

[00:00:00] **Jan Koch:** Welcome everybody. Thanks for joining me in this session with Ali God. Now the founder of be the keynote and the co-founder of Unbounce. Ali has an exciting session for us today about public speaking and how that relates to building your email list. I'm super pumped that he was able to join the summit.

[00:00:17] **Jan Koch:** All you think is so much for taking the time to be with us today.

[00:00:20] **Oli Gardner:** My Pleasure. Thanks for having.

[00:00:23] **Jan Koch:** Absolutely for those living under a rock. Can you give us a 32nd elevator pitch of who you are, what you're doing in the digital marketing space?

[00:00:33] **Oli Gardner:** Sure. So I basically became a marketer when we started unbalanced, which is like a conversion intelligence landing page platform we did that 12 years ago, became a marketer for the first time and spent about the first six years.

[00:00:46] **Oli Gardner:** Just doing that, just doing marketing a lot of. But the van I transitioned into becoming a public speaker ended up just traveling the world as a speaker and up meeting my wife because I was a speaker. She saw me at a gig in Vegas, and that just naturally led into me starting to be the keynote, which is my new startup, which is all about teaching people, how to become an exceptional public speaker and virtual.

[00:01:09] **Jan Koch:** That is an awesome story that I didn't know that's so cool. Why do you think entrepreneurs these days, or especially business owners who are active in the digital marketing space should also know how to present, how to do speaking gigs, how to do webinars and stuff like that. Why is that so important these days?

[00:01:26] **Oli Gardner:** I think it's critical. In the traditional sense, public speaking, it's just a great. Actually it changes you, you become more confident, you become much deeper of an expert in your topic because when you have to gown station talk to a lot of people about what it is you do, you have to dig a lot deeper into what it all actually means and how you know, what you know, and your new ideas.

[00:01:48] **Oli Gardner:** So that helps you become better at what you do. But now it's even more important because everything's virtual. That everybody has to do presentations, whether, you're on zoom all the time. It's something that everyone's doing, not just a few people who want to be speakers and just there are a lot of bad talks in the real world.

[00:02:08] **Oli Gardner:** There's a lot of bad presentations online. And you we've all been in them, you're sitting in a meeting and it's really dull. The slides are terrible. The presenter is monotone and slow and makes a lot of mistakes and not their fault. They haven't learned how to do it. Yeah, exactly. Yeah. And it's learning just a few core skills can make you significantly better than pretty much.

[00:02:32] **Oli Gardner:** Everyone else takes a lot of time and practice to get exceptional, but you can accelerate very quickly.

[00:02:39] **Jan Koch:** Yeah. And th this is why I'm so excited to have you on, because obviously we want to talk about building your email list as a speaker. And if you are one of those dull presenters who cannot engage the audience for the sake of it, there's no chance that you're building an email list.

[00:02:57] **Jan Koch:** So how do, where do we even start with that?

[00:03:02] **Oli Gardner:** For one of the first things to do is define your purpose, who you are. Because it's different based on your context, maybe if you work for a company, then maybe the purpose of what you're doing is brand or product awareness. It could be trying to get customers or leads or clients, clients, if you're a consultant but if it's your goal is more personal, like you wanna develop your personal brand, become either an industry subject matter expert known for that.

[00:03:29] **Oli Gardner:** Or you want to become, you want fame or notoriety or to become a household. Knowing those things helps guide the way you present and the things you try and get people to do or experience during your talk, because there's no point in having a goal that my, my company needs leads, and then you go out there and all you're doing is something that elevates you as someone who's considered blah-blah-blah.

[00:03:57] **Oli Gardner:** If you're not actually putting in. Content or calls to action or whatever it is in order to get leads. So first it's defining why you're

doing what you're doing. And then the number one thing, this is the first thing you should do, but it's the most important when you're giving a talk.

[00:04:16] **Oli Gardner:** It's very common that throughout your talk you'll have links to things, tools that you recommending articles, whatever it is, things you're referencing. Everybody does it. And. But when it's done wrong, it's usually a big, long URL, but is impossible for people to remember or write down or whatever in the moment.

[00:04:35] **Oli Gardner:** And there's lots of them. That's the wrong way to do it the right way. And know, this goes to my background with Latin bands, but you should have a landing page for every single gig you do every single, if you have one talking to a 10 times a different landing page for every single event, and the reason you do that is throughout your.

[00:04:54] **Oli Gardner:** You just referenced that one URL and you shorten it with Bitly or something and you say everything. I talk about every tool, my slides, all that stuff will be on this landing page. That way. It's only one thing to remember, and you're in control because if it's all embedded in your slides, all of these things it's done, it's locked in and there's nothing you can do about that.

[00:05:15] **Oli Gardner:** So you made a mistake or the Link's broken, things like that. He's a Lennon patient. You're in control. You can change it afterwards. You can add more stuff. And you're you are then able to guide people because nobody likes a salesy speaker, don't pitch on stage, be, be awesome and drive people to that landing page to get your slides.

[00:05:37] **Oli Gardner:** That's the number one thing, all the things I mentioned, but also to download the PDF, the slides, get people there, and then you have an opportunity to add in a little bit more, if things that you want. Sale or continue down a path ways because they showed up because they like you and they thought your content was awesome.

