen Rothstein, a hypnotist, pitched a story to her FOX TV station, and got a four week series about how to stop smoking in time for the New Year.
- Newbies all shown the way.
- I got hired to teach a ½ day workshop based on an online write up about one of my free teleseminars and was hand selected by the NSA to speak at their winter conference, just based on what people were saying about my work.
- One good thing often leads to another, and momentum is a beautiful thing for your brand, your reputation, and your balance sheet!

# Telling a Good Story Can Pay Off

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- Really!



# So How Can You Begin?

- Take the temperature for your name and your expertise.
- How are you known?
- **Another Confession**
- As for me, “Slow runner” was a humble place to start.

# 2006 Reality Check

- No online articles or newspaper columns
- No blog
- No social media presence
- No award wins
- Not much to celebrate.

# Backyard Focus

- I served big clients exclusively.
- 100% of my business came from the Puget Sound region.
- I hosted live events in my dining room, the local tea house, and the co-working space.
- Truth tellers in my life were telling me **I was thinking too small.** I wasn't listening.

# Novice Speaker Confession

- As a speaker, I suffered from “hold onto the podium for dear life” disease.
- I read from notes, avoided eye contact, and got horrible reviews from audience members.
- “Bombing” would be one way to describe my performances back then.
- A rather kind way, now that I think about it.

# Lesson

- Become a better speaker every time you open your mouth and learn from the best.
- Get feedback and training so you can consistently stand out and shine in your own authentic voice.
- This year, I delivered 24 gigs. I was able to monetize in the back of the room by selling products, webinars, and services in addition to earning professional fees for speaking at the front of the room.
- Would you believe it if I told you I have been invited to present for my peers at National Speaker's Association at their Monetize Your Message Winter Conference in February? It's true. I've come a long way baby, and **you can, too.**

# My Ezine

- An unbranded, occasional effort
- 185 people on my list
- **Confession:**
- It's hard to make a good living with so few people following my work.
- By building my influence, I have 5000+ on my list today.

# 2011

- Instead of hosting events in my dining room, webinars extend my message far and beyond.
- Earlier this year, 847 people opted in to listen to one of my teleclasses!

# Lesson and Confession

- Technology can be daunting.
- Merchant account, shopping cart, ezine software, autoresponders, affiliate program, WordPress...
- All this was brand new to me ... a whole new vocabulary for a journalist whose prior focus was “who, what, where, when, why and how.”
- Get comfortable with it; it’s not going away.
- Take action, step by step.
- Get good help, and don’t wait too long to do so like I did.



# 2011: Strategic Partnerships Pack a Punch

- Now, I know what an affiliate program is.
- Hundreds of people advocate for my webinars, products, and services.
- I return the favor for products and services that I know to be extraordinary with my own advocacy.
- “Mailbox Money” flows both ways. It’s a beautiful thing.

# Big Lesson

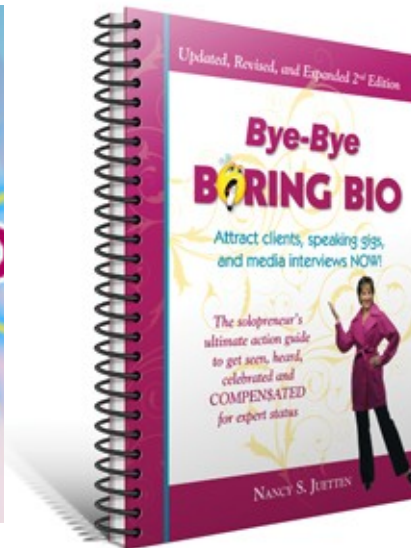
- **Make friends with powerful partners, make good on your promises and don't be a pill.**
- When you're a joy to work with, these powerful people will refer you to other powerful people and all of a sudden, you can be everywhere.
- And this lesson applies to **everything** you do.

# My Product Line - 2006

- I created two information products that sold for \$10 for the pair.
- Even though I've sold thousands of them since 2006, it's hard to make a living with a \$10 product.



