EP143_Transcript

Elaine Lou Cartas: So I'm an elder millennial. How many of you were raised by Carson Daly, host of TRL, where after school, you got to watch, like, the top five, top 10 music videos, and then you really got into it, and you wanted to see the making of the music video and attempt... I say attempt for me 'cause some of y'all might be really great dancers or singers.

I was neither of those. I know what my weaknesses are or my non-talents, and it is that. But what my talent is, is doing speaking. So I'm recording this October 30th, 2026, and my speaking reel just came out 17 days ago, and within 17 days, I've gotten four speaking gigs, signed up for two speaking bureaus, and it's been incredible.

What people forget, even though, yes, I have big names that I have spoken for, like Amazon, LexisNexis, went to Dubai to speak to 10,000-plus AI founders, is that I really took my speaking career seriously for two years, and here are numbers that I like sharing. I have currently around 5,000 followers on LinkedIn, 4,000 on Instagram, and I believe it was 43, 63 followers on YouTube.

Not great numbers, but I just shared all the results I've had with my speaking reel. So what I wanted to do, because my audience, AKA you, so nosy, you wanna know behind the curtain, under the hood of how this speaking reel got created and more importantly, how my speaking career came to be. So I decided to do a webinar.

We actually invited other speakers on the behind-the-scenes. I did it with Mark, who's the CEO of Outspeak Media, and they specialize specifically on making speaking reels. So you're going to wanna watch this. So if you're driving, you could listen to it, but you really get a lot if you watch it because we're watching...

We're sharing clips and replays of the talk. So feel free to grab your coffee, tea, boba, or drink of your choice. No judgment, and let's drop the beat.

I'm excited to do this. So my speaking reel dropped 17 days ago, and I'll be honest, my audience tends to like the behind-the-scenes of everything. So I figured, "Oh, Mark, we should do a podcast episode together." I'm like, "Actually, let's just invite other speakers because it's just nice to be in front of crazy people who want to be in front of other people as well."

And I, I'll share some results in a bit, but I think I've shared it via email as well. But this past week, I've already got into two speaking bureaus. I just got, um, I got to do a talk with JPMorgan Chase. And FYI, I know Mark has some slides. I have no slides for my portions of this talk. Here's the reality.

The most high-paying speakers, they don't use slides So I'm gonna manifest getting six-figure keynotes in the future by not doing slides, and also, I'll be honest, I'm a little lazy, so that's why I didn't sl- do slides. But what I do have is I wanna go under the hood and show you real things that I have used in my business to market.

And I think it's also important to note unsexy numbers that I have. I have 5,000 followers on LinkedIn, 4,000 followers on Instagram, and a whopping 43 followers on YouTube. So how the hell have I been able to do talks this past year before the speaking reel with Mark, with Amazon, and with top hospitality brands and going to Dubai to 10,000-plus engineers?

It's because I was a former fundraiser. So I raised $11 million for political campaigns and nonprofits throughout the country here in the States. And doing that, it was really building deep relationships with people, where in the conference I was just at on Monday, I have about eight leads, and I just closed a talk with a big university that I'm excited about this past week.

And I posted, I think-

Amber Ivey: Woo-hoo ...

Elaine Lou Cartas: twice this week? I don't know. I didn't really try. Mark, go ahead. I'm, I'm tired of talking. They're tired of hearing me. Go ahead, Mark.

Marc Bjerring: Okay, cool. Um, well, uh, first off, Elaine, congrats. Um, one thing, one of the things I was most excited about is we first made Elaine's first draft, we delivered it to her, and then you sent it out to a cl- a few trusted clients and everything.

Within two days, you came back to us and you were like, "Hey, guys, I already paid off the reel. I already booked a gig that just paid for the whole thing," which is amazing. So, um, hats off to you. I know you've booked multiple so far, like four or something like that?

Yes.

I don't know. You-

Four ...

you'll, yeah, you'll get into that and everything, but huge congrats there.

Um, wanna start by kind of, uh, starting to go underneath the hood here and share a little bit of kinda the backstory on how we created the reel. And first things w- we just wanna share kinda, like, the old reel and, like, the starting point of, like, where we were at before, and then we'll walk through the new reel, um, kind of the structure and how we put it together, what is a demo reel, and all that good stuff.

So, um, I'm gonna share my screen here, and, uh, we'll jump into sharing very briefly what the old reel looked like and, uh, how we were able to improve things from there. So let me play the first, like, 30 seconds or so of Elaine's old reel.

Elaine Lou Cartas: Hey, legacy leader. I'm Elaine Lukartas, an award-winning business and executive career coach and speaker for women of color and allies.

MSN has featured me as the number one coach for better leadership, execution, and management. LA Weekly awarded me as the number one thought leader to follow because of my work on conscious conversations.

Amritha: I-

Marc Bjerring: Okay. So that's- Thanks for

Elaine Lou Cartas: stopping that.

Marc Bjerring: Yes. That's, that's the first 30 seconds. Um, I think the thing that jumps out for me right off the get-go is, um, most of the content is voiceover content, right?

It doesn't give, like, the impression of like, uh, like big stages and like... It's all voiceover, right? So, like, people wanna see, like, Elaine and her energy and, like, how she performs on stage. So, like, let's, like, get into that, right? So, um- Mark ... that's one of the... Yes.

Elaine Lou Cartas: Sorry, can I... I wanna add something, too. I think maybe some speakers relate to this.

The only reason why I put this speaking reel together, I'm curious if any of you have experienced it, is I booked an emcee and talk gig, um, for the quarter after, and they're like, "Yeah, we'd love to book you, but we, we just need to follow the protocol. Can you send me a speaking reel?" "Sure. Can you give me two weeks a- and I'll send you, send it over?"

I had no speaking reel. I just had footage from a lot of talks I've done. And so I-- one of my good friends, who actually does commercials for big car brands like Lexus and Toyota, I've known him since I was a kid, "Hey, can you help me just put this stuff together?" Um, and that's what you see here, is because a gig asked me for it, not because I was trying to do much with it.

So Mark, go ahead. Yes. I just want to share that background if any of you relate.

Marc Bjerring: For sure. That is helpful context that I'm sure at least one of you here has also been through a similar situation where you've had to cobble something together quickly, uh, in a haste. So, um, that's the old reel. Let's watch the first 30 seconds or so of the new reel, and then we'll start breaking down kind of like how we did it, some different components of it.

Elaine Lou Cartas: She was the

Marc Bjerring: real deal.

Elaine Lou Cartas: She's amazing. She really did help me get to where I am right now. I am curious, what sport did you play or do you currently play? I just want you to yell it out loud. Softball, soccer, swim. The reason why I talked about sports is because with communication, it's about being curious, it's about being an observer, and it's being like an athlete.

I probably don't seem like it to you, but I've been a fighter for twenty-one years. I've been in the boxing ring, and I study my opponents. So Yankee fans, just watch out. Okay?

Marc Bjerring: Okay. So, um, I think you guys probably noticed a pretty different, uh, feel and, like, the energy and, like, the value and, and just the perception off the get-go.

Obviously, Elaine has some new footage here. Um, but, like, right off the get-go, we're starting with, like, some really big stages, like, really high on the credibility, right? Um, and, and, um, and we're getting, like, pretty in-- quickly into the topic, right? Um, Elaine, do you wanna share anything initial?

