Keri Murphy - 2022 Extraordinary Women Ignite Keynote - Be Seen, Be Known, and Be Paid for your Brilliance Using Video to Catapult your Business

Show Notes

In this Episode:

- Keri shares her entrepreneurial journey that began in her early twenties
- The importance of investing in yourself and your dreams
- Why it's essential to be adaptable and shift when needed as a business owner
- Keri's "It Factor" training tips and how to leverage it for yourself
- Tips on authentically using video to connect with your ideal client
- Why getting on camera is a muscle you need to flex and a mindset shift
- How to talk through the camera lens instead of to the camera lens
- The importance of committing to being your authentic self and letting your brilliance shine
- Why taking a step back and discovering who you truly want to be will help you build a timeless brand

Notable Quotes:

"There is light; there are options, you don't have to be that statistic; you can learn how to elevate your brand, your voice, and your income." --Keri Murphy

"No matter what you do, you are building community as a business owner." --Keri Murphy

"I know Inspired Living is an expression of who I am - not who I am." --Keri Murphy

"You have to decide; put a line in the sand, determine who you want to be." --Keri Murphy

"Video is a conduit. I want you to think of it as a tunnel." --Keri Murphy

"Video is the easiest way to connect with other people emotionally." --Keri Murphy

"It's the how that has changed. It's a new level of authenticity and transparency that people are craving right now." --Keri Murphy

3 Pearls of Wisdom:

1. Trust yourself. Trust that voice, your intuition, that nudge that you are feeling. Create space to check in with yourself.
2. Take time to figure out what you want to be the best in the world at and get known for that one thing.
3. Delegate. Done is better than perfect.

Resources:

Keri Murphy – The CEO and founder of Inspired Living, she is an international speaker, media expert and business mentor.

Website: https://inspiredliving.tv
Facebook: https://www.facebook.com/thekerimurphy
Instagram: https://www.instagram.com/inspiredlivingtv/
YouTube: https://www.youtube.com/user/kmurphy237

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