# 2011 – A Line of Products, Services and Workshops



# Bio & Branding Wow Now Digital Webinar Series and Toolkit



# A Group Webinar Series

**BROADCAST YOUR BRILLIANCE WEBINAR SERIES  
WITH NANCY JUETTEN**

**GET PERSONAL ATTENTION FROM AN EXPERT  
TO CREATE YOUR BIO, PRESS RELEASES AND  
STORY PITCHES THAT PUT YOU AND YOUR  
BUSINESS IN THE SPOTLIGHT.**



**ATTRACT CLIENTS, MEDIA INTERVIEWS, AND MORE!**

**ENROLL NOW**

**LEARN MORE AND [CLICK HERE](#) FOR ALL THE DETAILS.!**

# A High-End Mentoring Program



# All These Programs are New in 2011

- They are all earning rave reviews, referrals, and contributing to my clients' success and mine, too!
- **Another Confession:**
- It all started to take shape when I got serious about both getting known and getting paid and putting my money where my mouth was.
- I invested in myself and my business in ways I had been afraid to before. Feeling worthy enough to step forward ... I could write a sonnet about the "self worth and self doubt" bonnet.



# 2011 – Updated Branding

Prepare Your Story.  
Broadcast Your Brilliance.  
Prosper Now.

Nancy Juetten | [www.AuthenticVisibility.com](http://www.AuthenticVisibility.com)



# Lesson and Confession

- Why is branding important?
  - Because people won't do business with you if they can't remember you.
- Put some pizzazz into your packaging, presentation and branding – it makes an impression, packs a punch for building confidence, and invites sales at higher price points.
- The educational materials in the simple, clear and unremarkable or unmemorable binder don't sell as well as those in the sassy pink or chocolate brown portfolio.

# By Taking My Own Advice ...

- 2006 – Unknown      2011 -- Known



# Money Matters Today

- Five streams of revenue
- “Fees, Teas, JVs, Products, Speaking”
- Four of five are **leveraged ways** of delivering my value, message, and service.
- 85% of clients are beyond my backyard.
- Six-figure income
- 25% growth over last year.

# Major Lessons and More Confessions

1. Find courage to go beyond your own backyard.
2. Think bigger from the start.
3. Aim high. Don't play small.
4. Stand in and on your value (even when it's uncomfortable).
5. Want it bad enough to follow-up and stick with it.
6. Don't go it alone. Get help sooner than I did so you can have success faster.

# Wanting It and Acting On It have Been Powerful for Me.

- Slow runner
- Running my own race
- Sticking with it
- Following up
- Getting it done one step at a time
- It's not a one shot thing; ongoing journey that's paying off
- **YOU CAN DO IT, TOO!**

# How Can You Have What I am Having?

- Declare your expertise.
- Prepare your story.
- Share your story.
- Create products, programs, and services that meet real needs for which your ideal clients are prepared to invest money to benefit.
- Rinse and repeat.
- You have a lot of power to make it happen, now more than ever.

# The Message in the Ruby Red Slippers

- Glinda the good witch in the Wizard of Oz spoke some powerful truth to Dorothy about the Ruby Red Slippers.
- She said that Dorothy had the power all along to get home or make any of her dreams come true.
- Today, we all have a lot more power to share our message with more of the right people.
- The key is learning how to use the power to your advantage.



# What We Learned from the Wizard of Oz

- It takes a village.
- Courage
- Heart
- Brains
- Going it alone makes the journey so much harder.
- Sassy shoes make you stand taller and stand out, and that's a branding bonus not to be underestimated!

# How I Help

- I am here to show you how and **give you custom feedback** so you can welcome the WOW now.
- Learn these skills to serve your own success for the life of your successful business, and you'll be in control over your visibility and prosperity forever.
- If you are serious about rolling up your sleeves and getting to work I am here to get you to story magic so you can start your journey to Get Known to Get Paid.

# I'd Love to Be Your Guide

- It all starts with preparing and sharing your story in leveraged ways with the right people who have the potential to benefit from what you bring to the marketplace.
- That's how to get your business seen and heard so you can attract clients, earn credibility, and make money.
- **Your online profiles. Your press releases. Your story pitches. Your speaker sheets. Your teleseminar package for JV partners.** They need to pack a punch.