Elaine Lou Cartas: Yeah. So the first reel that you saw was back in twenty twenty-four.

This is two years later. So just wanted to show you, like, the huge two-year difference. But mind you, the one in twenty twenty-four, it's been speaking footage since twenty eighteen to up to twenty twenty-four. I just knew-- I mean, I'm just gonna say the quiet thing out loud. I just wanted more money, and I knew that old speaking reel did not really highlight...

And not just money, but I just really wanted to be on bigger stages. I just knew that I needed to collect more footage like Pokémon, if that makes sense, where all the speaking engagements that I have been through, like, I wanna make sure there's footages. That big footage of ten thousand plus people, that was me in Dubai.

So Mark and I will go through it more in detail, but I made sure there was a specific shot list. And, and I wanted to... How many of you have other-- I have a lot of videographer friends. I'm curious if any of you have that as well. I do. I could have easily hired them. And then one of my friends that I had coffee with, who's also a keynote speaker, um, Kelly Thompson, she was like, "Hey, yeah, I just got my speaking reel done.

Um, I worked with Mark. Tell me about Mark. He specializes in speaking reels." I was like, "I need a specialty. So for example, I see one of my clients here who's a doctor, um, as you know, you go to doctors for specialties, and I just... Yeah, I mean, you've seen it. But Mark, go ahead. Share, share what you wanna share with your formula.

But I've been so pleased, but I will also be honest, I was a very picky client. I was very specific on what I wanted. It, it took me two months to do this, but I'm very happy with the outcome because of what it's resulted to, one, and two, how I made sure to choose specific things from the quotes, from the logos, from the sp- specific timeframes.

Think of as, as a speaker, when you spoke on stage, what lines resonated with people, where you saw their emotional reactions? There's also portions of this video where there's me interacting with people. I knew that I stood out with me being personable with people. Just kind of think of politics, you know, the kissing babies.

I wanted more of that. I didn't want it to make it seem like it's, it's the Elaine show

Marc Bjerring: 100%. And you guys will see it in the rest of the reel. There's a couple really nice moments that kind of have that like very down to earth relatable energy which Gilliane has. So, um, yeah. I'll, I'll walk you guys through the-- quickly through kind of like the formula and how we like to put these together.

Just to level the playing field quickly, um, the purpose of the demo reel, basically the demo reel is a movie trailer, right? So it encompasses all of your speaking work. It's designed to be watched by event planners. Most important thing, it's gotta tell a story. Um, and it's designed to put you at the top of the shortlist so that when event planners are reviewing different speakers, it's meant to position you at the top of that shortlist.

What we're hearing pretty consistently from event planners, from bureaus, um, 90% of the time their speaker reel is that initial deciding factor when they're putting you on the shortlist for an event. And typically you're about four or five times more likely to get booked when you've got that great reel that really does kind of that pre-selling layer for you before you've spoken to them or had a call with them.

Um, when we're-- The whole thing is it's, it's gotta create a powerful emotional response to the music, the sound effects and everything. We gotta make people feel a little something, right? Because that's when they're gonna be that much more inclined to connect with you and, and the speaker and, um, and actually book you.

Right? So, um, yeah, I'm excited to show you guys the secret sauce and everything. Quickly before we ca-- uh, before that, um, my quick backstory is I'm an engineer by trade. I invented, um, a video camera product and I got a patent on it. I was very lucky and managed to sell our camera gear in like 65 countries all over the world.

And, um, in that process we ended up, uh, building up an editing team that handles, um, hundreds of videos a month. And, um, really like the secret to our, our success was just learning how to use video as a sales tool. Um, we used it to sell millions and millions of dollars of products and, and now services as well.

Um, eventually speakers kind of found us and started asking us to do a similar thing. So, um, a-as you know, for most speakers, um, you know, typically when they come to us it's because they know that their video content is costing them bookings, um, or is leaving their fees lower than they should be. So, um, basically the reels we focus on fixing that.

So we've studied the psychology behind movie trailers and, and how they get, um, and how they build up emotions. Um, we've watched like thousands of keynotes now, um, and we work with dozens of bureaus and managers, so we're always getting tons and tons of feedback on, on what event planners want. So Anyways, that's how we came up with it.

Let's jump into the exact structure, and then we'll, we'll finish watching Elaine's reel after, and, and then I'll walk you guys through how that structure played out in Elaine's reel. So, um, we call it the hook and book formula, and this is what a typical editing timeline will look like. Essentially, we've broken it down into five key components at the top here.

So in the hook, typically, we're starting with a powerful question or story. In Elaine's case, we started with audience engagement, so she r- right off the get-go, she, she's engaging, engaging the audience, which works great. Um, in the insight section, this is where we start to get into your topic. So we're explaining very briefly the problem and solution that you bring to the table.

I'll, I'll point out the section where we do this in Elaine's reel as well. Then we build up your credibility, so we explain, you know, why you are uniquely qualified to solve your specific problem. Um, so for Elaine, communication. Um, then we do some teaching. So then we start to introduce a little bit more of, of you and your IP and kind of, um, what makes you unique and some of those unique, um, you know, frameworks or lessons learned that you have.

And then lastly, we end on the transformation. So typically here we're ending the video on a high with a little bit more inspiring sound clips and music that make the viewer want to take action and book you. So, um, that's the structure that we like to use for the reels, and what we've learned by telling the story in this format with all the music and everything throughout is that there's a psychological influence that happens naturally that creates that emotional response that we're going for.

So it consistently helps speakers get booked, oftentimes bring up your fees as well, which is kind of a nice byproduct of it all. So, um, that's the structure, folks. Um, any questions on that, uh, quickly right now? Otherwise, we'll, we'll finish Elaine's reel, and I'll kind of walk you guys through how this played out in video format.

But any quick questions off the get-go?

Elaine Lou Cartas: And we'll also have questions through-- You could ask questions throughout. We don't want to be talking heads.

Marc Bjerring: Yes.

Elaine Lou Cartas: Oh, Courtney has a question.

Marc Bjerring: Oh, yeah, good question. What's the shortest amount of time it takes to run through the entire formula? Um, I would say like probably two and a half minutes would be like the shortest, more or less.

Um, shorter is, is, is good. Like short is good. We want the messaging to be very concise, right? It's harder to make a shorter reel because we have to be really, really accurate. Like every line matters, right? Um, but

typically like two and a half would be pretty short. Um, most reels are gonna land between three and four minutes.

So Elaine's here is, uh, three minutes and forty-three seconds, I believe. So- Yes ... um, typically we'll land somewhere in the, in that ballpark.

Jeff Wisotzkey: Well, Mark and Elaine, if I can jump in with a question. Mark, you did a- Yeah ... you guys did a heck of a job with my reel, and I really appreciate it. Oh, thanks, Jeff. So, um, but one of the things that comes up, one is, you know, and I changed a little bit as to what I'm focusing on.

Now my reel's a little bit almost missing the mark. Okay. And then the other piece was, you know, guys like me don't have a lot of good video footage. You know, we can take good pictures and all those things, but I got the best footage when I used one of your, your, uh, i- w- one of your associates. Um, and-

Marc Bjerring: Yeah

Jeff Wisotzkey: can you speak to that a little bit?

