



## Interview with Nancy Juetten

Host: Bart Baggett

Date of Interview August 6, 2012

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Interview Series

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Bart: Hi, everybody, this is Bart Baggett, I am the host of 100 Coaching Tips, I'm the co-founder with my partner, Steve Davis. We are bringing savvy business strategies for professional coaches. So if you're a coach, mentor, professional speaker, or an author, an expert, this teleseminar series will absolutely help your business.

So far this season, we are in the midst of interviewing 24 amazing experts, everyone from coaching to authors to branding to copywriting to internet marketing, social media, we really covered the gambit of ways that you can improve your coaching practice, improve your coaching skill, and the bottom line, help more people.

If you're new to the website or you haven't joined yet, 100CoachingTips.com, it's free to be a part of the program. This conference call is also part of our program and we have a 24-hour replay.

My name is Bart Baggett, I am your host, and I have really had the honor of meeting and get to knowing some of our guests which I haven't met before, all experts in their own field. And today is one of those I think you'll be glued to the telephone and glued to the replay, if you're listening to this on a replay.

Our guest is Nancy Juetten. She is, in a word, in six words actually, worthy, heard, authentic, valued, rewarded, and happy. And I'll tell you why I said those in a minute. I've got to tell you, today's author and today's expert talks about how to make your bios interesting, how to create more money, how to create more pizzazz, how to explain what you do in a short period of time, and the bottom line is, marketing strategies that get more business.

So there's so many things we're going to learn. Nancy, let me read a little bit from your bio before I say hello to you because you made it so easy for me to introduce you, I just cannot tell you how much fun it is to be preparing for a teleseminar. And I'm like, "Okay, what do I say about Nancy? You know, what it is?" I Googled her name and literally there's a page that says "super-short blurb for teleseminars, super-short blurb for radio introductions," like she has made my job so easy. So let me just read you the short version.

"Nancy, broadcaster, brilliant Juetten is a storyteller, workshop leader, and an author who shows mission-driven experts how to get seen, heard, celebrated, and compensated for their expert status. Nancy created *Bye-Bye Boring Bio PLUS!* to

guide professionals, service professionals, speakers, authors, coaches and those serious about earning expert status to prepare and share their stories so they can prosper in the spotlight. Nancy's essential advice is that it's your story, tell it well."

Nancy Juetten: Thanks for having me, it's great to be here.

Bart: You made my job so easy by making such a great bio! I wish everybody did that.

Nancy Juetten: This is one of the most important lessons that everyone on the call needs to learn, is that if you want the world to beat a path to your door, you might need to grease the skid so it makes it easy for people to say yes. And being ready with a story that makes it easy for the host to be a rock star is the first step to the Yellow Brick Road, to prosperity one and all.

Bart: Now, Nancy, you and I, this is the first time we've spoken, but my background is, when I was 23, I wrote a book involving handwriting analysis. And over the last 20 years, one of the phrases that my competitors hate is "world's number one handwriting expert." And I'll tell you exactly why that Larry King and everyone else has said that. Because I've handed them an index card with a two-sentence introduction and they read it verbatim.

Nancy Juetten: I love it!

Bart: 1500 interviews. They read it verbatim and guess what? If the media says it, it must be true. By the way, I'm phenomenal at what I do, there's not any shortchanging what we do and how good we are. But there is some value to being framed as the world's number one something.

How did you get started helping experts kind of retell their story and framing it so that when they do have these opportunities, to talk to someone in an elevator, or be on a big TV show, they hit a home run every time?

Nancy Juetten: Well, it's a great question and how it all starts? I mean, gosh it starts in so many ways, but you know, with the Great Recession, visibility is one thing, but visibility does not pay the bills.

And I had woke up one day in 2009, I said, "You know, I've been a publicist for a really long time, and I really believe in the power of being seen, heard, and celebrated for your expert status and your winning ways. But what I think is better

than being heard, seen, and celebrated is being compensated.” And so it struck me like right between the eyes. Like, we need to create stories that attract the end result that we want right now because nobody cares that you’ve been born in a little log cabin in Minnesota and the long and winding journey that you’ve taken to get to where you are now. What people need to know right now is what do you do, for whom do you do it, and why does it matter, and why are you the best available talent to help them achieve that result? Because when people can get to the “what’s in it for them,” all of a sudden you have a waitlist of clients that can’t wait to do business with you and that’s how I think we create this economic recovery, one client at a time, by telling a better story now.

I think a lot of people just sort of forget what they want the reader or the listener or the audience to do and if you keep that end result front and center, you can be journeying forward to a much better path to success than you ever thought possible if you just got the message right.

Bart: Now, today we’re going to talk about, you know, a little bit about bio, which is one of your core products and I think a lot of people hire you just to help them write their bio and story. But it goes so much farther than the biography on a webpage or the back of a book.

In your days as a publicist, what’s the difference between, let’s take a coach or a service provider or someone who does, you know, interventions and therapy and things. What is the difference between those that end up on TV, that end up having features stories, that end up, you know, really getting a reputation, and those that sort of die in obscurity? What would be the single distinction that you noticed?

Nancy Juetten: I think that being really clear on your niche and the wow that you deliver, and being the go-to person in your field in a way that is memorable, remarkable, and provocative, is the key.

I’ll give you an example. Just this morning, I got a call from someone who heard me speak about the power of publicity five years ago. And my last name is Juetten, it’s hard to say, it’s hard to spell, it’s hard to remember. But she remembered that I had written this book, *Bye-Bye Boring Bio*, she remembered it, it stayed with her five years, you know, whatever. So she said, I couldn’t remember your name, but I sure could remember what you were all about. I typed in *Bye-Bye Boring Bio* and I came, there you were! And I knew I needed to call you today.

