

[00:00:00] I've been doing this for years, but especially the last year and showing up and teaching in people's masterminds, going on podcasts, direct messaging people on social, following people, asking them to be on my show. It's like tiny little deposits every single day. That's what builds that momentum and people think like, that's not PR Renee.

[00:00:21] But it is. It's relationship building. Anything we're doing in relationship building is public relations. It could be one on one or it could be one to many, it's the same thing.

[00:00:33] Welcome to Into the Wild, a podcast that helps you grow your business and shapes you into an industry authority. My name is Renee Warren, and I'm the founder of WeWildWomen, a PR company that helps get female entrepreneurs off the sidelines and into the headlines. Each week I'll unravel mindset, marketing, and PR secrets, plus chat with expert guests to teach you the fearlessness needed to step into your greatness.

[00:01:00] Are you ready for it? Let's get wild. Hey, you wild thing. This week I'm sharing an episode I did on Mariana Henninger's podcast called Empire Secrets. I wanted to bring this into your ears, either as a reminder or as new information for those who have never done PR before or considered building their industry authority.

[00:01:23] And I want to remind you that there are a few things within your control, despite how noisy and overwhelming social media and PR can be today. And that is identifying how you're rare. Building a reputation and extending the reach of your message. This I call the authority arc and is something that I touch on in this episode.

[00:01:45] But I also want to add that if you're in the growth stage of your business and earning over 10 K a month and recurring sales, I would love to chat with you about how I can help build your authority. As in, get you on more podcasts, build out clear brand messaging, and develop unique ways to position you in the market.

[00:02:03] I have two spots open now for my Authority Booster Intensive, which is a one to one PR VIP month, where you get to work with my team to develop a world class PR strategy. The same one that keeps getting a lot of my previous clients home runs, like my one friend Callan, who got 100k a month. That's the plan.

[00:02:23] From being on some really specific podcasts, another friend, Allie, who keeps getting dreamy contributed content opportunities and other people that are leveraging their PR strategy to get incredible world class guests on their own podcasts. So if you're interested in working with my team and I, please go to wewildwomen.

[00:02:45] com forward slash VIP day to schedule your no stress discovery call today. Now, on with the show.

[00:02:55] Hey everyone, it's Mariana Henninger, your host of the Empire Secrets podcast. I have a guest today, Renee Warren, who is an award winning entrepreneur, speaker, author, founder of We Wild Women. That's an agency Helping women led businesses build confidence and authority.

[00:03:14] She is an expert at PR. In fact, I'm going to have her tell us and remind me one of the taglines on her Instagram that is so catchy and so awesome. I don't want to butcher it. So I'm going to have her do that as soon as I bring her on. I'm also having Renee on having just been guest on her podcast and her podcast is called Into the Wild.

[00:03:35] It was a really awesome experience seeing her as a host. I loved how prepared she was. I loved how the conversation just flowed. I love that we chatted for half an hour before we hit record and I'm like, I'm doing that. Why am I always in a rush to just like hit record once people come on? Like we've booked the full hour, we're taking it up.

[00:03:53] And it was just so amazing to kind of build that relationship. But without further ado, Renee, thank you so much for being here. I can't wait to dive into PR, what it means to be a thought leader. Just to kick us off, tell us exactly what's on your Instagram bio.

[00:04:06] Oh gosh, first of all, thanks for having me.

[00:04:09] And now I have to go to my Instagram and it's funny because when I teach in workshops, this is one thing that we do for funsies is like, let's update our bio. It's called the holy shit. This works. PR expert. Yeah. So building authority, fueling growth. It used to say it took me 12 years to figure it out.

[00:04:25] You get it in a day. And that's still true. People didn't understand that.

[00:04:30] They're like 12 years. That's not enough time.

[00:04:33] I thought you were an expert. Doesn't it take like 30 years to figure it out? Oh yeah.

[00:04:37] Well, let's talk about what the it is when you were helping folks with the it. What exactly is that?