Marc Bjerring: For, uh, sorry, collecting video footage?

Elaine Lou Cartas: Or getting-

Jeff Wisotzkey: Up, you know, when do you update your reel, um- Oh, yeah ... it would, you know, and is it hard to update a reel without grabbing a bunch of new footage kind of thing? You know, that's really my conundrum.

Marc Bjerring: Yeah, for sure, Jeff. Um, and it's a great question.

So, um, it is not that difficult to update a reel, no. Basically, it's very, very common that either, like, your messaging will change, your, maybe your appearance changes, or you get new content that's just different. So that is very common. Um, we- it's, and y- basically, like, if you go back to your project page, which is kind of our project management por- portal and everything, you can see a little button, uh, called, uh, that'll say Submit Update Request, and then you can submit any changes and requests.

So if we're adjusting the positioning to maybe a slightly different topic or, um, whatever it may be, um, we can work with you on that. And we can get pretty creative, like, with graphic titles, with animations, with voiceovers. AI voiceover as well is pretty good nowadays. So there's lots of ways that we can tweak the messaging.

Um, so the reel is definitely not, like, a set it and forget it type thing. It is 100% desi- designed to be updated and kept current. So, like, you know, most speakers will come to us after six months, a year, a year and a half, whatever it may be, and then you have new footage, you have an, uh, a new book you just launched or whatever it may be, and then we can make those tweaks.

So, um, by all means, yeah, we can actually absolutely make some twe- some tweaks,

Jeff Wisotzkey: Jeff. And that's perfect. Hey, Elaine, I'm really interested in how you've become so successful with this so quickly, so this is cool. Thanks.

Elaine Lou Cartas: Yeah, I mean, like I said, I was a former fundraiser, and without giving names, my donors were, like, the heir of a very popular newspaper in Los Angeles.

Or I had a donor back in the day, they used to give to both political parties all the time, and they have a very big electric car company. Like, those relationships I created were nurtured through meetings and through lunches and dinners, or just even phone calls. And, and that's how I have treated my whole business.

I mean, I have-- how many of you besides do speaking here? Like, you're a coach or a consultant. I do both. They just work simultaneously for me. So I have, like, a simple spreadsheet, and I'm just following up with people. I'm looking at that list all the time, and I'm an elder millennial, and the reason why I say that is I treat my LinkedIn like a zine or a live journal.

And if you don't know what that is, it's a d- I see you smiling, Mark. It's a diary, essentially. I'm not focused on I want the most impressions and likes. It's a, "I just spoke with JPMorgan Chase. Here's a picture." And so what I do is when I'm following up with leads, I'm about to do talks, I'm giving them updates.

"Hey, um, how was your trip in Hawaii?" I have that little note in my spreadsheet. "How was the trip in Hawaii? How's your kid? I know you're almost, um, you know, an empty nester, but just wanted to give you some updates. I just spoke for JPMorgan Chase. I know you and I were talking about talking about this conference."

And in the email, I put the hyperlink of that talk And that's exactly what I did with the first draft. I followed up with someone, they were kinda ghosting me, and then I said I spoke for Amazon. "Oh, yeah. Booked." So just remember-

Marc Bjerring: Nice ...

Elaine Lou Cartas: it's just like dating except I'm s- the, the sexy messages I'm sending is the keynote talks I'm consistently doing And Jeff, I'll go more in detail later, 'cause I actually have the exact shot list I gave Amazon.

So even, um, before I started working with Mark, every single talk I do, I give shot list of photos and videos of what I want. So that's important to talk through with the videographer or photographer that you work with. So go ahead, Mark.

Marc Bjerring: Yeah, totally. Um, that's super helpful. Obviously, uh, like speaking is a relationships business, so Elaine can speak to a little bit more of that in a bit here.

But let's jump back into the reel. Um, I will call out the different sections so you guys have an idea of like how we t- we tell the story and how it kind of breaks into the different sections. So, um, let's, uh, let's jump back in here, folks.

She was the real deal.

Elaine Lou Cartas: She's amazing. She really did help me get to where I am right now. I am curious, what sport did you play or do you currently play? I just want you to yell it out loud. Softball, soccer, swim. The reason why I talked about sports is because with communication, it's about being-

Marc Bjerring: Okay, so that was the opening.

That was the hook, right? Audience engagement, engaging the audience and everything. That's what we did for the hook. Now we're getting into the insight section, which is where Elaine starts introducing more of her topic.

Curious.

Elaine Lou Cartas: It's about being an observer, and it's being like an athlete. I probably don't seem like it to you, but I've been a fighter for 21 years.

I've been in the boxing ring, and I study my opponents. So Yankee fans, just watch out. Okay?

Marc Bjerring: Now we're getting into the credibility section.

Elaine Lou Cartas: I'm gonna bring up Kobe and Shaq. They hated each other, and even though they hated each other, they had still a common goal, which is their championship, and they had to figure how to communicate with one another. What's interesting is what I hear from all of you, "I am burnt out. I am tired." Actually, one client shared this, and I'll put it here, "I am done betraying myself."

The reality is, is what you need to do, it comes in whispers. And my question is, are you brave enough to listen to yourself?

Of a Filipino immigrant farmer. And my dad is out there in the corner in the hat

I'm from a generation of farmers and really grateful to be here. When people are like, "How do you speak on stage? How do you have co- conversations with people?" I think about the generations before me and how I have the privilege to be here. I created and trademarked Conscious Convers-

Marc Bjerring: All right, great.

Love getting to the story. That was kind of the credibility and story. Now we're getting into more of Elaine's content, so the teach- teaching section here ...

Elaine Lou Cartas: missions. And- Sorry, Mark, can I, can you pause? Sorry. Yeah. I wanted to add, there was that scene with my dad, and you're probably like, "How did you get that?"

Um, if you have people that are important in your life that's probably gonna be in talks, I let the photographer and videographer know, "Hey, I'm gonna do this line, and it's gonna be in this slide at this moment where I'm gonna say, 'I'm a proud daughter of a, of a Filipino immigrant farmer.' Can you make sure there's a shot of my dad?"

So that's how I got that shot. I- it wasn't planned. I wasn't like, "Dad, please be emotional." He had no idea I was gonna say that. I told the photographer and videographer that. I wanted it to be very genuine.

Marc Bjerring: Yep, that's a total pro tip, especially, like, if you wanna call out, like, maybe who's the event organizer or the CEO or, like, whatever, that is, like, a total pro tip to make sure- Mm-hmm

you get that shot, right? So nice work.

Elaine Lou Cartas: Necessity as a woman of color leader, learning how to deal with crisis, conflict, and tough leadership moments. Studied cognitive sciences, so this is a picture of the brain. And the amygdala, which is the bottom part, think of that as a smoke detector.

Marc Bjerring: The hippocampus is the librarian.

Elaine Lou Cartas: It reminds you of all the past situations you've been in in your life. And the prefrontal cortex is what makes us very unique as humans versus animals. It gets us to the logical executive functioning.

Marc Bjerring: If you've ever had an anxiety or panic attack or you felt stressed out, watch how your breathing is.

It's probably really

Elaine Lou Cartas: short. And in the Navy SEALs, they do a box breathing, four seconds in, four seconds hold, four seconds out. Let's do it together. All right, you're gonna breathe in when I go across. Ready? Breathe in. One, two, three, four. Hold. One, two, three, four. Breathe out. One, two, three, four.