And it's like, what I said to her is, "What are you known for? How do you show up? Are you memorable, remarkable, compelling, and provocative in your own unique voice? Because if you can be that, people will love having you on their program. They'll love inviting you back. If you can engage the viewer, the audience, the reader with well-chosen words that add value, and that are memorable, you get invited back." And so I think being memorable and remarkable is one of the most important things.

And also being clear about adding value and not always selling something. Because if you can really empower your audience with news they can use right now, whether they buy anything from you or not, you're coming to this generous way of helping people that takes them down to the primrose path to know that they absolutely need to go deeper with you, it's an easy yes for them to say yes, and wouldn't that be a beautiful thing for coaches all across America. Differentiation, in a word, would be the key.

Bart: Now, you've obviously worked with lots of coaches and a lot of speakers. Do you think that every coach should have speaking as part of their marketing plan or is it just for those that feel extroverted and they feel like they should, you know, be a platform speaker? Or is it just that they could speak at their local Kiwanis club and get local clients? How do you feel that the speaking business really fits into the marketing world of a coach?

Nancy Juetten: Well, I think it's very important and I think that there's so many ways that you can use it, whether it's a teleseminar, a webinar, a fireside chat, or a platform speaking engagement, the beauty of speaking is instead of talking to people one to one, you're sharing your message in a one-to-many fashion. And the more people you can speak to and influence and impact with your message, the greater the likelihood that some of them are going to want to raise their hand and say, "I want to know more," so in terms of time management, for you, the practitioner, speaking is one of the most powerful, persuasive, profit-creating tools in the shed.

And I want to say that I know that speaking is also one of those things a lot of people fear more than just about anything. And there are people who are introverts and I would describe myself that way, and there are people who are extroverts, who absolutely love to be center stage. And I remember a coach saying to me seven or eight years ago, "Nancy, if you really want to get six figures fast, you have to get comfortable speaking to groups, and I will show you the way, step by step, so you can gain your confidence, but the more comfortable you can be speaking to groups, the more impact you can make, the more efficiency you can achieve, the leverage

that you can make the most of, the more the right people will find you.” And with as limited as we are with our time and our resources, efficiency is a powerful thing.

So even if you’re introverted, you can get on the phone with a teleseminar and your message can carry around the world and all of a sudden, you can have the right people saying, “I need what you offer, can I please work with you?”

And what would happen in your life if that was your situation? It’s mind-boggling and intoxicating in a delicious sort of way, I think.

So I think it’s absolutely essential.

Bart: I love the fact that you used the word “delicious” on a conference call about coaches. You’re the first one. You just have such a great vocabulary, it’s so colorful and I guess that comes through your writing background as a publicist, but what a great story.

Nancy Juetten: Well, you know what else it comes from? This is a funny story. When I started my business in 2001, I was a desperate housewife who had decided to stay home for a year with my babe in arms to learn how to do the mom thing. And so we went from two full-time incomes to one with the same desires to buy whatever it is that we did, to food, clothing, and shelter. And so I quip that I wanted, I started my business with a desire to buy better groceries and pretty soon I got too busy to cook. Because better groceries is where it’s at.

And so you’ll often hear from me, delicious, intoxicating, flavorful, savor, you know, I’ll use words like that because better groceries is really the currency that makes me super happy in my life.

So that’s just a little bit about me.

Bart: No, I think it’s great.

Nancy Juetten: Better groceries are us.

Bart: Well, when you help someone re-craft their story, especially with stories and trying to break out, one of our future guests, she’s a wellness coach, so literally she has seminars with 100, you know, wellness health practitioners. And there’s also people that are Law of Attraction coaches and there are people that are business consultants. And they’re very easy to confuse with each other because they got a

certificate from the same place, you know, they basically are trained as a, you know, life coach or business coach or a financial coach.

How is it that they \*\*\*\* themselves out without necessarily doing something remarkable, like being on, you know, CNN, or writing a best-selling book, which are worthy goals, but realistically, not everyone's going to do that in their first couple years of business. How do they stand out?

Nancy Juetten: Well, let me just say this about that. I'm a member of the National Speakers Association and I see a lot of profiles from coaches. And the ones that say, "Mary Smith, author, speaker, coach," those are the worst of all of them. Author, speaker, coach. When I see that getting to the grocery thing, I'm thinking, "That person's trying to be all things to all people and hasn't put any specifics on that to make me want to dig in and have a bite."

Author/speaker/coach reads like bread, eggs, and milk to me. If you're an engaging speaker, you're a motivational speaker. You have to put some language around what it is that you do so that it creates some kind of wow for your ideal client.

So for coaches, you're an executive coach, you're a business coach, you're a wellness coach, you're a weight loss coach, you're whatever it is that you're are. You're a business growth strategist, you're a leadership chiropractor. There's all kinds of ways for you to say what it is that you do in terms that actually speak to the transformation that you bring about, in terms that your ideal audience will lean in and say, "That sounds juicy, I'm interested in that." Because if you just call yourself author, speaker, coach, executive coach—I'm not interested.

If you're an executive coach who helps people move up the ladder fast without aggravation, okay, now we're getting somewhere.

But what is the outcome? I would invite every coach on this call to think about what transformation are you bringing about for your ideal client and are you doing it with speed, impact, ease, with some kind of secret sauce or juju that is yours alone, that can be really well articulated. Because when you do that, the people who read it, lean in and say, "Tell me more, you've captured my interest."