[00:04:44] I think that when folks think of PR, they tend to be so disconnected from the power of it. It just seems like, okay, I'll get a logo. I'll get the this or that. Sell me on PR and then sell me on the transformational power of it. And what it can really do and mean for a business. Why would somebody say, holy shit, this works?

[00:05:04] Yeah. Well, PR, first of all, is the mother of all marketing because it is all about building relationships with the public. And I know if we open up any like marketing textbook, if you want to, or Google it, you They'll define PR in its own silo, and it's definitely not because it is probably the most integrated department in marketing because it touches every facet of a brand, from messaging to tone to how people feel about a brand, their reputation, the standards of a company.

[00:05:37] Why it's important is that everybody should be doing it. It doesn't matter what stage of business you're in. It is something that everybody can and should be doing. The power of PR is this. It's a long tail approach. There's no denying that. If you want to get instant sales, then run ads and you can tell within 24 hours if your ads are working.

[00:05:56] PR doesn't work like that. However, it is still, to this day, the most trusted form of media. So when people see something on a reputable publication, they'll trust that story over something like an advertisement. However, the years of pitching the media, running a press release, putting it on the wire, and then Fast Company or Forbes or Business Insider covering it is very slim.

[00:06:20] How we approach PR has changed a lot. And I don't want to discourage people because I don't want to say I have all the secrets either. However, I do want to share that it is still possible and it is almost like mandatory going into this year to establish yourself as authority, which is the thought leader in your space and how you do that.

[00:06:40] We'll talk about it. So what it does for you from 30,000 foot view is that it creates brand awareness. It creates exposure. It does have something to do with sales. It allows you to create incredible networks. I would never be able

to grow my business without my network. And I got there being, having conversations with incredible people, being in the room, speaking on stages in workshops because of using the methods in public relations.

[00:07:09] And

[00:07:09] so to redefine what PR is, remember, it's the mother of all marketing, but really what it is, it's about increasing your influence in the market, in your industry, creating that little slice of the industry that you become the go to expert in, that's what it's all about.

[00:07:25] Because

[00:07:25] the more you can kind of fuel that engine, the easier it is for the media to come to you because you've established your expertise.

[00:07:32] So when I say, Hey, if you wanted to launch your first digital course, who are you going to go to? Probably Amy Porterfield. And then back in the day when she was the only person really teaching you how to grow on Pinterest, Jenna Kutcher was your girl. And these are very specific components in marketing, right?

[00:07:50] It's not like Jenna was teaching you how to market a 6 million business. She was teaching you how to gain leverage on Pinterest. So specific. They're both very successful in what they did. Yeah. But they became the go to experts. So they found their niche. They found something that they really love. They created the business, they set the standards, and then they create that influence being the person that knows the most in the industry about that thing.

[00:08:14] And then they kept talking about it ad nauseum. Until they're bored and blue in the face. Until they're bored. Until we're all bored and blue in the face about it. But guess what? We still remember and recognize these people as the go to in the industry.

[00:08:28] This is so fascinating. When I asked you this question, what I think most people think about when they think of PR is like, how do I get in the media?

[00:08:37] How do I get quoted? How do I get exposure from these trusted media brands? What you're saying is become known for something first. So we're always thinking, like, how do I get the pitch to be seen by the journalist who's going to use my quotes, who's going to interview me for the story, and

you're saying, do the hard work first, become known for this thing first, actually own and earn your credibility in the space.

[00:09:02] Yeah, well, they kind of play into each other. So first of all is people are probably thinking, well, Renee, I'm just starting out. So who am I to get media coverage? Well, first of all, the media wants to be diverse too in who they're speaking to. It's not always going to be the same course expert. Because we need a little bit of diversity.

[00:09:19] We need a different voice too in the mix. However, when you're first starting out, I always say, go for the low hanging fruit. If you're a brick and mortar business, I'm going to use a chiropractor as an example. And this is the best advice I could give anybody that owns a brick and mortar business, is What is the furthest distance a customer is willing to travel to come to your clinic?