Marc Bjerring: Are you fully digested?

Elaine Lou Cartas: There is a power and de-

Marc Bjerring: Okay, now we're getting into the final section, the transformation. So like audience takeaways, all that good stuff -

Elaine Lou Cartas: de-escalating a situation, not escalating. And your job is just to translate the team's reality with their language People problems are profit problems and just conversation solves both.

Marc Bjerring: Woohoo!

Nice work, Elaine. So that's Elaine's reel. Um, I hope that this was helpful to, like, kind of see how you can tell your story and build your credibility and share a little bit about your work. Um, yeah. Back to you, Elaine.

Elaine Lou Cartas: Okay. Do you have anything on the slides, or do you wanna stop share? Like seeing-

Marc Bjerring: No,

Elaine Lou Cartas: I'll stop share

usually. So there was a question in the chat from Alan: "Many of us don't have connections or a list. Where do we start?" So I shared earlier, I have 5,000 followers on LinkedIn, 4,000 on Instagram, and 43 followers on YouTube. I like sharing those numbers. And like I, I... I'm from California. And, and I would say I was an emerging speaker two years ago.

This is me two years later. So what did I do to do that? When I used to work in nonprofits, and I worked with board members, and when I used to work with elected officials, I sat down with them and went old school. Do you remember what Rolodexes were back in the day? Anyone? Like, go through... Yes. Thank you, Robert.

Nowadays, this is a Rolodex, the phone. A through Z, I was just looking for people. And the type of people you wanna look for is actually executives, if you've worked with them, whether it's a past job or current, or event planners. I went A through Z through all of my contacts. That MC gig that I had with HR leaders, that actually came from a former client of mine.

'Cause what I would ask clients, because I want more of my clients, "Hey, do you go to any events that I should be aware about? And do you know other speaking opportunities that I could possibly do?" My in before I got

that MC gig, she invited me as her guest because she was doing a fireside chat. She was a VP for a big Fortune 500 beverage company, and she was like, "Elaine, I'm an introvert.

I feel very comfortable with you. Can you do the fireside chat with me?" I'm like, "Okay." Did not get paid, but I was gonna be in the room of decision-makers. The next year, they're about to do a gig, and I just pitched myself 'cause I got to know the event planner. I'm like, "Who's the event planner? Hey, I see your thing's coming up.

I would love to be an MC if you're considering it." And she already s- I had no re- I mean, I didn't have the reel at the time. She had, she had the experience of me just moderating with her. So once that starts, hi, I see a little boy and shark. Um, so it just snowballs from there. It's having those conversations with people.

And you're like, "I just, I don't know anyone. I can't think of any on top of my head." I worked with very rich board members. I was like, "Okay, let me sit down with you, and let's go A through Z." And then you start seeing goldmines. It's just being brave enough to send that email and have that question asked.

But Mark, you have worked with a lot of speakers. Anything you wanna add to what I've shared?

Marc Bjerring: Um, 100%. I, I mean, I think the moral of the story here is, like, not being afraid to ask because, like, you, if you never ask, you never know, right? And, um, and working, like, any connection that you might have. And I love what you said, like, basically asking an event planner or organizer, like, "What other events do you go to?

Who else should I be speak-" speaking with. Like, these are just ways that you can start to, like, get outside of your own cir-circle of, of, of influence, your own bubble, and, um, and getting it out there. So, um, I mean, the, the common, uh, ways to distribute your reel and, and to grow your speaking business, um, at the be- like, the beginning is, is absolutely the hardest, hardest part.

So if you're in the beginning stages, know that, like, this is the hardest, absolute hardest part. Um, most speakers grow a lot by getting, uh, spin-off or referrals. So basically, like, once you have an engagement, someone sees you speak from another organization, another company, whatever, they bring you in to speak for that organization.

So to get that snowball going is kind of going downhill, so to speak, is, is the hardest part. Um, so just know that, like, it-- Once the business gets more built out, things, like, will, will be easier if you're in that initial stages. Um, the common ways to share your reel are, of course, um, social media, so across all of them.

Um, uh, newsletters, so like, yeah, an email blast, as well as personalized emails. We like to break it down into a number of different lists. Um, but the personalized outreach can work extremely, extremely well. I know one speaker who sent out, uh, fourteen hundred personal messages, uh, when she launched her reel, um, and she booked, like, hundreds of thousands of dollars of, of bookings.

Um, so it, it does make a difference. Um, uh, getting it up on, on YouTube for SEO purposes is great, or A-AEO, same thing, um, for, so it shows up in AI search. Uh, your website, um, and if you work with any bureaus or, or, or agents, uh, by all means, get it to them as well. Um, you can put it in your Zoom waiting room.

Those are kinda like the calm things, um, but definitely the outreach component is, is huge. I was just speaking with a speaker last week, actually, who I asked her, "How's your speaking business going?" And she was like, "Really great. It's amazing. I've been had-- I've had an amazing business for the last sixteen years."

And she s- she told me it's because she makes between five, or she makes either five thousand cold calls or cold emails a year. So five thousand, so she breaks it down to whatever that works out to a day, twenty people every day, she reaches out to or cold calls. Um, and with that, she runs a very successful speaking business.

She's been doing it for sixteen years. Um, so the, the outreach component, um, and the volume of it is not something to, uh, take for granted. So there's my long-winded explanation.

Elaine Lou Cartas: I- if you wanna scale in this, it's doing the unscalable thing And you, we don't see this in the highlight reels on LinkedIn and Instagram.

It's the reach-outs. Um, I see Amber, who is a client, but even Kim. Kim just started working with me this past month. Um, she's a doctor. She can't be on screen or talk right now 'cause she has two little ones, for anyone that has, has, um, kids. But she has no website. Um, she works full-time for an AI tech company, and I did ask permission for, from her to share this, and she just got asked to speak in front of close to 20,000 doctors for a webinar.

Marc Bjerring: Whoa. Nice.

Elaine Lou Cartas: No website, and she's not even posting about... 'Cause she wants to do a side gig teaching other physicians on how to use AI for their practices to save time, and that was a personal reach-out. Mark, your jaw dropped.

Marc Bjerring: Heck yeah. Heck yeah. That's huge. Good for you, Kim.

Elaine Lou Cartas: It's just, I mean, and sh- I don't think that was a personal relationship.

That was just someone that she found on social media. Sh- it just happened to be another doctor who has a group of people. I mean, Amber, you, I already warned you I'm gonna call, call out on you, too. Um, Amber, if you could share what you do and what you've done to reach out to people. Um, and before you do, I will share this not-so-sexy spreadsheet, but this, this is literally what I do for, to get speaking gigs.

It's very simple, and I just look at it all the time And I share this spreadsheet because I made Amber do a spreadsheet for things.

Amber Ivey: You did. Sorry, Ambra Ivy, Amber Mendoza I saw in the comment. Hi.

Elaine Lou Cartas: Oh, yeah. Thank you. Thank you, Amber. Thank you. Amber Mendoza's also another client of mine. Go ahead,

Amber Ivey: Amber. I, I appreciate all the Ambers.