Generics are never effective, specifics are terrific. So go deep and be clear.

And the other thing that I learned from Jeffrey Van Dyk of the Spiritual Marketing Quest, is he said—and I love this quote—he says, "Out of your deepest pain often

calls forth your greatest gift to share.” And so if you go deep into why it is that you do this thing and why you are the best possible athlete to deliver to the transformation, that helps people get to that know-like-trust place where they say, “I feel that I could really work with that person and that they could help me do the same thing in my life.”

So the generics and the arms-length kind of descriptions, they don't really engage people. So I want you to give them more of you, so that people can say, “Yes, I get it, and I want it.” Because if they don't get it and they don't want it, you're not going to monetize it and you're not going to be any better off.

Does that make sense?

Bart: Yeah, it goes to one of the questions that we talked about you were going to ask, in saturated niches, you know, niches where there's lots of competitors, like, for example, weight loss coaching or weight loss, like a fitness trainer. I mean, every town has a 24-hour fitness and these people have dedicated their entire life to being trainers are making 10 bucks an hour working for a 24-hour fitness, when in fact, any one of those people knows 100 times more than me about crafting a great body.

You know, if you're in a crowded, saturated niche, you know, how do you set yourself to become THE recognized expert? I mean, how does Jillian Michaels end up on “The Biggest Loser,” when 10 years ago, she might have been a personal fitness trainer. I mean, that's such a huge, you know, navigation in her career, and it's not just blind luck. She didn't just happen to get a TV show. Can you speak to that?

Nancy Juetten: Well, it sounds you have, I'm taking a breath, because the big celebrity names have not been among those that I've spent the most time with. And that is not an area where I have, I think you probably have more expertise in that than I do. I work with a lot of people across Main Street USA and the world who want to get known to get paid for their specific expert status.

And I would say about anyone who's a celebrity, they look good when they open their mouth, they're memorable, remarkable, and repeatable. They have their eye on the prize about what it is that they're going to do. They're tenacious, consistent, persistent, about getting out there, which means that they're writing articles, they're blogging, they're connecting with their community, they're getting slightly famous in front of the people who absolutely need to know who they are and in creating community. They probably have a face for television instead of a voice for radio, although both are good.

I mean, look at Jillian Michaels, she's beautiful, she's fit, she's got grit and edge, she's got a lot of personality, she's not generic by any means. I think she really stands out for being kind of perfect for TV.

You've done a lot of TV, I mean, what do you think about that?

Bart: There's the level of celebrity, and I use that to sort of create a contrast, but I don't think any of us need to have our only target to be on a TV show, I think that's almost like winning the lottery, you know, of being on the TV show in your niche.

What do I think about that? I think that it's very difficult to land a TV show, yeah, I've been in that business for a very long time and I've yet to host a show. I've had four failed pilots, I mean, there's a whole rundown in that industry. But that's not where the money is, is going for that home run of getting a TV show or bust. \*\*\*\* is set up as an expert.

But my question really was about Everytown, USA. I know that, for example, in Los Angeles, among attorneys, I'm very famous as a forensic handwriting expert, and that's great because that's an extra six figures a year, which takes a little bit of my time. I know in Dallas, Texas, none of the attorneys know my name, but they know other people.

So there's certain areas of my business which I'm famous among the people that can pay me, and then there's a certain slice, because I've been writing books for 20 years, that I've got a little bit of celebrity status.

Like for example, in Bangalore, India, where we have a campus, I am arguably a huge celebrity in Bangalore, India, which is a very odd place to be a celebrity, correct? But in Sherman Oaks, I can go to Starbucks and nobody knows my name.

So I guess I'm saying, I've leveraged my fame to where it's important. Meaning, if people are going to pay me, they know my name, in the circles of certain niches, they know my name. A lot of the coaching people on this call, they don't know me as a coach, because I'm hosting this and you guys are the experts.

And I guess my question, to reframe it, we're not trying to be TV celebrities. We're trying to be the top-of-mind expert in our home town, or in our niche. And I think that's a very achievable goal, do you agree?

Nancy Juetten: I absolutely do and for the longest time, I have been a huge advocate as getting known as the expert in your own back yard because if you start at home, everything can radiate beyond.

And I'll give you an example. Every coach in every major city across America and the world, does business in a community, where there's a community newspaper or a business journal, or a media source that people go to every day to find out what's going on in their back yard.

Here in the Puget Sound, there's a Puget Sound *Business Journal*, which reaches upscale business professionals who have the income and discretion to invest in coaching services.

So how wonderful would it be to ask for and earn a monthly recurring column in the Puget Sound *Business Journal* where you are sharing news and information and guidance and advice to help leaders become better performers in their work? Where you're generously giving information that absolutely is actionable, where people can get to know, like, and trust you over time. I will tell you that this is probably among the very best things that anybody can do across America. I know for myself, I've written a column for the Puget Sound *Business Journal* for several years and people learn to know, like, and trust you over a period of time, and it often happens that people will call me and say, "I've been reading your column for years, I am now ready to engage, let's get started." You get to yes a whole lot faster, you control the content from start to finish, and pretty soon you have a whole body of work that can be turned into an information product that you can one day sell. It can become a free gift that you can offer to people who opt into your newsletter. There's so many different ways you can leverage that.

So if anyone's interested in becoming an expert in their field, I think one of the very best things that they can do is write expert articles for their local media and for article sites like eZineArticles.com and for the trade associations where their ideal client typically pays attention. Because if you can be slightly famous in front of the people who you are here to serve, you can monetize beyond the recognition to the bank and beyond, and that is what it's all about.