[00:05:57] **Oli Gardner:** So you know that you've brought them there at that point. When you're speaking to someone, if you're trying to sell, they're going to get, they're going to just go, ah, this is awful. That's not why I came here. I came here to learn, but if they came to your landing page, they've got a level of interest.

[00:06:11] **Oli Gardner:** So that's when you start trying to engage them and get their email address and push them a little bit further along in that.

[00:06:19] **Jan Koch:** Do we keep that content on the landing page for free? Or do we get that with an email opt-in or is it just a case by case decision based on the audience that we have? Great

[00:06:28] **Oli Gardner:** question.

[00:06:29] **Oli Gardner:** Yeah, that's a great question. Don't get your slides. That's rude. The event organizers going to send them out anyway and they have it, unless you, some speakers do not share those slides and that's fine. Usually it's paid speakers are professional. 'cause they want to really make sure nobody sees this presentation apart from the audiences they're being chosen and paid to go speak in front of.

[00:06:52] **Oli Gardner:** So that's important for them, but typically you show your slides and they've already seen it. So just give them for free the things you do want to use a form for is something extra. One of the, maybe ebook or whatever, but I think one of the very best things you can do to get them on your email list is super relevant, but say something like get the 15 advanced tips.

[00:07:16] **Oli Gardner:** I couldn't put in my presentation. So now you're saying nice, they're interested in you. And it's I've got even more of that same stuff. And I got more in depth stuff, more advanced. So whatever it is, it's extra. They're going to want that because they came to your landing page because they want your slides or they're interested in you.

[00:07:36] **Oli Gardner:** That is, I think the fastest way you will get them to continue and give you the email address instead of I love, yeah. Instead of just getting the whole thing or getting slides down, give them something like that. This is so you've got a course. You've got a course, try and get him on there. If there's a free portion of it or give them an event specific discount code.

[00:07:55] **Oli Gardner:** That's just for the. 20% off my course, just for you, this will expire. No one else gets this bill, things like that are going to get people. Interested. And that's the beauty of the landing page. People have a level of interest when together.

[00:08:10] **Jan Koch:** Yeah. And it's also leveraging a concept that has already proven itself over and over again, because essentially it's like a content upgrade for blog posts where you give them something that dives deeper into that.

[00:08:22] **Jan Koch:** And just having that as a landing page offer as well. It's so cool. And then what I probably like the most about this concept is that it makes everything measurable because you can measure how much traffic you get on that landing page. And that helps you decide, do we want to take a speaking gig with that company or with a co-host for the webinar again or not?

[00:08:42] **Jan Koch:** Yeah.

[00:08:43] **Oli Gardner:** Yeah, for sure. And with virtual events it's even more effective because people are already in that mindset and it's much quicker for them to go do that. If someone's watching you in an event, in a real life event, it might be one of the events that has tables, desks or something. So they'll have a laptop, but if it's more than an auditorium and a theater where it's like this people might have phone, but they're probably not going to dig any deeper at that moment.

[00:09:09] **Oli Gardner:** So Boone's virtual, they're sitting right there and you're going to get feedback immediately. You could even see it. If you can have a window of my presenting of the stats of visitors to your landing page, in life, as in lead gen people do what you ask to a certain level. So you can tell people practices and have a reason for doing it and have it a way to make it more engaging for make it interactive in the middle of your talks, say, okay, now I want you to go to that learning.

[00:09:36] **Oli Gardner:** Blah, blah, blah. There's a thing there when you see now that yeah. Do you know, there's a video there? It's not in my slides. Watch that. Now it takes 20 seconds. And then we'll start again, by doing that, they've already gone there. They've got to open a tab. They're used to seeing that they're like, oh, there's some cool stuff on there.

[00:09:54] **Oli Gardner:** And that way you don't have to wait until after the fact and hope they go there. So yeah, these little techniques that you can try to make sure. People go there. And like you say, measurability, you can see traffic, you're going to have your conversion rate. If you have conversions for different things on the page, and it's just turning into.

[00:10:14] **Oli Gardner:** And it's just

[00:10:15] **Jan Koch:** So you're connecting to marketing channels essentially right there, public speaking, and then the website based marketing, which is super cool. And I would say the prerequisite for having the attention to, even if we're having people go to the landing page is that you need to have the attention of that audience.

[00:10:32] **Jan Koch:** And you have one very exciting strategy on your blog. I think it's called the quick, cute inter. Oh,

[00:10:42] **Jan Koch:** tell us a little bit more about that please, because I thought that was such a genius concept. It

[00:10:47] **Oli Gardner:** stands for question is impossible not to answer. So one of the things people fail at on when they're speaking is audience engagement, doing it in the wrong way. You'll have someone come on stage.

[00:10:59] **Oli Gardner:** This is often it applies to online and offline, but I'll come on and go. How's everyone doing? You having fun? Everyone's I'm tired, but that's a super open-ended question that I've got a different, I don't want to answer that. My answer is 15 sentences long, or they're going to, there's going no.

[00:11:14] **Oli Gardner:** So like you're getting nothing from the audience. Cause they're all thinking a different thing. You need to ask a question that will inspire them to answer and get everyone participating. And you can just, you can have fun with it. You want a question that people identify with that? Being concerned, they're giving away information by themselves because sometimes if you're asking a question, people are like, yeah, I haven't answered if I don't want these people around me to know, or my boss or whatever.