Hi, everyone. Um, so I worked with Elaine starting last year, and we just wrapped up this past year, and one of my goals was to, um, see how much of my... I have a day job, so I wanted to see how much of my day job I could, uh, supplement or get close to replacing by doing speaking gigs, gigs, workshops, and other consultant work.

Um, and one of the things she told me to do was that spreadsheet. At the time, I was very angry at her 'cause I was like, "I don't, I don't wanna do this," but it was so simple that you couldn't help but, like, start writing things down. It helps, yeah. To your point, Amber Mendoza, it helps a lot. So when I start seeing, as people were, um, either I was posting about things or I was posting about a topic, and then folks would just, um...

One, she also made me, like, improve my LinkedIn. So I went through and did a- redid my LinkedIn, and what started happening, I, as I was just talking randomly, I don't even communicate a lot on LinkedIn, but people would, like, reach out and say, "Hey, I know you're doing this AI thing. I work in data and AI."

Before it was cool, so before ChatGPT, um, and, like, we talked about, like, putting things like that on my, um, on my LinkedIn header so folk could know that, hey, she's been working in this space for some time. She's not a new AI person. And what we did was just, like, clean that up. So I have a website, but it's not a pl- not necessarily a place where people come find me.

A lot of people just start coming to LinkedIn, or they come through my website through other means, or someone else says something, they saw me somewhere or what have you. And then, um, she also made me start doing testimonials. So I saw as I put up the testimonials, I even went back to people who I'd done things for in the past, asked for testimonials, and again, I don't post on LinkedIn Like some folks are posting like multiple times a day.

I was trying to do like a couple times a week. This week I've been a little bit more, um, posting, 'cause I have a lot of things going on this week. But for the most part, like I haven't posted that much in the last few weeks. And I saw people who I'd never met who've just been following my journey online, and they're like, "Oh, Amber does AI stuff, and her initials are AI.

Let me hit her up for this and see if she can do that." And then because of that work, um, I was just texting Elaine earlier today, I've closed $90,000 in contracts this year. Last year I had nothing, okay? I may have had a few- Let's

Marc Bjerring: go ...

Amber Ivey: few opportunities. But honestly, I look at that spreadsheet that I hate, and I, um, she adds like- No, you

Elaine Lou Cartas: don't hate it anymore.

You don't

Amber Ivey: hate it I don't hate it anymore. I love it now. But I have like a close column. When I have a conversation with someone, um, I'm able to like track and then I can see where things are going, and I can move things in the path from like cold, warm, to hot. And it lets me see, like, oh, this is something I can actually do, and it just gives you encouragement to keep going.

So when I actually start to like advertise myself even more... She made me do a speaker reel as well. Mine does not look like her new one, Mark, so I'm not on that level yet. I plan on working with y'all in the future, um, and trying to get on that level, but I'm not there yet. But we were able to cobble together some of the things I had using like CapCut just to start.

So, um, even using what you have until you're able to get to that level, it is show results for me. So I'm really excited about really trying to push this further and see what next year brings. And then knowing what next year brings, 'cause I am now tracking it

Elaine Lou Cartas: And Jeff, you asked this earlier, um, this was my Amazon shot list or just any shot list.

I've also shared this with both Ambers on this call. But you have a first camera that's still, and I have a second camera that just goes around with a gimbal for the crowd, and I just put everything that I want. I'm very, very detailed and specific. Showcase people laughing and smiling. Show me talking to my parents, slide 10.

Remember I told you the reaction of my dad? I want the walking in stage, the commanding, using full stage, me laughing, group laughing, how full the room is, me talking. And then even the video deliverables, I'm like, "I want everything horizontal." I know we put things on, on social media, but remember, you cut things from horizontal to vertical.

And I'm like, "Hey, I want these two to three video testimonials." So even ahead of time, the titles of, I want the general manager, "Hey. Hey, general manager, can you please leave a review?" And then anyone that starts coming up to you to show excitement that they're very-- they loved your talk, "Hey, you know what?

I know you loved my talk. Can, can we interview you real quick on the talk?" So if you remember the beginning of the reel, they shared voices of, "Oh my God, Elaina's great." That was all real. That was all recorded footage. Um, and also photos too. So work with the photographer and videographer if you can, that's already going to be at the event, and if not, hire your own.

I would also say, um, I don't h- I forgot to bring it out with me. I only hire it for the big talks. There might be some... Like, there's smaller talks I do facilitation-wise. For example, I was with Kroger and, um, I did a talk w- in front of 100 people. So like I said, I didn't do slides here. But I got like a very simple Osmo Pocket 3.

Hey, Amber Ivy, did you buy this? I told you to buy it. I'm holding her accountable It was just really, really simple to do. So I, I also have footage. I will say there was like a fight scene I did for one of my talks, and we even use a footage of that into, into my reel that I did with Mark. Mark, do you have anything else you wanna share?

Mark, actually, I will pitch Mark right now. When, if you decide to work with him, he has like a thorough outline of shot list that to do as well. But anything else, you're the expert with the camera shots and angles.

Marc Bjerring: Um, yeah, I mean, and for s- there's some clients here, like, uh, in the videography guide, like this, there's like 16 pages of like telling a videographer what to do.

So, um, if you, that's in your deliverables folder for some of the clients. If, if you're not a client yet, you want this, just shoot me a message, I'll send it to you. Um, so yeah, I mean, the key thing is like deciding what you should film or what not to film. Um, generally, like if it's gonna be your biggest engagement yet, I would say film it.

Like do not rely on the audience or, or on the event to film it for you, even if they say it's recorded. Exactly. Generally, when they say it's recorded, they're just gonna hand you over like the, uh, the IMAG feed. So oftentimes this is the, what they put on the sides, on the screens, they'll typically hand you that.

So you're gonna get like a cropped in thing of you with like no audience, no room size, no audience engagement, which like that's the stuff that you actually want as a speaker. Yeah, you need that tight shot, but you need everything else as well. Um, so if it is like your best engagement, like I always recommend just bring in a crew.

Um, it's gonna be worth it because that footage, like you're gonna want it, you're gonna need it. So, um, yeah. Anywho, that's, I think that's en- enough on content, but, um, uh, I think, I believe you had a question, um, Amritha?

Yes, yes. Yeah. Thank you so much for sharing all of that. I have a few questions

Elaine Lou Cartas: that- Hold on, Kim.

Kim, sorry. Amritha, just ask the question and then we'll go to you, Kim. Sorry.

Amritha: Sorry about that.

Elaine Lou Cartas: Okay

Amritha: Uh, so my question is, I'm an emerging speaker, and I have spoken on couple of stages. I don't have a video where I've spoken on a big stage yet. So I would like to know both of your advice on, um, how do I go about, uh, creating the speaking reel, um, when I'm in this particular, um, scenario where I have just couple of, uh, videos that I could utilize from.

Marc Bjerring: Okay. So the, the key thing is, like, the first-- that first set of, of recordings that you're gonna get, like, you're basically gonna do whatever you need to do to get this. So you're gonna, like, beg, borrow, and steal, get yourself on some sorta stage or, or an event. Um, if you want, you can, like, rent s- a venue out locally if you want, like rent out a church or a center or something like that, and just get something of you on stage that you got, you gotta kinda start somewhere, right?