So I think writing articles is one of the very best things you can do and if you don't have the chops to get a regular column, I mean, I'll give you an example. I've been ghostwriting for the Puget Sound *Business Journal* for clients for years. All the people there knew me, they knew I could put a sentence together to save my life, they relied on me for great news.

One day, I thought to myself, "I want a regular column in the newspaper." So I summoned up the courage to ask the publisher for that opportunity and he said, "Yes." And that was that!

So how badly do you want it? Because the other thing that you kind of touched on is that, you know, you've had four failed pilots, but you keep on trucking?

Bart: Sure.

Nancy Juetten: If you really want to be known as an expert in your field, it is not a casual exercise. It is a firm commitment that you make to get known, to get paid, and to fall down seven and get up eight, and keep on going and enjoying the journey as well as the destination. That is essential.

If there was an easy button for any of us to go and get the expert status we want, we'd all go to Staples and buy it. Activity, action, tenacity, and results, that is the key.

Bart: I've been writing a newsletter for one of my \*\*\*\* about 1996 or '97, so that's been a very long journey. But now I've got ten years worth of content.

For those people that have never written an article or even have a newsletter, one of the techniques I found very easy was, especially if you're coaching somebody, because every coaching client is so unique and their stories are unique. If you would just spend 10 minutes with a tape recorder after they leave, you know, change the name. Like, "You know what? They had this problem, and they were struggling with chocolate cake," or whatever the intervention you did, and you just recorded that and had that transcribed. You know, so many people can relate to the problems.

And so the people, your customers, yourself, will bring you the story lines. And if you're a good coach, you're going to have this miraculous epiphany, this miraculous solution that you probably wouldn't think of if you just sat down in front of the keyboard and said, "Okay, I've got an article to write," you know, "I'm stuck." Because, for those that haven't written books, that can be the big, big challenge.

But Nancy, I think that's a tremendous recommendation and every publisher, every club, they need content. And so you're not taking advantage of them, they're actually need you, they need experts serving that niche. You know, and every niche

worthwhile has a website and an association, maybe a print magazine, maybe an online magazine, and they're begging for content.

I think that's the best tip you've given so far, thank you.

Nancy Juetten: Oh, well, thank you. Thank you. Well, you know, one of the things that people often say to me is, you know, that blank sheet of paper is just so intimidating. How do I start? And I'd love to be able to share this five-step system that people can use today to get started down the right path to say who they are in a winning way so they can actually make some hay. Would now be a good time to talk about—

Bart: No, it'd be great, if we have time, we have 35 minutes, so if you can cover it, let's do it.

Nancy Juetten: Yeah. If you're a coach, I'm just going to venture to say that you need clients and you need more of them as soon as possible. Because I talk to a lot of them and that's what they tell me.

So I'm just going to use my five-step system to talk about how to create a client-attracting bio so when you follow these steps, you will get where you want to go as soon as possible.

So we just made that decision—decide what you need right now. You need a client-attracting bio.

The second step is to reflect on the who, the how, and the wow. Who is your ideal client, with great specificity? What are the stunning results that you bring about for those folks? And what sets you apart from everyone else in the world who does this thing that you do?

The third step in the process is to prove your value and your impact. Where a lot of people get into trouble here is they spin off all these credentials and these acronyms that nobody knows what they mean. They make lofty, bold claims about being world-renowned without providing any proof. They don't really make it easy for people to believe what it is that they're saying.

So showcase the most important credentials that are absolutely meaningful to your reader, share the experience you have that builds confidence. Showcase media credits that you've earned that let people know that you truly are a rock star in your

field, and when you have the wonderful opportunity to showcase testimonials from people whose lives have been transformed because of the impact that you made through your work, be generous in sharing them. Because it makes it easy for people to get to yes.

So we've decided, we've reflected, we've proven our value and our impact. Now, I want you to do the most important thing, which is to add your personality. And how you do that is with succinct stories, sassy sound bites, and letting people know the real you. Because if you sound really generic, it's like, "Next – author/speaker/coach. Next!"

One of my clients breaks fire codes with her life-changing events. Is she an author/speaker/coach? Yes. But the end result is, is that she breaks fire codes with her life-changing events, and that's so much more interesting than author/speaker/coach.

And then the final step in the process is to prepare the right size stories to meet the needs that you have so you can be a joy to work with in every way. So what I mean by that is, if you're getting introduced on the radio, have a two-sentence radio introduction. If you're writing articles for the media, have a one-paragraph bio box that lets people who you are, what you do, and what next step they can take to get more of your delicious brilliance right away.

And so these are the five steps that you can take whether you want to attract clients, speaking gigs, or media interviews. Decide, reflect, prove, add your personality and prepare the right size stories. If you do that, you will be ready 24/7 to say yes to opportunity and you will be a joy to work with in every way and more people will come to you and invite you back to share your message again and again, and pretty soon you're going to extend your message over a much wider kettle of fish, and it'll all serve as a golden lasso of opportunity to bring back to your coaching practice. I promise, this works like a charm.

Bart: Your vocabulary is so beautiful.

Nancy Juetten: Pardon me?

Bart: Golden lasso of opportunity.

Nancy Juetten: You know my clients call me a word wizard.

Bart: You are!

Nancy Juetten: You know, why be boring, have fun with the language. You know, words are the currency of the work that I do. I love them, I romance the words, and I want the clients to have stories that they can look at and feel really proud so that they can say, "That's me, and I'm going to go forward boldly and make my difference in the world."