[00:11:47] **Oli Gardner:** Yeah. I've been next to you. So you just, one of the things I love doing is I was doing a bit about having an opinion and one of my talks, and I said, the only thing you need to know about having an opinion is, and then I show I do a survey of like toilet paper, whether you have it over or under, everybody has a perspective on that.

[00:12:07] **Oli Gardner:** Everybody has an opinion. Everybody does it. One of those ways. They don't care, but they understand it. So who's over 90% of the

audience will raise their hand at that point. And under I'm like, know, you're all wrong, but you can have fun like that. It's just finding those questions that will get everyone.

[00:12:24] **Oli Gardner:** Or the question that makes everybody say yes raise your hand. If you've ever driven a car or been in a car or seen a car, you layer on so many versions of this response to everyone was like no. Okay. Yeah, that's me. And then the whole audience is with you at that point and it's fun.

[00:12:41] **Oli Gardner:** So that's how you get.

[00:12:43] **Jan Koch:** Yeah. It said something that you would do to what the beginning of the speaking gig. And then you sprinkle elements like this in every 10 minutes, every 15 minutes or something to keep people engaged, or how would you use this strategy?

[00:12:57] **Oli Gardner:** I would use it for two reasons.

[00:12:58] **Oli Gardner:** One for fun, just plan it in your talk so that, when you get to this part, you're going to have a bit of fun. You should be very intentional about designing things like into your talk. Don't rely on things actually being. Plan for it, practice it and know that this thing is going to cause that reaction.

[00:13:17] **Oli Gardner:** So that's one, but then do it when you need to segment the audience. So you can, it's much more engaging when you can break the audience down and talk to them based on how they responded. If you like something simple are you an in-house marketer or do you work for an agency or. You get a rough sense of that 90% of people here agencies.

[00:13:41] **Oli Gardner:** Okay. And you can refine your messaging. You can talk, you can just go a quick my content or, and be prepared with that as well. If you're going to ask that question. No, what you're going to do based on the responses, this is a lot of, one of them you go like now you can start talking to them about different aspects of your content and just becomes more and more relevant when you do that.

[00:14:02] **Oli Gardner:** And it's more fun because you're. It's great for doing that.



[00:14:06] **Jan Koch:** So it's essentially a tool that helps you refine the messaging as the presentation goes along so that you can make sure that you're always relevant and catering to the needs of the audience.

[00:14:17] **Oli Gardner:** Exactly. Yeah.

[00:14:19] **Jan Koch:** Yeah.

[00:14:19] **Jan Koch:** That's fantastic to hear. What other tips do you have for people who are presenting online mostly to keep their presentations and engage with.

[00:14:27] **Oli Gardner:** One of the toughest things, I rely on laughter for my energy. That's what my number one goal when I'm presenting is to make people laugh and then I want to inspire them and have very actionable stuff.

[00:14:38] **Oli Gardner:** But the reason that's my focus is it gives me the energy to become better. So the more people laugh or get a response, I get better and better throughout the talk. So when you're doing virtual presentations, you can't hear them. So I have

[00:14:56] **Jan Koch:** other people on the call with you. Yeah.

[00:14:59] **Oli Gardner:** Yeah. I have to rely on my experience knowing that this is a funny segment and people are laughing.

[00:15:05] **Oli Gardner:** I can't tell, but I have to pretend, and imagine that. But so basically the toughest thing, my point being the toughest thing, when it's virtual is engaging and you want to try and make eye contact it's. Because you can't see them and you have to train yourself to look at the camera, which can be difficult, especially if you have a laptop and you've got slides, you're going to be looking at your slides.

[00:15:30] **Oli Gardner:** The camera's right here. It's a really big jump from there to there because you're so close. So people are going to see you looking at the slides and you're not looking at them. What I've got right now. I've got my camera there. I have a monitor behind it. I've got some notes. I. You on the video here. So when I'm talking to you, I can look beyond that at slides.



[00:15:53] **Oli Gardner:** So whatever I'm looking right through the camera. So I have that level of engagement also having the right height. You don't want to be looking down on the audience.

[00:16:02] **Jan Koch:** Yeah. People can see me going from watching on the monitor to watching it through the lens. Yeah,

[00:16:09] **Oli Gardner:** definitely. Yeah. And there's that if you do have the further away.

[00:16:13] **Oli Gardner:** The better it is because when you're close, yeah. Steep angle, further away you are slides the camera, whatever it is less. So the more you can do that, obviously, if you don't have a zoom on the camera, this one doesn't, you have to bring it. You have to get it somewhere to frame it correctly. But it's a good way of doing that.

[00:16:31] **Oli Gardner:** But if you do need to look your slides, you can, a couple of ways to do that does maintain the connection. You can see. I want you to look at this slide. So now you're telling them again, tell me what to do, not a bad way. Look at this slide, blah, blah. They're gonna look at it with you so they don't see, you're not looking at the camera anymore.

[00:16:50] **Oli Gardner:** You're maintaining this connection with them because you're instructing them to do something at the same time as you. And it's that good? So for that problem, or if you have a super complex slide and you need to look at it, or you need to just get a quick. Pretend that you're thinking or something wrong downtown.

[00:17:07] **Oli Gardner:** And as you're doing this, you're looking at the slides. People don't really know you're doing that, but then you come right back to them. So there's little things you can do just to do that. But if, and especially if you have a consistent, fairly monotone kind of delivery online, people will either turn it off or they'll, you'll be over here and there'll be doing something.

