Is Speaking the Right Strategy for Your Business with Leisa Reid - Episode 458

In this Episode:

- How to recognize when you're holding back the expertise and wisdom that could be opening doors for your business
- Why speaking can be one of your most powerful strategies for building credibility, attracting clients, and expanding your impact
- How to know whether speaking is the right visibility strategy for your business and where to invest your time and energy
- What it takes to turn your expertise into a compelling signature talk that connects with the people you most want to reach
- Why choosing the right stages, audiences, and offers can make all the difference in turning speaking into business growth
- How to move through the fears and limiting beliefs that keep you from sharing your ideas more boldly
- Why starting with the invitation you want to make at the end of your talk can help you create a more effective message
- How to create a simple system that turns speaking engagements into deeper relationships and opportunities for new clients
- Why aligned visibility matters and how to stop chasing marketing strategies that don't support the business you're building
- How to trust your inner knowing and choose speaking opportunities that support your purpose, prosperity, and the impact you're here to make

Notable Quotes:

“Do what makes your heart sing.”

Pearls of Wisdom:

1. You are enough.
2. Go after what you truly want, unfiltered.
3. If you were waiting for a sign, this is it.

Resources:

Leisa Reid is known as The Speaking Strategy Mentor, Founder of Get Speaking Gigs Now™, and CEO of the International Speaker Network™. Having delivered over 600 talks and authored 9 books, Leisa helps business owners scale their impact beyond 1:1 through speaking. She believes speaking is about creating a consistent strategy to get booked, stay booked, and attract clients. Leisa is passionate about helping experts use speaking as a revenue pathway without being perfect or “salesy.” Her down-to-earth approach empowers business owners to confidently share their message and grow their business. She enjoys 80’s music, live concerts, and family life in Southern California.

About the Host:

Kami Guildner believes women’s voices matter. She is a connector. A storyteller. A business coach for high vibe women entrepreneurs helping them #RaiseUP their Voice, Vision and Visibility for Impact and Business Growth.

Kami helps her clients build businesses they love with more time prosperity and more wealth prosperity. She weaves soulful-inspiration into mindful business strategies, and this Soul+Strategy™ approach to business helps her clients succeed in business and worldly impact.

Her clients scale and grow their businesses with a more feminine, abundant approach. Her community of entrepreneurs is creating a new paradigm of entrepreneurship, helping each other raise up in a ripple effect of impact. Her clients have gone on to reach extraordinary heights as consultants, coaches and leaders – achieving exponential revenue growth, landing on big

stages, starting software companies, launching new professional organizations, transforming corporate cultures and transforming lives. They are influential and they are changemakers.

Kami is the founder of the Extraordinary Women Ignite Conference and host of the award-winning Extraordinary Women Radio™. She is the best-selling author of Firedancer: Your Spiral Journey to a Life of Passion and Purpose and was named to the 2020 Twenty-Five Most Powerful Women in Business List by the Colorado Women's Chamber of Commerce.

Connect with Leisa

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Join Kami at Extraordinary Women Ignite

As you think about the ideas you're ready to share and the impact you're here to make, Kami invites you to join her at the **12th annual Extraordinary Women Ignite Conference, November 5–7 in Colorado.** Ignite is where extraordinary women entrepreneurs gather to explore fresh ideas, expand what's possible in their businesses, and build the relationships that help us grow with greater purpose, prosperity, and joy. This year's theme is **Make Your Move**, and it's an invitation to give your ideas a bigger voice, expand your visibility, and surround yourself with women who are making meaningful moves in their businesses and the world. **Learn more and get your ticket here.**

*This is episode 458

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