When people have that level of confidence, they can be unstoppable. It's where people are stuck in that reinvention intervention mud puddle where they just can't get out of their own way to see what's cool about them. I mean, who in the world hasn't reinvented to some extent over the last couple of years. I mean, in your work that you do with folks, do you find that people have been navigating this economy and trying to find a new way to be? Do you find that?

Bart: Oh, I find people have been stretching out into different markets, you know, different audiences. I think it's really challenged. I just had this conversation with one of my very good friends, he goes, "You know, know one I know doesn't have full credit cards right now." And we don't have un-affluent friends.

So if you are still struggling, there really is, you know, a challenge moving around, I'm not saying that everybody is broke, I don't have that belief system. But I do think that, for example, the seminar business has changed profoundly since 2007. You know, our ability to put 80 people in the room is now 10 people in the room, and really it's over the last three years.

So no, things do change and if you're not flexible enough to look at different models, you're going to struggle. So that's been my experience as well.

Nancy Juetten: Well, what I found is that people have said, "What I used to do isn't what I'm now doing and so my confidence is at a low ebb, and I can't quite bridge the path to the present, to tell a story that actually holds water."

And I will say, "I hear you and let me help you." Because there are ways to pack a punch with what you used to do with what you're now doing, to build a bridge to something really wonderful. And anything's possible if you know what it is that you're here to do. You know, I have a friend and colleague who's actually part of this program, Laura Fenamore, she teaches people about—

Bart: Weight loss and body image.

Nancy Juetten: Yeah, it's like one pinky at a time. Love yourself, learn to love yourself one pinky at a time. That is a beautiful message for people that realize that they have a lot of weight to lose, but they need to take a long-distance view of it. And she's brilliant, she's just brilliant.

So finding a way to say what you do in a way that has an emotional resonance, is one of the most powerful things that anyone could do. You now, since I brought up the recession, I met a financial planner not long ago and she said, "I work with women 50 and over to make sure their money lasts as long as they do." Great! In one line of text, I know what she does, who she does it for, and the benefit that is associated with that.

Another one of my clients works with stepfamilies and she says, "For stepfamilies that are at their wit's end, we serve as the bridge over troubled water to navigate the terrain without losing their minds."

Bart: That's nicely put.

Nancy Juetten: You know, in one line of text, you can say, "This is who I work with, this is what they're suffering from, or the transformation or the safe harbor that they enjoy," and maybe there's even a wink and a grin attached to it so that people get it right away, or at least they're saying, "Hey, that's really something, I want to know more."

If we could all learn to say who we are, what we do, and why it matters, more of the right people would say yes. And I think the other part of that, which is super important for coaches, is coaches tend to be really good at coaching people, but some of them aren't specifically fabulous at packaging what it is that they do in such a way that clients can get to an easy yes decision.

So you may be great at helping people with weight loss, you may be great helping people cope with their grief, you may be great at helping people step into their power, or whatever the case may be. You may be a leadership chiropractor that provides the management adjustments so that people can actually move forward with confidence. Whatever it is, that thing that you do, what three ways can you enroll people into your paid offerings so that you can make hay while the sun is shining?

This is a really, really important thing, because if you cannot make it easy to say yes, I had a client and a good friend and a mentor, Alice Cunningham, and she said, "Make it easy to buy, easy to own, and easy to refer."

Bart: Smart.

Nancy Juetten: So when somebody's interested in you, what can you offer them that would be perhaps a Goldilocks model of choices, where they know they need that, now we're just deciding on the price. Because if you can get people to say yes, you're off and running, and making money, and having the time of your life doing this thing that you're here to do.

Bart: Yeah. I want to drill down—

Nancy Juetten: If you can't make people say yes, you're stuck.

Bart: I want to drill down on a couple things you said. You gave us five easy tips, I want to drill down some pragmatic uses that we could take away.

On your last point, one of the things that I've heard and I've found very useful, the phrase that if you confuse them, you lose them.

Nancy Juetten: Yep.

Bart: Which means if you tell too much, if you tell too many stories, if you tell, I can solve everybody, for all people, they don't exactly know how they can help you and the pragmatics that I want to share and then I want to go back to your five tips and how we can drill those down, is if you're doing any kind of presentation, or even any kind of selling, if you can sell with the order form, and that order form is so clear a, you know, a 15 year old can understand it? You got a good order form. Meaning you got option A, option B, or option C. But not option A, B, C, D, E, blah, blah, blah—it confuses people.

And most people, especially speakers, don't even have an order form, much less thought through the process of making one. So even if you don't choose to use one, by making one, you've clarified your offer so clear, it's like, "Hey, we've got coaching package A, coaching package B, or, you know, C, you get on my newsletter."

Then I want to turn it back to you, you've got five steps. How do we pragmatically take this new copy, this explanation of what we do, into something tangible? And

what comes to my mind, and I'll give you my first two answers and you can fill in the blanks. So you're going to coach somebody or they're going to buy your package and they're going to put this stuff somewhere.

Before this interview, I found your page, which had an exact introduction to you for radio interviews. I was like, "Oh, my God, nobody has this, this is brilliant!" Well, not nobody, actually I do. But besides you and me, the other few people have, "Here's the sentence, here's how you introduce him."

And then so, for something like a media page on the internet would be a call to action, that's something that people can do when they hang up, put a little media page on the internet.

And the second thing that came to mind was, a small one-paragraph or less description so the people can introduce you when you give your free speeches or paid speeches.

Are those two very pragmatic starting points for people writing down their story in a condensed way, that kind of frames them as the expert they really are?