[00:09:41] So say it's like a hundred mile radius, let's just say you have a client who absolutely loves you. They have a chiropractic clinic next door, but they'd rather come see you. So then you take your store and then you draw a hundred mile radius around your clinic. Then you think, who are all the people, the publications, the blogs, the podcasts that are either in that jurisdiction or service that jurisdiction.

[00:10:03] And that's your immediate hit list. And then if you have anything that's of service in the industry and chiropractor that has nothing to do with your brick and mortar store, maybe you teach other chiropractor clinics how to grow. Maybe you have a digital course on how to ease chronic illness has something to do with what your treatment is and your reach is worldwide.

[00:10:23] Then you expand from there in terms of the things you can talk about. So you go beyond your 100 mile radius. Now who can you talk to? But when you start local, so it matters. So if you're like, well, I don't have a brick and mortar store for you, for example, you can service pretty much anybody, anywhere in the world.

[00:10:38] So where do you start? is the lower hanging fruit. And there's nothing wrong with the lower hanging fruit. It's just usually smaller blogs, smaller podcasts, smaller media, smaller influencers like you and I are doing. Like we're both not the low hanging fruit. Let's just be clear. However, we know that we have a similar audience.

[00:10:56] We can provide value. We like each other. We have complimentary things like when you were on my show, we talked about the brand videos and I

said, why aren't more people doing this for their media kit? It's all about that networking and the best advice is always to be like the end of the show. Hey, who do you think that, you know, would like to have me as a guest on the show?

[00:11:16] And you'll probably pop up a couple of people. There'll probably be some shows about, Oh, you need to go on this show or this show or talk to these people. And so PR is really about relationship building. It's not about writing a press release, sending it on the wire or crafting a beautiful pitch and emailing journalists or reporters that has to do with it.

[00:11:32] But it's not the only thing. And the people that are winning today in the industry are the ones that are creating a personal brand and are driving it forward every single day. They're not holding back. Perfect example, Lori Harder, Felicia Romero. Lindsey Schwartz, they're like the same little posse of girls, but I love what they're doing and they're supporting each other and every day they're taking another step forward and it's a slow growth.

[00:11:56] And so then all of a sudden now you're like, you level up. So you got to like level two unlocked and what happens here is that you've established yourself in like a small corner of the internet. People recognize you and so now people might be coming to you cold and asking you to be as a guest on their show.

[00:12:14] Or they might be reaching out for like a reporter saying, Hey, we're looking for like a local chiropractor that is experienced in this, can you come on the evening news or something like that? And that happens. And then when you get to the next level, it happens more and more. And it's a spiral, it's an upward spiral, like a big snowball.

[00:12:32] The way that I see it is like, so you have like the perfect sticky snow and you're going to make a snowball. You start packing it together and it's just weird, awkward shape and you're packing in the holes and you're smoothing it out and it's like this weird, small thing and when you first start rolling it, it's that awkwardness where you got to roll it a couple of times and you got to turn it on side and roll it again and pack it in.

[00:12:51] But guess what happens? Once it gets big enough and it's smooth enough and it's round enough, it starts to push through the snow a lot easier to the point where it gets too big. It gets too big and then you need a hill to push it down, or you hack it in half. The point being is, you can't just build a beautiful,

huge snowball without the effort of like, smoothing it out, packing it in, rolling it, it's like a little baby step.

[00:13:13] So it's kind of like, PR is the same way. I drink my own Kool Aid and I've been doing this for years, but especially the last year and showing up and teaching in people's masterminds, going on podcasts, direct messaging people on social, following people, asking them to be on my show. It's like tiny little deposits every single day.

[00:13:34] That's what builds that momentum. People think like that's not PR Renee, but it is, it's relationship building. Anything we're doing in relationship building is public relations. Could be one on one or it could be one to many. It's the same thing. We'll get back to the show in one second, but real quick, subscribing to our newsletter means you'll be the first to know about our latest episodes, get insider access to behind the scenes content and receive personal empowerment tools directly in your inbox.

[00:14:07] But that's not all. Our newsletter community also gets exclusive invitations to webinars, workshops, and special events designed just for women like you who are ready to embrace their wild side and make an impact. Not to mention all the free tools and tips I share to help you become the go to expert in your industry.