[00:17:29] **Oli Gardner:** So they won't even be looking at you. So all of that is wasted effort. If you can't get them looking at the the presentation and one of the best ways to do that. So these audio contrast, so you can go faster and slower, louder, and quieter. So let's say I want to deliver a meaningful moment. I'm telling a personal anecdote of something important that happened to me.

[00:17:53] **Oli Gardner:** I can just, first of all, put a black slide up. So there's nothing to look at on the slide. So they focus on you. This is especially good in real life. So the room gets dark, the lights around you, everybody focused and then have a pause, slow down, make your voice deeper or just more quiet. Now people like, oh, that changed.

[00:18:15] **Oli Gardner:** Oh, I'm interested in what's happening. And then if there's something, really exciting, get excited about it, wave your hands. This is a great technique as well. Wave your hands around when you're virtual presenting, standing up and waving your arms around is one of the most important things, because if you're sitting down and you're clicking through your slides like this, that, Hey, you might hear that whore the mattress.

[00:18:36] **Oli Gardner:** This is a super live mass. So have a remote clicker. I don't call so much and trying to set it up. Like you're actually presenting on stage. You'll have much more energy and that will help. Bring people back in because your voice will change when you do this and when you're standing up and then you can get real loud, it really fast, and people are going to come back to it.

[00:18:57] **Oli Gardner:** And if you want to make a lot of noise, you don't want to shout into the mic. Shut off. I

[00:19:04] **Jan Koch:** turn away from the microphone and

[00:19:08] **Oli Gardner:** right now, that sounds like what was the volume like for you? There was

[00:19:15] **Jan Koch:** barely any difference, right?

[00:19:17] **Oli Gardner:** I'm angry and frustrated, but I don't mess with your ears. I learned that technique to bill burrow on his podcast.

[00:19:24] **Oli Gardner:** He does that a lot. Turns away it gets all that. So little things like that will get people's attention. Audio is the most important thing for virtual Bantu audio in a recording of virtual people will turn it off bad video or lighting they'll suffer through that. Audio is the most important thing.

[00:19:45] **Oli Gardner:** Upgrade your mic. Just make it a little bit better than the one that's in your laptop or don't use, apple headphones. Or whatever the quality is just not good enough.

[00:19:57] **Jan Koch:** Yeah. And w probably one of the best ways to upgrade the microphone, especially if you want to have this room for movement and gesturing and moving around and stuff, you want to go with something wild.

[00:20:07] **Jan Koch:** It's I would say roadway let's go or something like that as a good entry, they have a microphone. And then I would assume you, you have a boom arm over your head.

[00:20:15] **Oli Gardner:** Which is great. Cause I can still move around. It's right there. It's very directional. So if I come out here, you're going to hear it. You can hear me, but it's way off. And then it comes back in. It's going to sound awesome again, but I still have the freedom to move around and you're right.

[00:20:29] **Oli Gardner:** Wireless mics are terrible until you get to the road wireless go level like \$200 or something. Whatever it costs. I'm talking Canadian

[00:20:39] **Jan Koch:** dollars. I think it's around 200 us. Yep.

[00:20:42] **Oli Gardner:** And then take it a step further. I have so many mics. So for people, this is what it looks like. You have a transmitter and receiver. Now this is the version one version two just came out. It's significantly better. But yeah, the thing is these look really good. If you're clipping this on, it looks ridiculous. See a lot of podcasters doing this YouTubers and it just looks stupid.

[00:21:04] **Jan Koch:** I think they have this check where you put a laugh, Mike into them, into the reserve, and then you hide the left. Hey, extra

[00:21:12] **Oli Gardner:** to get the regular laugh. Mike. Now you can put this on your hip and you've got that there it's worth the extra. As soon as you do it, the freedom just wander around the room, run off camera, or do you like just, you funds.

[00:21:25] **Oli Gardner:** We'll make more fun for you and a lot more fun for the audience.

[00:21:28] **Jan Koch:** I have this immediate itch right now that I have to raise the level of my standing desk

[00:21:36] **Jan Koch:** which speaks to the energy that you are conveying in this presentation right here. So it goes to show that you really know what you're talking about right here. And I think many people watching this should consider that when they give a talk. Leverage those techniques for the next webinar for the next speaking.

[00:21:53] **Jan Koch:** Even if you go on a podcast that doesn't have video recording, just the level of more engagement that you have in the audio. We'll make up for it. And the one thing you did just a few moments ago where you lowered your voice, you slowed down, you had this pause that made it very difficult for me as the host, to not feel the void, to not fill the quietness with some bento or some shit going on.

[00:22:22] **Jan Koch:** And I just love that because that immediately gets the audience thinking on, wait, what's going on with. Yeah,

[00:22:31] **Oli Gardner:** exactly. And if you can't afford a wireless set up, just have a Stein desk or put a box on your regular desk and put your stuff that you need on top of that so that you can do this and then, get a it's over there.

[00:22:46] **Oli Gardner:** But. I did a whole breakdown. It was a post on my ultimate guide to virtual presentations on zoom, where I review like nine different mikes and go through them. Then you can hear the quality and the price and all that kind of stuff.

[00:22:57] **Jan Koch:** Below this video.

[00:22:59] **Oli Gardner:** Awesome. You can just get a blue Yeti. They're really great.