So, like, do what you can to get something. Some people, like, I've seen people, like, make up events where they'll, like, bring in all their friends and family, um, or you rent out, like, a ballroom or a church or whatever. So you kind of do what you gotta do to get that, that first, um, kind of recording. Um, if you have an engagement coming up, then you could find a local videographer, like wherever the engagement may be.

I would recommend doing that. Um, like, like Thumbtack is a good place to find people. You'll have to do a little bit of vetting, but you can find local videographers just about e-anywhere on Thumbtack. Um, we also do like a, a staged event where we basically, like, can capture you on a big, beautiful stage.

Um, it's called Stage Day. Um, if it is something that you'd like to learn more about, l-let me know. Uh, but basically, like, um, a few people here have, have done it, um, like Jeff. Jeff worked with us on Stage Day. Um, essentially what we do is, um, we rent out a big, beautiful stage, and then we capture your signature keynote on stage.

So, um, that's just one option, um, but you can also, like, do this yourself if you want. Um, we do it-- I, I think the, the production level is, is very high. Um, I'll f- I'll share a quick screenshot in a second here. But, um, yeah, essentially all-- this is what we do. So, um, we rent out, um... it's the Portland Art Museum.

Um, it's a, like a fifty foot wide by twenty-five feet tall. Um, this is kinda what it looks like here. Um, couple different folks on here and everything. And then we set up a three-camera shoot, and then we also capture, like, a bunch of B-roll and interview footage as well. So, um- Essentially, um, yeah, a bunch of B-roll stuff, interview as well.

Basically, it's everything you need to create a reel that can position you as, for example, a 10 to $15,000 speaker. We can capture it all. So that's just another option, but you can also do this yourself locally, um, wherever you're based. So, um, and yeah, that's Kate Donovan. She's a client, and she's awesome.

Amritha: Thank you.

Elaine Lou Cartas: And Amrita, what I did was, I think back in 2017, I just left my job. I was working at a community college, and I was friends with an entrepreneur professor, and she said, "Hey, do you wanna speak to my, my students?" I was like, "Sure. Can I videotape?" There you go. So it doesn't have to be anything crazy.

Yeah. And the footage, when I got asked for this, the old speaking reel, that footage, I used... I, I'm glad I don't do it anymore. I used to do free monthly events in LA. So I set that up on Eventbrite. I was like, "Hey, free event," and people just signed up 'cause they were just craving connection, and I had video footage from it.

Amritha: Got you. Thank you so much.

Elaine Lou Cartas: Not saying you should work with Mark, I'm just telling you, I, I'm a child of immigrants, I'm telling you a, a cost-effective way. Kim had a question. Go ahead, Kim.

Marc Bjerring: Yes, thank you. And thank you so much, Mark. You share such a wonderful framework for storytelling. Oh, thank you. Um, I have a question for Elaine and a question for Mark.

So Elaine, you just shared a really wonderful behind-the-scenes, like, director, um, instruction on what kind of shots you want-

Jeff Wisotzkey: Mm-hmm ...

Marc Bjerring: from your videographer, and that's amazing that you, in addition to prepping for a talk and all of the, the details that come along, that you were thinking about that, um, for your long-term, um, video.

And so h- d- what's your mental framework of, like, what you want to capture for someone who will be doing a big talk in the future? If we were, if y- your clients wanted to write something like what you wrote for your videographer, what are some advice you'd give them?

Elaine Lou Cartas: I got it. Okay, I'm, I don't know if I'm gonna answer th- your question.

I'm gonna answer it how I figured out how I wanted the shot list. I thought about what made me unique and different, and what people told me made me unique and different. What people told me that made me unique and different was that, "Elaine, I love how personable you are. I love how funny you are. I love that it's not the Elaine show, and I love that you actually bring people on stage.

You ask questions throughout. It's not a Q&A." So based off all that feedback, I'm like, "I want shots of all of this." That also helps me in terms of the lines, like, when you start practicing it. I mean, you have that webinar you're gonna be doing in front of, like, 20,000 doctors, which I'm very happy for you.

Um, if you have it recorded or even during it, notice when the audience, even if it's Zoom, if they're, like, all nodding, if they're all laughing, if they're putting emojis. When you notice all those reactions, like, okay, I know that when I'm on stage for a big corporation, I'm gonna use these lines again, and I'm gonna tell my photographer and videographer, "Hey, I'm gonna say this, these lines.

I wanna make sure you capture this and the audience." Because if you already know that the audience had great reaction to it from Zoom or from in person, you're in a bigger stage, you know to do that again.

Marc Bjerring: Love it. That's amazing

Elaine Lou Cartas: Amber, I saw ... Amber Ivy, sorry. I know there's two Ambers. Amber Ivy, I saw you nodding a lot, and Amber's done a couple of pitches, but anything you wanna add to that?

Because you've continued to practice and edit sentences.

Amber Ivey: I think what you said is right. I've gotten better at, um, especially virtually, like, doing call and response a bunch, 'cause it's already hard virtual to deliver something. So for me, to, um, Elaine's point, like, seeing where people are doing a little bit of that on their own or where folks are, like, getting really excited in the chat is helpful to know for when that translates in real life.

Um, the other thing is that, uh, you know you better than anyone else, and you know, like, what your things are. Like, promote yourself to that videographer to catch the things that you know you're really good at and where those moments happen, and just make sure those moments happen. Like, I know when someone's for- um, photographing me or videogra- or doing a video of me, I know to make certain looks, certain faces.

Like, I'm in control of that. So some of that stuff is planned, 'cause I know they're recording. I know I want this shot or et cetera. You know yourself best, and being able to guide them a little bit is, I think, helpful.

Elaine Lou Cartas: Oh, and I will ... S- I think someone just emailed me about getting IP, and I'll talk about trademarks also.

When you notice lines that resonate with people, go trademark that. So I say this, I'm gonna share my LinkedIn real quick. But so- I said this at a pitch. I said, "People problems are profit problems. Conscious conversation solves both." This is my framework. And I had some business owners come up to me and say, "Oh my God, that quote, 'People problems are profit problems,' I'm gonna use that."

Called my lawyer real quick. I was like, "We need to trademark this," because I mean, it's okay if people start using, but if they're gonna get it monetarily. But if you know lines like that are resonating with people, definitely work on trademarking it. Um, I mentioned I was gonna share a trademark. So I do a lot of talks on communication and burnout, and I'm just gonna show my ver- This was, like, the first version.

I created a supply chain. I, I talk about how communication is like a supply chain. This didn't really feel good, and I will say I've had all these versions trademarked 'cause I couldn't get it perfect. But then I perfected it. I'm like, "Okay, I don't think it's positive difference, I think it's passion." But then priorities and prepare still sound the same, and I don't know how I feel about the word perform.

And what's interesting is whenever I did my talks and talked about the word perform, people told me, "I don't like that worl- word. It makes me feel performative." And from feedback from that is I changed it to presence. And then this is my final version, where it's plan and practice. So when people are like, "I need to figure out an IP," it comes with practice.

And how I made sure I continued to edit this was through feedback from the audience. I'm like, "Oh, the word perform is not hitting for them. Let me try the word presence." And if you're gonna trademark things, I trademark two things. I trademark the words here, conscious conversations, and then this framework is a different fra- um, trademark.

The reason why I do that is because if I do a talk on emotional intelligence, I could say that this is my model for emotional intelligence, or this is my model for communication, depending on the talks you have. Mark, I know you have shared that having an IP has been important with what you've seen with speakers.