[00:14:29] Simply go to wewildwomen.com forward slash newsletter. Now back to the show.

[00:14:36] To the point that you just made, I think so many people limit what you've just described, like, or when they think of PR, they only think of getting in the media, getting logos, getting quoted by big news orgs. But to your point, it's the same essence.

[00:14:50] You are connecting with people, building that trust. And also, I don't know if I would use the word capitalize, but you're benefiting, you're serving their audience as well. They're getting to know you, they're coming to you as a result of that trust by proxy. And it can happen in so many different spheres.

[00:15:10] I love that you're looking at this from a much more holistic perspective of how to grow your brand. And even love that you kind of started by saying that this isn't fast, this isn't immediate. Because when I talk to people about brand videos, it's almost like the second or third most asked question I get is like, okay, how long does it take?

[00:15:28] I'm like, it's not fast, it's not immediate. You could put your brand video in a funnel and kind of measure ROI. So there are a couple ways to kind of A B test. How effective the brand video is for your business, but truly there's a lot that's happening that is happening inside the hearts and minds of the people who are connecting with you.

[00:15:46] You know, I was actually just with my previous guests talking about this, how this idea that it just makes your sales process so much easier when you've built that connection. I have one of my clients, her testimonial, she describes it. We've skipped over five emails and when we're on the call, it's like we already know each other.

[00:16:03] She's like, this never happened before. But people coming to me are already several steps in, we're collapsing time here. And so that's how I feel that in a similar way, what you've just described will also help you in your business, not just from a visibility perspective, but from a trust building perspective as well.

[00:16:22] Yeah. It forces you to be organized to

[00:16:25] dive into that because I love all the systems. I know it's easier for me to pitch a client if our media kit is organized, and I'm not talking about like a beautiful, like five page PDF, and it could be, but what I'm talking about is especially when pitching podcasts or to be interviewed is like up to date headshots, up to date bio, long and short, questions you want the interviewer to ask you.

[00:16:50] It could be anything from like your awards, it could be a press release, like what are you talking about, a summary of your programs, like all of the things you think that people could need. Because there's nothing worse than showing up to an interview or something and not having that information. And I always come back to this example.

[00:17:05] There's a real estate agent on the east coast of Canada who has her face on the for sale sign of all of the signs. This is an image from 20 years ago. So when you actually meet her in person, you're like, wait, you're her? She's like, oh yeah, that's an old photo. I need to update those. It's me. It looks lazy.

[00:17:23] It doesn't look professional because that's your job. And so when it comes to PR, it's just so easy to be organized. And then it's like, Oh, you know, I just updated my bio, but now I'm thinking, Hmm, this isn't where I want to focus the attention on my sales anymore. Maybe it's not about a book I

published 10 years ago and now it's really about this program or something else I'm doing.

[00:17:43] And we should be going back to the media kit every six months minimum, and you should be having a professional photo shoot done at least once a year. And here's the thing too, to the next subject, I don't want to forget about this, is how the industry has shifted. A couple of days ago or late last week, we found out that Sports Illustrated had laid off pretty much all their staff writers, right?

[00:18:04] And this is on the heels of this happening to Business Insider, National Geographic, you name it. Mm hmm. So. Big publications used to have staff writers, which made my job easier because I knew who to reach out to. Those staff writers knew who to reach out to in terms of their editors because they all worked for the same company.

[00:18:23] And that's not the case anymore. Not only is that not the case, is people are trusting the media way less because of the pandemic, way less. There are weird ways to monetize publications now. It used to be where you'd buy a subscription and there was ads inside and that was the way that they made their money.

[00:18:42] Now it's happening and there's no shame on them because we all have to figure out how to like put food on the table. They're charging per post. They'll say, yeah, you're a great story. However, like the only way that your company or your feature would ever get in this publication is if you pay 2, 500. 2, 500.

[00:18:59] And then all of a sudden, now it goes from PR to sponsorship and paid media and advertising. Right. So that gray area is growing and you'll see with podcasts, now there's a lot of shows that charge or some shows that charge like 40 bucks or 50 bucks, upwards to 10, 000 I've seen. Publications there say the only time we ever take that type of content, even contributed content is if you pay 2, 500 for a post and it's just becoming more commonplace.