[00:23:02] **Oli Gardner:** They sound awesome. And you can just put it in front of you and if you are presented. Close up. They won't see it further away like this you'll see it, but I would rather have a mic in the, in view and sound awesome than not have a mic in view in some.

[00:23:17] **Jan Koch:** Yeah. That's why I have the roll pot, Mike too.

[00:23:20] **Jan Koch:** For first of all, I think it sounds pretty good, but then also I just love the looks and I think it is another way to add some personality into what you're doing when you're speaking. Just have some, obviously my background is nerdy as hell, but I have some. Th that keeps people engaged when they're looking at everything I have on the shelf is on purpose because I want to have people search through what there's going on and then discover some patterns.

[00:23:48] **Jan Koch:** And some people even pointed out that you have DC and you have Marvel on the same shelf. Can you do that? And is a perfect conversation

[00:23:57] **Oli Gardner:** starter. Yeah, I am. I'm the same. Like a lot of this stays where it is. Look at my turntable over there. So I changed that album once in a while, just to, in different videos and, and just another quick tip and this is a great thing to do when you're presenting, just walk away, come back go, do stuff, find something, cause be like, w what was happening here?

[00:24:18] **Oli Gardner:** I'm going to go over here. You can still hear me, but I'm going to go get some stuff. Cause I just thought something and I want to tell you about it, so this is a. Virtual presentations as well. This is only for virtual. Really get some blotting paper things. This takes the oil off your face, and then get this setting powder.

[00:24:39] **Oli Gardner:** Basically this gives it a matte finish. So it takes all the shine off. So when you've got lights on you, it's not like you're, maybe you're sweating, it stopped. It can help with sweat and it'll just stop all this reflections. You'll just look better. And also it just makes you, it gives you a bit more of a balanced.

[00:24:54] **Oli Gardner:** Camera and film and it doesn't cost much and yeah, it can make a big difference.

[00:25:01] **Jan Koch:** Do you think that those gimmicks and details and stuff are needed to really maximize the output and build as, as big of an email as possible through, through speaking, or should people just focus on refining the presentation first and then upgrade the kit as they see results from the first few speakers?

[00:25:20] **Oli Gardner:** I would get, I would jump on the mic thing immediately or the things you can work on, but like you said, at the start, you're going to get more emails if you're awesome. So the better you are in every regard, the more likely you are to succeed. So just get over the audio thing as soon as you can. So that you're not one of the presenters who has people turning it off because it sounds.

[00:25:46] **Oli Gardner:** So that's just the first hurdle, but then yes, work on your delivery practice a lot, because again, the better you are and the more prepared you are through practice, the more you'll be able to ad lib and do the things that I was doing. Cause ad-libbing is always the most special time in a presentation.

[00:26:05] **Oli Gardner:** And it only really happens when you're confident and you know your stuff, because then you're not worried about it and you know what you're doing and you're like, you're bringing. Thinks about more stuff, relate to what you're talking about because it's relaxed and that's where all the fun stuff comes in.

[00:26:21] **Oli Gardner:** And that's where you get a unique presentation that you haven't done before. Yeah, practice. Is massive. Really?

[00:26:27] **Jan Koch:** Yeah. And on that note, one thing I would love to share as well as one story from my personal background is I'm not a native English speaker. And I see so many people obsessed with that and trying to hold themselves back and overthinking and over-complicating stuff on instead of just going out there and being okay with stumbling over your own words from time to time and.

[00:26:51] **Jan Koch:** Messing up the grandma from time to time. And I still remember the first interview I did in 2013 with pat Flynn from smart, passive income. He had a book launch going on and I was lucky enough to get one of the slots in his speaking calendar to promote it. I was like I was cuffing all the time and it was 3:00 AM in the morning for me.

[00:27:11] **Jan Koch:** So I was totally wasted and not up to speed, but I still took the interview and I still published it. And I think I lost the recording from one hard drive crash. But the point is that you have. Just get started and you have to just do it. And I still have videos on my YouTube channel from 2015 that I would love to take offline, but

[00:27:37] **Oli Gardner:** I just want people to roll.

[00:27:38] **Jan Koch:** Yeah. I just want people to see the transformation that you go through as you do this stuff over and over again. I think there's even one of yours because I interviewed you in 2015 for one of my seminars already and given to what we do right now, how. Confident I am in the conversation with you right now.

[00:27:58] **Jan Koch:** The last time I was like, I have only gotten her on it. I was so nervous and stuff like that. And now I'm still happy and proud that you're joining, but I'm way more able to just enjoy the conversation.

[00:28:10] **Oli Gardner:** Yeah, for sure. Speaking changed my life completely. Like I, I don't know.

[00:28:17] **Oli Gardner:** I was so scared of it. I thought it was pointless. I didn't understand. So then when eventually I was dragged into doing it and did really well, it just changes your confidence so much. It's terrifying to begin with and everybody don't think, oh, these speakers, they're not scared. Not anymore. No.

[00:28:32] **Oli Gardner:** Sometimes yes. But at the beginning, yeah, terrified. I remember being in a hotel waking up and it was that I woke up and I'm like, I don't recognize this. Oh shit. And I threw up, I realize where I, wasn't, why I was there. The nerves hit everyone. The me now to me then is night and day both in terms of confidence, but also in terms of the friends I have, I've made lifelong friendships with amazing other speakers all around the world.