Nancy Juetten: Yes, I absolutely advocate for that. And so everyone has a navigation on their website that says "home," "how to engage," and there should be an about page, and there should be—on your about page, you know, about you, all your bios should be there in varying lengths. And you can go to my website and see how I do it and I know you'll be sharing links somehow during this call, so folks can do that. But, you know, the most important page where any of this should show up, when people, on a coach's website, the very first place people go is the home page. And the home page needs to make clear who you are, what you do, and why it matters and what people need to do next to experience the wow that you bring. If you cannot wow them on the home page, you might as well stay home, because nothing's going to happen.

So make sure that you've got sizzling copy on the home page that lets people know what they have landed on the right place and you are the perfect person to provide the solution that they need and if they love it and they're calling you, or they love it and they're signing up for your newsletter, or they love it and you're sending an email saying, "Let's have a conversation," you know that it's working. A lot of people just sort of don't pay attention, and then they wonder why nothing's happening.

But look at your home page. Here's the most important thing, I love this, I heard someone say this and I wish I could remember their name because I'm a big believer in attributions. If you were to visit your webpage for the first time as if you were going to go and buy something, if you were looking at your webpage right now, would you be so intoxicated about what you read that you were ready to buy right then and there yourself? Because the biggest sale that any one of us makes to the world is the first one that we make to ourselves that we are absolutely in place to make our difference and we can't wait to get started. And if you are hesitating or not standing in and on the value that you offer, or have lack of clarity about what it is that you're here to do, nothing is going to happen. Because that imbued confidence that comes from clarity is where a lot of the magic really takes root to grow.

Bart: And I'll add something to the website, but if you want to read Nancy's website, it's [100CoachingTips.com/Nancy](http://100CoachingTips.com/Nancy). There's a link there to your websites, there's not only special offers, also some free gifts, which we're going to talk about toward the end of the call. So [100CoachingTips.com/Nancy](http://100CoachingTips.com/Nancy), very easy to remember.

Let me add on the website, is that I think people are reluctant to create a media page because they think, "Well, I'm never going to be on TV, I'm never going to be on radio." But when people are searching for experts, especially articles, they search for experts with media pages. And here's the main reason why. Not only do they see logos of, you know, things you've been on, like I'm looking at one of Nancy's, you know, you've got ABC and CNBC and all these great logos which bring credibility to you, but also they're looking for the writing to focus to the writer, not the consumer. And so if your home page is all about attracting coaching clients, that's awesome for the coaching client. But the media page is speaking to a writer. You know, so if you need an expert with great quotes, if you need an expert on short notice, if you need an expert that's, you know, been to court, whatever it is your expertise, it really talks to the writer. And so you've got a short bio, maybe you've got a downloadable bio, maybe you've got a high-res photograph. These are things which make their job so much easier, you become top-of-mind expert because they don't need to email you for a high-res photo, they don't need to email you for a biography, everything's right there on the media page.

And I think that's where some people mess up, is they have one website and they only want to talk to the customer and they're like, "Oh, well, what if someone sees my page about the media?" Great! Then they know you're, you know, you're a called-on expert. I think it's not \*\*\*\* at all.

Nancy Juetten: Well, I think that is so important to have that set up and I want to just say this about that. You know, so many people that I talk to say, "I'm waiting for Oprah to call, I'm really the rock star in my field and I'm sitting around waiting for things to happen." And then when things happen, they're not ready. So they're doing the 11th hour bio scramble, they're screaming for message point SOS and they're agitated, they're dropping balls they weren't expecting, and they're messing up on things that were in progress—it's really not very pretty.

Not long ago, I was on vacation with my family for a couple of days, and my goal was to have a technology-free vacation. But because I'm a solopreneur, I, you know, have a hard time putting the phone away. So on the one side of my lounge chair is my drink with the umbrella in it and my *Oprah* magazine and all this wonderful reading I want to do, and the other side is my phone.

So I get this call, quite unexpectedly, and it's CNN, National Public Radio Chicagoland. And they said, "Nancy, we had a media panel scheduled for tomorrow and our guest cancelled and we're scrambling to find a guest, will you be on the show for us tomorrow at 9:00?" And I was able to say, "I'd be honored, in one click I can get you my photo, my bio, the five questions I love to be asked so that your audience can benefit, an image of me, an image of my book cover, and a few other things that might be useful. Is there anything more I can do to make this a fabulous experience for you or your audience?" And the guy said, "Can you teach the world to do what you just did?"

Because if this was to happen to you and you were on the lounge chair ready to relax and you got National Public Radio Chicagoland calling you, for most of the people that I deal with, they would have to put on their cover-up, go back to the hotel, and figure out how they were going to pull a rabbit out of a hat in a moment's notice. I hate that. I want to be a boy scout in everything that I do, and I was able to say, "I'm honored to be on the show, I'll be ready to go at 9:00 tomorrow, here's a link with everything you need before the phone hit the cradle." They were smiling, I was smiling, and the *Oprah* magazine was waiting.

You as an expert, who want to be known for that thing that you do, do yourself a powerful service by being ready for opportunity when opportunity calls, so that you don't have to have that 11th hour bio scramble, you don't have to wonder what you're going to say, you know exactly what you're going to say and do, and you're going to show up like a pro every time. And when you do that, people will remember you and they will refer you and one good thing will lead to another because you are a joy to work with, you deliver content that people can use right

this very minute to improve their lives, and that's exactly why you're here on the planet in the first place.