[00:19:26] Yeah. What's happening in place of that is the social media is replacing media. We're getting our news from things like Instagram and TikTok and Twitter or X, and that ain't going to change. And I think that especially now, you saw this thing that I shared on social the other day, but now it's going to become even more evident that social is the way people are going to get news.

[00:19:50] So, I wanted to share this article from Huffington Post that announced that Sports Illustrated. Okay, so, I'm in Canada, HuffPost, this was the U. S. site, obviously. And I was like, hey, I want to share this with my community because I want people to know what's happening in the world of PR and journalism.

[00:20:05] Couldn't do it. The Canadian government blocks all direct access. To sharing content on social media, if you actually go to an Instagram account for a Canadian media company, there is no content. You have to explain

[00:20:20] this to me, Renee, because I reacted to that DM do right away. I was like, I don't know whether to be more shocked at the news or whether the fact that you can't share link.

[00:20:28] So I didn't ask you more questions, but my question is, what is the reasoning behind that? Because if I'm seeing. An article that you're sharing. If I clicked on that link, I would land on HuffPost page. I would be seeing their advertising. I would be maybe getting a pop up to subscribe or whatever the case may be.

[00:20:46] So what's the reasoning behind that?

[00:20:48] Okay. So I live in Kelowna, British Columbia. And if you're listening and you're not driving, go to this Instagram account, it's called Kelowna Now. So K E L O W N A N O W. This just a local news thing, a local blog. What happens when you land on it, there's no content, and it says people in Canada can't see this content.

[00:21:10] In response to Canadian government legislation, news content can't be viewed in Canada. Learn more. What the heck? And then there's all of these details here. So essentially, our Prime Minister, I call him True Turd. He's not Trudeau, he's True Turd, because he is a piece of poo. Ha ha ha! Essentially said if MEDA isn't going to pay us to have any sort of news distributed in Canada, then they're not going to get access to these publications.

[00:21:38] Essentially he's saying that MEDA has to pay the Canadian government in order to have this content distributed in Canada. I feel like this hurts. Oh, when we had it, so we had massive wildfires out here in August where there were majority of the town was evacuated, 200 homes lost. Like it was pretty gnarly.

[00:21:58] And the only way we got immediate downloaded information about what was happening were from people that were on their phones doing like videos on Twitter or Instagram lives or Facebook lives or updating on Facebook because we couldn't find the information on local news sites, not through social media.

[00:22:19] It still makes zero sense to me because you're essentially teaching people to not go to news websites to instead. Keep relying even more on citizen journalism, social media, the future.

[00:22:32] And I think so. That's why what's so important, all this public relations is there's so much pressure to have a polished social media presence.

[00:22:42] It doesn't have to be perfect. Yeah. I'm still working on mine. It's a lot of work. But if you want to dominate your industry, you have to have a presence. And I've had clients that are like, I'm not on social. I don't like it. Here's my LinkedIn account and we've launched books and it was not good because here's what happens.

[00:22:58] And I actually part of what we do at We Wild Women is we do retainer based work and we also have these really cool iconic VIP days. We have a notable journalist on retainer in my organization who gives us instant information when stuff happens. Like I found out about the Sports Illustrated thing the moment she did.

[00:23:16] And we get direct insight into what the journalism world is like today because some of this is just hidden. They don't talk about it. And so what's really important too, because I asked her the other day, I was like, Hey, listen, if you have a query out on like help a reporter out or something and you're, you need to interview experts for this story, here's some answer or some questions we need them to answer.

[00:23:37] I want to know, is the social media presence important? It's so important. And she's like, here's the truth, Renee. It is. Yeah. And when it comes down to me asking expert A about something and expert B, and they're both equally qualified, hands down, they're going to pick the person who has a presence. When I mean social media presence, I don't mean you need to have a million followers.