[00:29:02] **Oli Gardner:** And just like I said, at the beginning, Your level of knowledge of what you do is way more advanced than before you do this, because the pressure to be great is it's very effective at making you better.

[00:29:20] **Jan Koch:** Yeah, this is one saying that I still remember from my study types. Like I have a problem with motivation until I have a deadline problem.

[00:29:28] **Jan Koch:** And it's similar. It's similar with the speaking gate, because as you said, you have to deliver, you have to really know what you're talking about but on the other hand, they just speaking, just. Any career on



steroids, if you do it well. And if you're willing to embrace the suck in the first few speaking gigs.

[00:29:47] **Jan Koch:** Yeah. I would love to change causes a little bit in this conversation because one thing that I think is really important to talk about is that when you apply for speaking gigs, having a big email list helps because everybody who's organizing like virtual summits or runs a podcast or who wants half paid because they usually reliably is in part on the speaker driving attendance.

[00:30:15] **Jan Koch:** To that event and to that speaking gigs. So I would love to hear a little bit from your perspective of what having, or what email marketing has done to your public speaking career.

[00:30:28] **Oli Gardner:** Yeah. Interesting. I'm

[00:30:30] **Jan Koch:** totally off script by the

[00:30:32] **Oli Gardner:** way. So that's good. Cause there's things, what do you do when you have someone's email?

[00:30:36] **Oli Gardner:** How do you how do you get meaningful stuff? I think one thing you can do is, and I'll I'll wiggle my way to answering the question like a politician, but then wiggle away from it. When don't suddenly just flood people with I've got this great thing or does it make it relevant again?

[00:30:54] **Oli Gardner:** The one thing you can do is invite them to every subsequent virtual presentation, take them on this continuous journey of your growth and your. Content and presentations, then you're going to build up this kind of rapport and the more people who are impressed by what you do and see you, the greater, the chances a conversation we'll have will happen, where someone will they be like asking for.

[00:31:21] **Oli Gardner:** I'm trying to find a speaker. Does this looks like that and suddenly, oh yeah, I saw this. I saw this person. She was awesome. He was awesome. Recommendations is one of them. Ways to get your momentum going and also do it yourself whenever you're on a podcast, recommend someone else and, keep that going because the more you do that, the more it'll come back to you.

[00:31:45] **Oli Gardner:** If you treat people well like that, try and if someone asks you to speak and it's not your topic say, but I know someone who is say no, but I know someone who be great for it. But. If you attend events, you're now on someone else's list. So now if that event is emailing you, you can go, if you get on them, their lists, then you can, when this come in and go, Hey, I have a great topic that I don't think you have one for in your lamp this year.

[00:32:14] **Oli Gardner:** Blah, blah, blah. So that can help you pitch that way. So your. I think he's doing outreach to get on their radar, but you're doing it within the context of them having already emailed you. So there's already a conversation going

[00:32:25] **Jan Koch:** that's a perfect way to wiggle your way to the answer. I really like this because it boils down to building relationships.

[00:32:36] **Jan Koch:** In the marketing space, which I think many people overlook these days, they just focus on filling the lead pipeline instead of really getting to know people. And it leads into the next question that I had is how do you book yourself on events? How do you get paid speaking gigs? How do you elevate your brand with that?

[00:32:56] **Jan Koch:** And obviously pitching event organizers pitching podcast hosts for yourself is a fantastic way to

[00:33:04] **Oli Gardner:** sell. Yeah. And you need to be discoverable the mortgage. You do. The more people will find you, but you need to have a landing page per event for your resources, but you also need a speaker page and you need to, so when people find you or when you're pitching, cause a lot of people will just put a description of what they want to talk about in and that's it.

[00:33:26] **Oli Gardner:** That's not very good. You give a URL to your speaker page, which has your highlight reel on it. It has testimonials from other events or other speakers, or what I love to do is after an event, go to Twitter, find all of the best tweets and then add some of them to your speaker page. Cause having audience members talk about how great it was, is wonderful social proof for an event organizer, when they're searching for speakers and the number one thing you need is videos, right?

[00:33:56] **Oli Gardner:** I. Do a lot of research into this and almost all events will not take a chance on a speaker. If they don't have a video, they can't see them in action. And if you haven't done a gig, this recorded it before. You've never spoken before, recorded yourself, record just something. So you have something that I put up on YouTube, try and put as many places as possible so that people can find something of yours.

[00:34:20] **Oli Gardner:** Yeah. And one of the reasons is if it's a. The organizer doesn't want to risk an unknown from an audience who's paid money for the tickets. Yeah. We started a meetup. That's going to be free. Get them to record it. Or if they're doing that or record it, get a friend to record it. If they're not, that's a great way to get in and get practice and get your video because the video is the first thing you need.

[00:34:43] **Oli Gardner:** Yeah.

[00:34:45] **Jan Koch:** That's a great point with it, a paid event, pressure that comes with when you're putting something together and I'm going through the same with the summit too. The attending is free, but I will sell the replays of the sessions as well to people who find them valuable. And this is a very important role for myself too.

[00:35:04] **Jan Koch:** So when I go through the speaker selection process, I cannot just have a list speakers like bestselling authors on, on the lineup because obviously I'm not as well known to get all the people I would love to, but also. When it comes to virtual summits, you need to have some speakers promote the event and some promote more than others.