Anything you wanna add to that?

Marc Bjerring: 100%. And trade-- Uh, I don't know if there's any lawyers here, but trademarking doesn't need to be like a, like super expensive, crazy thing. Like you could go on to like-- Like I've gotten trademarks myself. You go on the website and you like do it. It's like you can do this easily.

D-so don't stress about it. It's not a big deal. Um, but yes, IP is just one of those things that like puts you in another category of cred-credibility, right? So like whatever you can do, whether that's like a book or a f- a framework or a trademark or whatever it is, it just like shows that you've taken the time to think about your work conceptually, and then you've, you've done these simple things like, like getting a trademark or, or, or a framework or a, uh, a lesson learned or a book or whatever it may be.

They just put you in that extra category of like, oh, there's this as well, and there's this as well, and there's this as well. And sometimes it's those little things that you stack enough of those up and all of a sudden, like there's kind of a, you know, the shavings make a pile, right? So it's not the one thing, but it's one of those things that like can be a really big, really good credibility booster having that IP.

So, um, yeah, typically like the IP is when we-- in the video, like usually we're featuring that, um, kind of in the credibilities or in the, sorry, in the teaching section. Um, we're talking a little bit more in depth about like what the IP is specifically. So, um Yeah.

Elaine Lou Cartas: Amber Ivy, can you share more about the charging your IP and adding a license?

Amber Ivey: Yeah. So I have a JD. I'm not a practicing lawyer, but one thing I learned in that process is that you can charge people for your IP. So in an instance where someone wants, like s- for example, if I'm doing a virtual talk, if they want to record that talk and share it with their members, you can upsell and include a license for them to share that, and then you put a limited license for how long, um, they use that.

So it costs more if they're gonna use it in perpetuity versus using it, um, for the next six months or et cetera. So it's basically an upsell on top of your, um, current speaking fee because that knowledge, if they're gonna go... If you pay or they paid you to do it in front of an audience of 100 but then 10,000 of their members are gonna see it, you're also trying to collect that licensing fee off those views if you can.

Marc Bjerring: Totally. That's awesome.

Elaine Lou Cartas: Thank you for sharing it. Go ahead, Mark.

Marc Bjerring: Well, Elena, I know, um, we're coming up on time here. I know you wanted to share a little bit about, like, the results that happened. Like, you- you've had the reel out for, I think you said 17 days or something like that. Like, I don't know. Tell us what's happened so far in engagements and all that good stuff.

Elaine Lou Cartas: Yeah. I shared it earlier. So within 17 days, went four speaking gigs. I'm into two speaking bureaus, and I just, I still have so much follow-up. Mark and I wanted to do this earlier on within 17 days, um, just because it's, like, really fresh and hot. And I will say, and, and I'll just be honest, if, if it's feeling really low right now, 'cause I know it's Q4, like, I'll be vulnerable.

My numbers last month and this month are not too sexy in my business compared to other months that have surpassed the numbers, and that's because it is Q4. And not getting political, but if we look at seasonality in businesses, elections are coming up, so people are feeling tense about wanting to give any money.

But what is happening right now, just kind of giving all of you hope, is that people are planning for Q1. So all the conversations and the seeds that are planted is happening for Q1, so that's making me feel good. And Mark, are you okay? I kinda wanna show them what I've done on social media a little bit.

Or is there anything else you wanna add? Of course. Yeah, go for it. Do you guys wanna see what I've done in, like, LinkedIn and following up with people? Okay. So, oh, I just showed my speak... Okay. This is my s- well, and

before speaking kit, I, before the LinkedIn stuff, I have a speaking and press kit. You wanna make it really easy where you have these things.

Look, it's not sexy. It's a Google Doc. The reason why it's a Google Doc, it's an easy copy and paste. Short bio, long bio. I have a pronunciation of names, just in case they don't know how to say your name, a hyperlink to Goo- Google Drive of all your images, and then any social media links, and then the different talks and key takeaways.

This is something you should have. That's how I made it so easy for the speaking bureaus to be like, "Yep, um, we need all this information." I'm like, "Well, it's already in a Google Doc," and it was just so easy for them. So there's that. Let me go through LinkedIn. Also, on my website is, once you have a reel or video, this is actually Mark who shared it with me, is put watch Elaine in action, that call to action.

I will be honest, I put, I used to have, like, schedule a call with me or watch a video. It's just this, and this is my idea, so feel free to steal it from me. But I know Mark has shared the tip, you don't wanna put the YouTube video because it could show other competitors. What I do is I put the playlist of my testimonials.

So after they speak, they have the 80-plus testimonials because, like, "Elaine is so amazing. I need to watch this," and Amber, you are there. Um- Mark, did you wanna say anything? I just saw you smiling.

Marc Bjerring: No, this is fantastic. I love it. It's-- I think it's very clever.

Elaine Lou Cartas: And another tip, like I said, I didn't wanna create slides.

I think it's just important to kinda show you under the hood. In my signature, this was Mark, Mark's idea, so I can't take it. It's just one link. It's this... For here, it's actually the LinkedIn video. The reason why Mark suggested it's LinkedIn is because they go here, they see the Reel. You-- Once you have your Reel, hopefully it's with Mark or whoever it may be.

Oh, s- someone messaged me. Um, I put event planners, I put the keynotes I do, the results. I'm, I'm linking everyone, thanking them, and I'm thanking everyone I've done speaking gigs and took the footage. So it goes to the LinkedIn. Why LinkedIn? Because after the Reel, what do event planners do? Anyone wanna guess?

They stalk. So they wanna go to the profile. And here, right away, I chose this picture. I put my website. This number's really important, the 300-plus reviews, and then just adding these logos. I put my IP here, this. Like I said, not much followers. This is important because it makes you stand out, so I'm name-dropping, trusted by Amazon, LexisNexis.

I put Muay Thai. What makes me very unique is that I do martial arts, which people are surprised about, and then the 300-plus reviews. This is huge. Amber Ivy was sharing this, and Amber Mendoza is on this call too, but I have 90-plus reviews on LinkedIn. This needs to be a process in itself, um, because this just kinda shows that.

Another thing is when I'm following up with speakers and their warm leads, I put post of-- I give them hyperlinks to posts. So let's say you can't record a talk. So for example, I did a talk with LexisNexis. People are messaging me what they loved about my talk. I screenshot it, I take a picture on Zoom of myself, and then I paste it up here.

So I'm not- Nice ... putting anything there, and I just protect them. Then there's this picture I took with a phone with JPMorgan Chase, and then there's a video. Obviously, I want to create a one-minute highlight video on Amazon, so I'm following up with people there. Um, anything else I'm missing, Mark, when it comes to promoting the Reel?

I

Marc Bjerring: mean, you covered a lot. I think, like, little things like pinning it on your profile so it's a featured item so people can very quickly view it are, are helpful. But I think the moral of the story here, folks, is, like, work what you got, right? A lot of, a lot of these things are like you couldn't record something, but then you're, you, you found a way that, like, you can get creative and show that you were at this event and show that you got amazing feedback, right?