[00:24:00] It means you have to have hyper relevant, timely content that you're publishing on a weekly basis. And so they will choose the person that does that, right? And so if you're a listener now and you're like, I got to scramble to get

something up. Okay. Be strategic about it though. Don't just put something up for the sake of putting it up, but it definitely helps because like I said, citizen journalism.

[00:24:21] And so if you have a connection with somebody, whether you know them or not on Instagram, for example, and you love their values, you love what they stand for and they share the news. You're more inclined to like, engage, comment, or even believe what they're saying over something you might see in print the next day or on some publication.

[00:24:41] Or at least it becomes way more relevant. They've done the work of curating it for you. Yeah, that's really interesting. You know, when I was a journalist for 15 years, I got a lot of pitches. That's exactly what I would do. The first thing I would do is Google this person and then you start piecing together and this is why I love the brand video so much too, because it would have made my work so much easier, but the idea that you're piecing together who is this person and you're constantly asking yourself, are they legit?

[00:25:07] Do they speak well on camera? If you're doing a video piece, Are they eloquent? If you're doing a written piece, would they have a good soundbite? Would they know what they're talking about? What are their credentials? And you're piecing all that together, not just from their website, because their website could have been, to your point, designed, I don't know, five years ago, not touched, but it's kind of a static, non living thing.

[00:25:28] Are they doing blogs? But more importantly, on social, you can kind of see whether they're active in their field or not. Are they a real life person behind this expertise that they want to be known for? Are they making moves? To the point of branding, how are they showing up? Does it look professional? It shocks me.

[00:25:45] For instance, you, you're a perfect example. My friend Kinsey Mackis is another example. Who people that share incredible content, very specific to what they're offering, they don't have as big of a following as I would expect. Why aren't more people interested in this? And it's a slow growth. There's a lot of people out there that have a lot of, like, I, I get hit up all the time.

[00:26:07] Like 200, 000 followers, Renee, I love your content. Like, we'd love to work with you if we can get you like 10, 000 followers in the next three months. I'm like, dude, I'm an OG. to the Instagram world. My first photo on

Instagram is the picture of the original Apple store in downtown San Francisco, where I used to live in 2010.

[00:26:27] So it's a slow growth, but all that to say is you don't need a lot of people to leverage social for publicity, for collaborations, partnerships, sales, clients, friends. I made so many good friends, like look it, you and I are buddies, we're friends. Here's the thing too is networking and building a network is hands down in business and PR, the most important thing in your life.

[00:26:53] Like, You need a last minute babysitter. You need somebody to pick up from your school because something happened. You can't make it. Guess what? Your network will come to save you. Same in business. We don't spend enough time kind of feeding that engine. It's not like you're going to a business event with a business card and a suit and tie saying, Hey, this is me.

[00:27:09] My name is Renee Warren. Let's connect. Right? No, it's like provide value, share your good. Here's the thing. I dare anybody that's listening to this, that doesn't normally do this, for 30 days, maybe not every single day, but for 30 days, be intentional about sharing the best stuff you have. The stuff that's often behind a paywall.

[00:27:30] Because here's what happens, if people think, they get that, they're like, that was good. They are thinking, if I get that for free from this person, imagine what I get if I pay. And the other thing too that comes to them is, it's instant credibility. They're like, that's exactly what I need. That is the exact answer that I need to hear.

[00:27:48] This is why Mel Robbins is so good and why she blew up in the last like five years. Because she said from the heart, those things that we need about motivation, about productivity, about habits, about routine. And she said it in such a clear and beautiful way. Everybody likes her.

[00:28:05] Yeah. Like her.

[00:28:07] Yeah, absolutely.

[00:28:08] They connected with who she was and they're like, on top of that, you're an amazing expert sold and sold. But it wasn't just like, You're an expert or it wasn't just you're full of fluff.

[00:28:19] No. And like when she started, she's like, I don't know what I'm doing.

[00:28:22] Yeah. But to your point too, Renee, on the 30 days, it's the idea of being consistent.

[00:28:27] I really believe it's like the work of the bond that happens when you truly know what somebody stands for, what their values are. So you feel connected. But the idea of the repetition is also very important in that if you're consistently showing up, people are being consistently reminded of that connection that they had.