So when it's such a great reward for you to be ready, why would you not be ready? Why would you not do yourself the service of getting your story together in the best possible way so that you could say yes when opportunity strikes?

This is my mission in life to help people get this figured out.

Bart: That's a great story. Now, I'll share this with you and it relates to people who are going to do speaking. But I met this guy and he says, "I'm going to tell you the one secret to have, you know, people jump out of their chairs and run to the back of the room." And I'm like, "I got to have this," so I bought his, you know, six-cassette program and I listened to it and I wanted to know what the secret to having people jump out of their chairs and run to the back of the room and buy your stuff.

And I'll share with you the one thing that I think was the most impactful, and I still don't see it widely known in the speaker world or in any world, and I referenced it earlier, but it literally is, getting whoever is credible, meaning it's the president of the company, or the president of the association, or the president of the Kiwanis Club, to literally read your introduction word for word.

Nancy Juetten: Yes.

Bart: And that can only happen is if you have your introduction written word for word.

Nancy Juetten: Yes. Yes.

Bart: Because what he said—

Nancy Juetten: I'm trying to—

Bart: So let me finish my story and I'll let you, he said two things. He said, "One thing, you want to start with a standing ovation, because it says, 'Please stand and welcome so-and-so,'" now that may not be appropriate for the Kiwanis Club. "But secondly, you've written it so it's so easy for them, why would they not read it verbatim?" And it frames you not only as going to be this great speaker, but it also frames you as a call to action later in the program where he's the best-known coach, he's the local financial wizard for women 50 or over, that blah, blah, blah, blah.

So I just thought that's the best tip and it's something I've always used and I've always been ready, say, "Here's the card, here's how you introduce me." And I'm so surprised when people like Howard Stern read it verbatim. You know, off the card.

Nancy Juetten: Well, I'm really, really glad you brought that up because you've heard of Brian Tracy, the best-selling author and \*\*\*\* speaker.

Bart: Yes. He's amazing.

Nancy Juetten: He probably addresses a quarter of a million people every year. And he came to Seattle a couple of years ago and he had this prepared introduction and he did exactly what it is that you said. He offered it to the MC and he said, "Please read this word for word," and the MC was an excellent speaker and he said, he read this wonderful story that brought the audience to the feet before he spoke his first word and Brian Tracy had the confidence that he was being introduced properly and that it was setting the stage for him to rock the house, which he did.

And it occurred to me, that every one of us can be like Brian Tracy. There are many, many people who are last-minute Susies, who show up for their speaking gig without a prepared introduction. And then the MC trips over their name, spells it incorrectly, and extemporizes and says things that have absolutely no relevance to what the audience is there to do.

You do yourself a fabulous service when you have your prepared introduction in your breast pocket in 14-point type so even someone who has reading glasses can see it, and they read it word for word and you tell them, you coach them on how to say your name—Nancy Juetten like button. Whatever it takes.

But if you want to be seamless and fabulous, you have to be prepared. And if you think winging it is going to get the job done, you're going to have a crash and burn in record time. And that's why being ready counts for so much.

Bart: So we've hit two really important call-backs after this call. Got to have a media page, so that, you know, editors can find you. You have to have an introduction for any sort of speech in your breast pocket on a little, you know, 5 x7 index card or shorter.

Is there any other final thing? I know that we're limiting the call, but the biography, tell me why that's important and then also talk a little about your *Bye-Bye Boring*

*Bio*, which is sort of a system that helps people create and craft this bio which really, you know, kind of moves people to make a buying decision.

Nancy Juetten: Okay. Well, the first thing is, is that everyone who wants to attract clients needs to say who they are and what they do and why it matters and as few well-chosen words that actually pack a punch. Why does it matter? Because when there's so many choices of coaches that folks can do business with, you want them to say yes to you and to take an action immediately. And if you do not have a good story that engages and invites action, you will not be fast on your way to success. It's just that simple.

In coaching, it's a very intimate kind of service delivery, and if people don't know, like, and trust you and believe that you can help them, nothing is going to happen. So that was why the bio is important.

Number two is, a lot of people struggle talking about themselves. I cannot tell you how many people say, "You know, blah, blah, blah, let's get on with it." Blah, blah, blah does not get people to whip out their wallet. And if people can't say who they are and what they do and why it matters, they're kind of stuck at the front door.

So I created *Bye-Bye Boring Bio* as a tool that's packed with templates, examples, and content to help people follow the Yellow Brick Road to finally find the words and the phrases and the exciting language that they can tailor to their own needs so that their bio will have wow right now. This is a problem that a lot of people have before they get this book and after they get the book, or the bundle rather, they're so excited that I actually get added to people's Christmas card list because finally they were able to step into their brilliance and make some hay in the marketplace.

So why does the bio matter? Because know, like, and trust is important currency in today's marketplace. And how to do it? That's all explained in the *Bye-Bye Boring Bio* bundle.

And folks can actually get a delicious and meaty free taste of the book by going to a site that we set aside so they can go and get immediately actionable tips that they can enjoy right this very minute and benefit without spending a penny.

Bart: Yes, let me explain that. If you're listening and you want to get Nancy's great book and bundle, I think it's like 97 bucks, it's basically really inexpensive, and that's a special bundle for us. That's at [100CoachingTips.com/Nancy](http://100CoachingTips.com/Nancy). If you're not convinced that it's the most brilliant thing you've heard, which it is, stop by the page

where you hear this interview. So if you click on the "interviews" tab, you'll see Nancy's photograph, you click right there, you have to be logged in, and then you scroll down, it says, "Click here to see Nancy's free gifts." Yes, totally free. And I think you give away a first chapter as well as a webinar, which goes into more detail about that that product's about and why a bio is important.