[00:35:27] **Jan Koch:** And usually when you make some very popular speakers with some up-and-comers who have something noteworthy to say those up and comers were promoted a lot more than the people with well-established audiences, they don't need to, frankly.

[00:35:44] **Oli Gardner:** And it's the. It's the opposite of what you think, think I'll get this big name.

[00:35:49] **Oli Gardner:** They've got a massive Twitter following. They'll bring loads of people in. They might share it. And I'll have a little bit of impact, but you're right. The up and comer is much more hungry. They need it. So they're

going to put the effort and they want to be impressive to you. They want to help out.

[00:36:03] **Oli Gardner:** So yeah, absolutely. So if you are an up and comer work hard at that support the event and when the event's done, thank the event or. 'cause a lot of speakers think that they deserve the thank you. They do, but they the way or expect for that. And actually don't expect that right away. The event organizers are so busy after the event has ended, but you think it's ended up, they're going to say thank you.

[00:36:28] **Oli Gardner:** No. They've got to edit recordings that are sending them out. They got a whole bunch of email stuff. This is a lot of stuff going. So expect that you reach out, you'd be the first and say, thank you for having me. That was an awesome event, super fun for me, blah, blah, blah. That will ingratiate you to them.

[00:36:46] **Oli Gardner:** So then next year there'll be thinking of you first. If they're going to bring back people again, if you did a good job and then you're, super nice. Things like that are important and people don't really think of.

[00:36:57] **Jan Koch:** Yeah, it's a fantastic point that you're making right here. As you build those relationships with organizers, they have their internal circles too.

[00:37:06] **Jan Koch:** So I'm talking to other event hosts and obviously there's virtual summit mastery, the course in the background. And when I have somebody who's over-delivering on my events, I will be referring them to the students in VSM. I will work with them for my clients and stuff like that. And you arrive. I'm guilty of this myself when I joined podcast.

[00:37:25] **Jan Koch:** So I was obviously, I thank the podcast hosts for having me. I promote the podcast. If they give me the material to make it easier promoted, but going that extra mile in helping them and offering maybe three other potential guests for them in the end and giving some ideas of what topics they could invite me back on that is a brilliant way to multiply the speaking, et cetera.

[00:37:51] **Oli Gardner:** Totally. And one of the first things that I do as an event organizer, when we do CTA conference bounce I reach out to my other friends. Who've put on events to go, Hey, who are your three best speakers last year?

Or do you have anyone who does design or does copywriting, blah, blah, blah. And you just hunt for those?

[00:38:06] **Oli Gardner:** Cause that's the fastest way to find someone. So yeah, the more your top of mind, or you did a great job or you were fun to pee with or whatever, the more you'll get those recommendations. Yeah. Somebody else cross my mind there, but I totally lost it. And I meant

[00:38:22] **Jan Koch:** Th this is also a beautiful moment.

[00:38:24] **Jan Koch:** I think. We are both human and we tend to put those speakers on pedestals and think that they are so perfect. They never make mistakes. I just threw my mouse, the round, which probably was on the microphone. You lost train of thought right there. What's the point of obsessing about this or seeing this as negative.

[00:38:46] **Jan Koch:** It's just making us more relatable.

[00:38:49] **Oli Gardner:** Totally. Mistakes, especially tech problems are terrifying initially. As you get more experienced, you'll deal, I really technical presentation. So if something's going to go wrong, it always happens to me, but I've learned how to deal with it. And that's it for people when you're designing your present.

[00:39:07] **Oli Gardner:** Step back and look at it and go, where are the I call them shit, hits the fan moments. Where are all the potential places in your presentation where something could go wrong, whether it's playing a video, whether it's doing something interactive, what it is, and then design a counter experience for, if it goes wrong, what are you going to do?

[00:39:24] **Oli Gardner:** So that way in the moment, go, oh shit, nothing. Ah, nothing works and you're sweating and you're trying to fix stuff. You know how to do something you've planned. Way smoother and you just get better and better over time when you know, things like that happen because they wouldn't have,

[00:39:40] **Jan Koch:** yeah. I think it's just coming back to the point of over-complicating stuff and looking for excuses for not doing something that's scary.

[00:39:50] **Jan Koch:** I think it, you just have to get out of your own way sometimes. One question that came to my mind was, yeah. Is there any speaking opportunity that is too small to take advantage of? Or is it just like jump on every opportunity that you can get?

[00:40:06] **Oli Gardner:** It depends on two things. You're staging your career.

[00:40:08] **Oli Gardner:** If you're a beginning speaker say yes to everything, because you want the experience, you want the videos you want the connections just because 10 people show up. Doesn't matter if you did a good job, because the event organizers still saw you do a good job. They'll still refer you. Whether there was one person or a thousand people in the room, because it's about your content performance. And then it's about how relevant is it? If your goal is to get, if you have a software company, your goal is to get customers, not clients, say a consultant, you need three clients or whatever, every quarter, just the. If you look for customers to sign ups for software, you need a lot more of them.

[00:40:48] **Oli Gardner:** So you need more people in the audience to try and succeed in that regard. And, but don't expect a whole bunch of stuff. It's very serendipitous. It will have an effect if you're good somewhere, but don't expect all these signups to flood in. It never really happens. You just have to believe that it's going to lead to something good, but a good technique.