[00:28:45] And so you're going to sort of occupy that space in their minds as top of mind for X. And so even if they're not your ideal client, even if, you know, I might not ever buy something from Mel Robbins, but she's the person I would recommend to my friend who needs to hear from her or who needs to purchase her program or her needs that help.

[00:29:03] And that's just one example, but the idea that you become, to me, it's almost like the most important type of thought leader, but we're going to get into that because I want you to speak on that. But to me, the idea that once somebody claims a very specific spot. Not just an expertise, but as being the awesome human behind that expertise, you can't not win.

[00:29:23] Just a matter of time. When

[00:29:24] you reach that point, or when you put it out on the internet, you're like, this is what I do. And this is what I'm good at. It's a forcing function for you to get better at that one thing. Oh yeah. You're like, Oh, in the world, maybe like my mom and dad are following me right now on social, but there's that pressure to be really good at that and to refine your skills to sharpen the saw.

[00:29:44] And so we'll get into the thing that I call the authority arc. This is the framework for building authority in the industry. So there's three things. Think about like a rainbow. I love rainbows. What's at the end of the rainbow? Pot of gold. Pot of gold. Some people say leprechaun. I say leprechauns are probably really fun to hang out with.

[00:30:02] There's a pot of gold. And ultimately that's what you're trying to reach. Now, I've actually driven into the end of a rainbow. Have you ever had that experience before? Oh my gosh, wait, what? I was in Ireland. So

[00:30:13] cliched. I always thought that the rainbow would move. Okay. What? All right. It was the end of the prism.

[00:30:19] That's such a good start to a story, by the way.

[00:30:21] So I drove into the end of a rainbow and I'm like, click, I've opened your email. Exactly. I did not see any leprechauns and there's surely no pot of gold, but it was really fascinating because it's like, it just ended. Mm. Just ended. And then it kind of began again a little bit here and there.

[00:30:39] And then it was like green pastures over golf courses in Ireland, of course, like picture what it looks like. That's exactly what happened. So anyways, there's this thing called the authority arc. So there's three components of it. There's the start, the middle, and the end. The first part of it is claiming how you're rare.

[00:30:56] It's the three R's of the arc. So rare. Rare is like, how are you different? Right? That's just unique. Something that you do unlike anybody else, unforgettable. You're that go to person. You do a lot of this work too, in developing those brand videos, it's about the storytelling. It's like, that's great. So you're a hormone nutritionist.

[00:31:18] There's a million of them out there. How are you different? Right? And the difference could be. Yeah. Yeah. Yeah. I do this thing and I've had a hundred women lose 50 pounds and they've kept it off and now they're like biological clock is 20 years younger. So it could be the case study. Rare could be like, well, geez, I invented this thing and it does this thing and that's different.

[00:31:39] It could be your story of like growing up. So I have a client and she shares a story. She's a sales coach, right? Sales coach. Boring. However, her story and what makes her rare is that she was at the same income level for a decade. For 10 years to finally one day, she's like, she changed this thing in her mindset.

[00:31:58] She ended up earning her entire salary within six weeks implementing this new system, which sounds like phony baloney, but she's like, no, she went from stressed out eating disorder, all of these health issues because of it. Realizing I need to break the pattern and this is the thing I need to do. So then all of a sudden now she's earning her annual salary in six weeks.

[00:32:19] So that's what makes people rare. So you gotta dig deep. What's the thing that I'm doing that's different? Because yep, there's a lot of people that sell precious stones online, but how are you different at what you do? So the next are It's called a reputation. So how are you building your reputation?

[00:32:34] Because now we know that we're our own walking billboards. Now we're our own media companies. Yeah. That's really important. The reputation is how you set the standard in the industry, how you've become that go to person. People will come to you, not necessarily because you have a better price, most likely because they like and trust you.

[00:32:55] And that is all in setting those standards. My friend A. G. Hassey says, people don't expect your presence, they expect your standards. So if you're a service based business, right, we think, oh gosh, I need the one that take all the sales calls because people are buying from me. I need to want to do all the work because people expect me to be the one doing all the work.