So, um, yeah, work with what you got. Um, Kim, you had a really interesting question as well that maybe some of others, um, are wondering is what do you do with, with kind of online footage or, like, how do you position yourself if you're doing more virtual footage? Um, the, the way we like to, to kind of position this is, like, you really gotta get yourself on stage simply because the, the credibility level that, that you have and the perceived value is a phenomenal amount higher when you're on stage.

It's just what it is. It's just an appearance thing. You know, there can be 20,000 people in a Zoom, but it still looks like a Zoom, right? We, we can't-- Like, that doesn't come across. Yeah, you could say it. You could add it in a caption, there's 20,000 people, whatever, which is cool, but, like, it doesn't land the same as, like, getting you up on a nice, on a nice stage.

Um, so the, the stage footage is really just, like, an irreplaceable thing. The nice thing too is, like, the credibility will flow both ways. Like, if you can show that you're someone that can command, um, a stage in a room, then, like, obviously your, that event planner's gonna know that you can do this virtually because, like, you, if you do it in person, you can do it virtually.

Typically, that credibility works that way. But the opposite is not necessarily true. You could crush a Zoom but then suck on stage, right? So, like, we need to show you basically on stage, so that's kind of where, like, beg, borrow, and steal to get that first set of online, or sorry, stage content so that you can, like, start working towards having, um, you know, a great reel.

So.

Elaine Lou Cartas: Thank you. Thanks for that honest take.

Marc Bjerring: For sure. Well, hey, folks, we're coming up on time here. Any other rapid-fire questions or, or anything that anyone else wanted to ask?

Elaine Lou Cartas: Amber Mendoza, the n- the other Amber. Go ahead.

Marc Bjerring: Hello, everyone. I-- So my name is Amber. Y'all know that. Um, I have a question. So I'm looking to start my own podcast, a video podcast.

I'm actually recording the first test episode next week, so I'm pretty excited for that. I've done some speaking things within, um, like private events that I've ho-hosted myself, so I do have, you know, videos of myself, but how does that go hand in hand? So if I'm starting a podcast, and I'm, I'm wanting that to transition into speaking engagements, what would you recommend in terms of, like, what to put in that reel and, and how to book more speaking gigs based on that off, off the podcast?

If that makes sense.

Elaine Lou Cartas: How to book more speaking gigs? That's the question from the podcast. It's simply asking that at the end. It's super simple, just asking it at the end. I do it for my podcast. I just ask at the end like, "Hey,

if you are looking for a speaker or you're wanting to work with me, if..." Sorry. "If you're loving this episode so much, only imagine how it would be like if you hired me as a speaker or as a coach or consultant.

Then schedule a call with me at elainelu.com/call." Um, speaking of calls, Mark, um, just in case there's other questions, I know you wanted people to connect with you, and people may wanna connect with me- Oh, yeah ... if you wanna put it in the chat, and I'll put stuff in the chat. But me and Mark could stay on for other questions, or I don't know what you're doing, Mark, but I could stay on for another five if people have to go.

But if you have to go, I respect your time. Go ahead and- For sure ... leave. It's a Friday.

Marc Bjerring: I'm good for another five. All good. If someone wants to connect, um, I'll put my LinkedIn here. Feel free to connect there or if you wanna book some time also, there's a calendar link there if, if, uh, someone needs to, uh, if you wanna chat.

So.

Elaine Lou Cartas: And I put my stuff down there too, but we'll stay for questions. So who else- Whoo, whoo ... had a question? I think I saw a hand raised or a bye. Okay. Well, I'm a coach, so I just wanna ask, what is one action item you're doing after this? Who's open to sharing? Go ahead, Jeff.

Amritha: Well, I was already working on it before this.

Jeff Wisotzkey: Um, I'm adding a coaching service to my website. Um, and so it's really not completely related to this, but it really goes to the credibility of, you know, a professional speaker who's been on stages, which I have. Um, but I just came back from a conference yesterday where I was chairing two sessions, and the sci-- they're scientists, um, but holy cow, they were some of the worst speakers I've ever seen in my life.

So there's a lot of fodder out there for us to work on as coaches. So I'm working on it.

Elaine Lou Cartas: I will say for speaking, um, it just hel- has helped me so much in the other business too. So, like, really the bulk of my business is coaching.

Marc Bjerring: Totally. And, like, that can change over time too. Like, maybe the, like, the bulk of your business will be speaking in the next two years, right?

Who knows? Um, so but, uh, m- a lot of, like, the bigger successful speakers that we work with have those different revenue streams built out, whether that's like licensing your content or your IP, um, coaching practice, uh, online courses or any sort of courses, a consulting business. Like, you know, you wanna consult on genome stuff, then you would be very qualified to do that, you know?

Elaine Lou Cartas: But if that's it, then I think we're good. Mark, thank you. This was fun.

Marc Bjerring: For sure. This was a great time. Um, thanks for joining, everyone.

Elaine Lou Cartas: Okay. Bye, everyone. Have a great Friday. Okay.

Marc Bjerring: Bye, guys.

Elaine Lou Cartas: Isn't that insane how much I have grown in my speaking career in the past two years? But the reality is, is that I have Been a speaker basically my whole life. I'm the oldest daughter of a Filipino migrant farmer, so had to navigate between these countries. And I, I also wanna give gratitude and thanks to my former high school, iPoly High School on the Cal Poly Pomona campus, where it was a unique high school.

We didn't do finals. We actually had to do presentations at the end of the semester, whether it was solo or with a group, so I got to practice. And as I shared, just like an athlete, it was continuous practicing for me. I remember ninth grade, freshman year, I completely froze. And it's fascinating, two years ago, I just claimed it, I wanna be a keynote speaker, and just how much I've grown in the past two years, and I cannot wait to see what's gonna even happen a year from now.

I wanted to do this talk seventeen days after the Reel to show what can happen, and like I said, I've been planting seeds. So if you enjoyed this podcast episode, and maybe you know another friend who wants to be a speaker, it doesn't matter if they wanna do it as a business or within their company, then share this episode with them.

Send them a message, "Hey, this was a great behind-the-scenes. You need to give a watch, not just even a listen." Second, if you love this podcast, do me a favor. It's free ninety-nine. Please leave a five-star rating and review. And hey, if you're like, "Elaine, you don't deserve a five-star rating review. There's a couple things you need to fix or edit," please personally message me on LinkedIn or Instagram.

Like I shared in this recording, I do care about feedback, so I could best serve. My team and I created this podcast to best serve and support others and make this an accessible way for people to learn and grow. And third, hey, if you s- found so much value from it, and you got to hear from a couple of my clients, the two Ambers, Kim, on how it's been like working with me.

Even Kim, for example, we've only had one session together, and she has a talk in front of, like, twenty thousand doctors, which is insane. Then schedule a call with me. We'll see if it's a good fit to work together. You can schedule a call with me at elainelu.com/call. And also, if you're looking for a speaker, just like the idea I gave to Amber, "Hey, I'm starting a podcast.

How do I find more speaking opportunities?" Hey, if you know a speaking opportunity for your company or for a team of leaders or a friend or an association, let me know. I would love to support. I wasn't blessed with the Filipino singing or dancing genes. Yes, it is a stereotype. Filipinos are known to sing and dance.

I didn't get that. I got speaking. So if you are interested in hiring me, then you could also schedule a call at elainelu.com/call. The links are in the show notes. All right, I'll talk to you soon.