[00:41:07] **Oli Gardner:** If you are a consultant or someone who wants. Great. I got this tip from Melanie diesel foundation. It's a brilliant tip. Cause I was asking her a different question. I was asking a question to lots of speakers. Excuse me. What's your favorite speaking slot? And she said, this is just so brilliant. If you're looking for clients, you want to try, because ask for what you want again, ask the ordinance, organize it where you want to speak.

[00:41:31] **Oli Gardner:** Sometimes they're planning. They won't say yes, or if you're not a big name, they won't put you here. We're here or trying to. Before break before lunch or before the end, before the after-party cause then you're coming off stage, right? When other people have time, right? They're not going to watch another speaker.

[00:41:50] **Oli Gardner:** You can have a conversation because when you come off stage, often people have questions and they wanna engage with you. If you've got no a couple of hours to have a drink and hang out or whatever, or

sit down and have lunch, that's how you're going to turn them into a client. So that's a brilliant thing that is brilliant.

[00:42:08] **Jan Koch:** Yeah, that is smarter. I I've never thought about this. I always thought that offers the opening keynote and closing keynote. What would be the best spots to be, but being able to continue that. Yeah. Yeah. True for quality

[00:42:23] **Oli Gardner:** will be best. Yeah. Yeah. I got fascinating answers to that question. Some people have everybody puts me as the opener or the closer, because I'm a name, blah, blah, blah, other people telling me this.

[00:42:32] **Oli Gardner:** I'm often. Open day two, they say, and I don't want to do that. I'm a night owl. I don't like getting up early. So 9:00 AM slot on day two and everyone's hung over. So there's a third of the people aren't even there. And I don't want to be there at that time. It's, everyone has a different thing.

[00:42:47] **Oli Gardner:** So ask for know, what's good for you and ask for what you want. I

[00:42:52] **Jan Koch:** love it, Jay, just having that confidence as a speaker to ask for what you want is so important.

[00:42:57] **Oli Gardner:** What's the worst thing. Yeah, sorry. We it doesn't, we can't change it. Okay. Okay.

[00:43:05] **Jan Koch:** I make up for it. Yep. Yep. I love it. And unfortunately, we're coming close to the end of the session already.

[00:43:12] **Jan Koch:** I would love to continue for another two hours. Obviously. I need to be respectful of your time. One last question for you and I put this in a highlight reel together, so no pressure, but th this is going to be. I would love to know your number one tip for speakers, ideally in individual work, because that's what everybody focusing on.

[00:43:34] **Jan Koch:** What is the number one tips because individual world need to know about to build their email list from the speaking gigs



[00:43:43] **Oli Gardner:** you're recording is essential. One of the biggest mistakes people will make is they'll do the traditional thing where you'll put the hashtag of the event. That's what you do when you're speaking in the real world.

[00:43:57] **Oli Gardner:** Cause then you change it before the next one. Don't do that for a virtual gig flying around. It wasn't mine. I don't have enough. You you want create as professional recording as you can. Now, the best thing to do is to record it yourself. Not at the time of the. Try and get something exceptional.

[00:44:16] **Oli Gardner:** Cause then you can break into little things. You can make a video on demand. You can use it for lots of content because your talk is incredibly valuable. So you don't want to just do a pre presentation and then it's done. You're like, okay, lots of that. You want that content because you can repurpose it in so many ways.

[00:44:34] **Oli Gardner:** But don't put a hashtag in because then you can't use the video because you need to genericize it a little bit. You don't have to, if you're gonna make the recording separately, but obsess over recordings, I would say that's how you, that's how you will be able to do a better job faster, because also you have to practice more if you're gonna make recordings and you're doing yourself because the recording you'd get from an organizer.

[00:44:58] **Oli Gardner:** If it's a virtual might be from zoom and that is garbage, right? It's not going to be high level. You need to do it yourself. I've got a set up right there for recording. When I do. I made recordings. And one of the reasons, another reason you want to do this is it scales. Now everything's virtual. A lot of events have gone to prerecorded.

[00:45:18] **Oli Gardner:** So you make the recording, you can edit it, you can make it awesome. And you give it to them. Now you can say yes to all of the gigs that are doing that, and it's much easier. Also make your talk, make a couple of versions, 45 minutes, 40, 30, 20. And you can say yes to all these things where they have specific.

[00:45:37] **Oli Gardner:** Limits and it's fastest way to scale. Yeah. Recording,

[00:45:41] **Jan Koch:** recording, recording. Yeah. And repurposing, repurposing. Repurposing. Yes. On the same lines. Yeah. Oli, thank you so much. I had a blast. I hope the audience did too. Where do people get in touch with you?

[00:45:53] **Oli Gardner:** Twitter's probably the, the fastest Oli Gardner on Twitter.

[00:45:56] **Oli Gardner:** But yeah, come check out. Be the. It's a, I'm actually pivoting a little bit, be the king of.com. It's been just a content focus. I'm actually, as I was creating my first course for it, teaching people, this stuff, I realized as a product, there are some pivoting for it to be a SAS platform, basically filling the gap between having an idea and having a presentation, everything that goes in there.

[00:46:16] **Oli Gardner:** It's super exciting. So I'm heavy in software development, right? All by myself,

[00:46:23] **Jan Koch:** epic. I keep a close eye on the journey that there could be something I need to use as well. Thank you so much for taking the time, Molly.

[00:46:32] **Oli Gardner:** My pleasure. Thanks for having me on.