# Today's Invitation

**BROADCAST YOUR BRILLIANCE WEBINAR SERIES  
WITH NANCY JUETTEN**

**GET PERSONAL ATTENTION FROM AN EXPERT  
TO CREATE YOUR BIO, PRESS RELEASES AND  
STORY PITCHES THAT PUT YOU AND YOUR  
BUSINESS IN THE SPOTLIGHT.**



**ATTRACT CLIENTS, MEDIA INTERVIEWS, AND MORE!**

**ENROLL NOW**

**LEARN MORE AND [CLICK HERE](#) FOR ALL THE DETAILS.!**

# Visit This Link

- [www.broadcastyourbrilliance](http://www.broadcastyourbrilliance)
- Then, you can SEE what is brewing in service to your “PREPARE AND SHARE YOUR STORY” success.
- You can SEE the bonuses, the content we cover, read the results that over 120 graduates are proudly celebrating.
- I want you to have what these folks are having!

## **Important Note:**

This offer was made 11-21-11 and has been updated since then.  
Refer to the sales page for most current benefits and pricing.

# Participants Rave and Make Money.

- Psychic compensation and the confidence that comes from finally getting their message right.
- Real compensation, recognition, and buzz from new clients who say YES to what they have to offer.

# Personal Attention Galore

- Gain access to my “coaching and creating in the moment” to make your bios, press releases, story pitches, and speaker sheets “rock star” ready to welcome the expert status, clients, and opportunities you seek.
- **Personal attention is the most compelling point of difference that this program offers, and you’ll feel it in every call when you show up ready to play.**

# Tools, Proven Steps, Support

- Bye-Bye Boring Bio
- Tips Booklets
- Audio files
- Articles to go deeper in your learning
- Teleseminar/Speaker Packet to help you create your own
- It's all included.



# Get Everything Now

- Get steeped in content and inspiration now.
- And, if you are raring to go, I have something special for you.

# Link to Enroll

- [www.broadcastyourbrilliance.com](http://www.broadcastyourbrilliance.com)
- Get the tools now.
- Handouts, Homework, and Hand-Holding.
- Step by step without overwhelm.

# Questions about Today's Content

- What advice would you give someone who wants to create an information product?
  - Make sure it's something your ideal client wants and is prepared to invest real money to enjoy the benefit.
- What can you tell me about pricing?
  - Start with a high priced item that has really juicy value!
  - Pay attention to your competitors; be informed

# More Questions for Nancy

- If you had to do it over again, what would you do differently?
  - Get help sooner! Aim higher with a premium offering instead of toil and trouble with a \$10 item.
- How can I get booked as a speaker more often?
  - Just because you're listed on the speaker's bureau doesn't make it happen; take an active approach; create your own events; create your own success without waiting for the phone to ring.

# More Questions

- How do you find powerful partners?
  - Pay attention; there are telesummits and webinars where there are 20 gurus; identify the perfect people and connect to invite a relationship. Rinse and repeat often, and always aim high.
- What do you think of all of those free press release services?
  - Not much.
- What's your favorite press release wire service
  - I like Dan Janal's Press Release Sender program.

# Questions about the Webinar Series

- When does the course start?
- How much personal attention can I expect?
- How many people in the program?
- Homework?
- What kind of results can I expect?
- Are calls recorded?
- Is there a three-pay option to help me pay as I go?
- What is your satisfaction guarantee?

# Get Known. Start Today.

- We've got important work to do in the world.
- Declare your expertise.
- Prepare and share your story.
- Come on along for support, messaging magic, accountability, and RESULTS.
- **[www.broadcastyourbrilliance.com](http://www.broadcastyourbrilliance.com)**

# Let's Stay in Touch

- [Nancy@authenticvisibility.com](mailto:Nancy@authenticvisibility.com)
- [www.facebook.com/nancyjuetten](http://www.facebook.com/nancyjuetten)
- Subscribe to the ezine at [www.authenticvisibility.com](http://www.authenticvisibility.com) and learn even more about getting known and getting paid.



# Parting Thought

- It's your story. Tell it well.
- Start Today.
- [www.broadcastyourbrilliance.com](http://www.broadcastyourbrilliance.com)