Nancy Juetten: Well, the free gift is, it's the first, I don't know, 30 or 40 pages of the book.

Bart: Nice.

Nancy Juetten: And they're absolutely actionable right this very minute. And then there's a webinar that shares with them lessons and confessions along my journey to success that can help you get to success faster. So go there and get that.

And I have a special offer I want to extend to folks, and I'm really excited about this. I've created the Get Ready, Get Known, Get Paid E-Workbook and it's going to go live on my website in one week. I've received over 100 reviews from happy users around the world who say it is nothing short of amazing, remarkable, and incredibly specific and practical for earning massive visibility in short order.

It's a \$97 value. So anyone who's at the 100 Coaching Tips site that decides to treat themselves to *Bye-Bye Boring Bio PLUS!*, just say 100 Coaching Tips in the "how did you hear about us" field of your purchase order and I will gift you the Get Ready, Get Known, Get Paid E-Workbook, a \$97 value, as my thank you for taking inspired action.

So it's essentially \$200 worth of value that you're getting for \$97. And the impact that you will make in your world, you should get some return on investment with your first client in very short order. So it's just a beautiful bundle I've created just for the folks at 100 Coaching Tips and I hope that you all will treat yourself.

If you've been struggling say who you are, and what you do, and why it matters so that more of the right people are excited and want to take action, this is going to ease bio-cringe and help you have bio-wow right now without breaking the bank. And I think in these days, this challenging economy that we have, that's a cause for celebration.

Bart: And I appreciate, you know, keeping that price point at \$97, that's very reasonable. Some of our experts, you know, sell nothing at all, some have like \*\*\*\*

or, you know, a thousand. So I love the fact that you're being economical minded and this really does help.

The website, if you're writing it down, is [100CoachingTips.com/Nancy](http://100CoachingTips.com/Nancy), and the information about the free bonus book is not on the website. So you have to remember to type in the comments are, "where'd you hear about it," 100 Coaching Tips and you guys will manually send them that bonus.

That's very generous of you, thank you.

Nancy Juetten: Oh, it's my pleasure. And, you know, just this morning, very early this morning, I got an email from a sports psychologist. And he said, "I saw you at a barbeque last Saturday, you gave me some ideas that I could apply. I came home and took action on them based on what I read in the book and what we talked about, and the same day, the local newspaper called me, set up an interview for an hour and a half," and he's a sports psychologist that helps people get into their Olympic mindset so they can achieve their sports objectives, you know, right now.

And I told him, I said, "That is timely, newsworthy, relevant, interesting, and local, and you should jump on that, and this is how you do it." And I told him what to do and the book reinforced it and he wrote to me this morning and said, "Nancy, you're the bomb." In 30 years I've been working with people, nobody quite demystified it so simply as you did and I got a result immediately."

I know that there's thousands of people who are listening to this call that want to get see, heard, and celebrated but more to the point, they want to be compensated. And that's the mission I'm, you know, putting my stake in the ground and saying, "Let's do it!" When it's \$97, it's the best investment you can make and when you read the testimonials on the page, you'll be satisfied.

And I should also mention I have 100% happiness guarantee so there's no risk. So if you follow the Yellow Brick Road and don't get the outcome that you were looking for, then you should just let me know and refund is yours.

Bart: I'm so going to borrow that, can I use the happiness guarantee on my website?

Nancy Juetten: Sure!

Bart: I love that phrase, because, you know, I learned a long time ago, if you offer a one year, 100% money-back guarantee, we end up making feel safe, they feel secure, very rarely have refunds, but I've never used it as a happiness guarantee. I love that, I love your language! You're a wizard.

Nancy Juetten: Well, thank you. Thank you very much. I think that it's an honor to have found a gift that can make people grin and cause people to want to, you know—I call that R&D, "rob and duplicate," lift and separate. You know, find language that you really love and make it your own, and make it pay off, that's the most important thing. I want people to make it pay off, because that's what it's all about. We all want to escape from cubicle nation and create a life that we can love where we have more than enough money to do the food, clothing, and shelter, the groceries, and all the other wonderful things that we're here to do in life.

Starting with who you serve, why you do it, and why you're the best \*\*\*\* to deliver the wow, is a really good foundational piece of your total business picture, that will just continue to gain more colors as you gain more experience and make more impact in your work.

And when you know that such great rewards can await, I mean, goodness, gracious, why would you wait a moment longer? You know? That's what I think.

Bart: It's been such a pleasure. This is now wrapping up the interview. Nancy Juetten has been our guest and really just fantastically detailed and useful information on how to position yourself better.

If you want to learn more about Nancy, the next step is to take her up on her offer, it's [100CoachingTips.com/Nancy](http://100CoachingTips.com/Nancy). Take her up on either free option, which you can get a chapter and a webinar, or the paid option, or even both, it's up to you at that page.

Nancy, thank you so much for being our guest and spending this hour with us. I think we've learned quite a bit and I appreciate you being here.

Nancy Juetten: Well, I appreciate the opportunity and everyone remember, it's your story, tell it well. And if it's too difficult for you to do on your own, bring in the reinforcements, I'm here to help.

Bart: All right, everybody. This has been Bart Baggett, 100 Coaching Tips, check your emails for the next coaching interview. They're happening all month. The

replays are available 24 hours, and the transcripts also. Just look at the tab and choose your options.

Nancy, thank you for being a guest, this is Bart Baggett. Everybody, have a great day from 100CoachingTips.com.