[00:33:15] I don't know the last time you've gone into a Walmart and one of the Walmart legacy people, Sam, he's not walking around handing out smiley stickers. They set the standard and you can be a one person shop and still do the same thing with your contractors. So what does that mean for reputation? Because if you have a pretty terrible reputation, I'm going to take Elon as an example.

[00:33:36] There's a lot of journalists that don't want to touch that guy with a 10 foot pool. He's very polarizing. He's one person that can get away with it. How do you set the standard, build that reputation? It's really hard to build it and it's so easy to break

[00:33:50] it. So easy. I just read that quote too. I think it was Warren Buffett.

[00:33:54] You can take 15 years to build a reputation and five minutes to ruin it. Five seconds. Five seconds.

[00:34:01] But here's the thing. Breaking your reputation can happen in the eyes of thousands, if not millions of people or just in the eyes of one person. So now all of a sudden one person, and I actually shared this on social the other day because we've come to this point in our society.

[00:34:16] Where we discredit an entire human's existence because they don't share a belief on something that is very triggering to you. An example would be, I don't believe in co sleeping with children. I'm a mother of two boys, they're 11 months apart. The only time they've ever slept in our bed is if they've been sick or scared, of which they still go back to their own bed.

[00:34:36] I never believed in co sleeping. Could be because I'm a little selfish and I'm a light sleeper. I don't sleep if they're in the bed with me. And also I just

didn't believe that it was a great habit to get into. Now I've shared this before and I've had other moms come to me and tell me that I'm a terrible mother because I don't believe in co sleeping.

[00:34:55] And they go through all these different scenarios and I'm like, that's great. None of those things have happened. So, what we're doing now is if I said, Oh, you shouldn't co sleep with your kids and here's why, but there's a mom who strongly values that because it works for them and that's a beautiful thing, she's going to now say I'm an untrustworthy mother and anything I do with regards to parenting now, they're not going to trust.

[00:35:18] So I say this and I say it lightly, in order to be successful, in order to have influence, in order to grow the next R, which I'll talk about in a second. You have to be controversial and it means you're not like going against the grain saying like I'm not pro Ukraine and I don't know all that stuff get really deep that it means that there has to be something that you're so passionate about that you understand people are going to disagree, right?

[00:35:46] And you have to be okay with it because here's what happens when you start to establish yourself in a specific industry, in a specific field in your niche, right? And you start sharing that content online, your newsletter, wherever you are, you're going to start losing followers. So the first like couple months is like the shedding, right?

[00:36:03] The shedding people are like, I don't really want

[00:36:05] this content,

[00:36:05] but guess who you attract? The people that need it. And even after they need it, they like you, they stay, and then they promote your stuff. They become your raving fans. So the last part of the arc is called the reach. And this ends up being like the home run.

[00:36:20] Reach is a number, but it's also not a number. And obviously the more reach you have, the bigger your influence. And when it comes down to the media choosing between A and B, they're going to choose a person that has a bigger following and here's why. In the world of media, we're going to hope that this person shares the content.

[00:36:39] It's all about eyeballs. How many people will read this article? How many people will share it or like it or comment? Those are the metrics that matter. And there's an increased odds that it'll happen if you have more

followers or a bigger list or more subscribers, whatever it is. So, yeah, it should be a metric that you're trying to grow.

[00:36:57] And we used to be like, oh, the number doesn't matter. Who cares? Just do your thing. It's like, no, I'm sorry. If you want to get influence in your industry, you got to work on that as well. And there's no shame in it. Why should there be? Because here's the thing. If you provide value to an audience, wouldn't you want your audience to be bigger so you can provide value to more people?

[00:37:13] Right. To be of service to more people. I think that's more important.

[00:37:17] Yeah. I mean, if you're doing what you're doing for love of impact and changing lives and improving lives, then you should want your people to come to you. You should want the folks that are not your people to go ahead and unsubscribe, go ahead and unfollow.

[00:37:32] We're okay. You're going to find your person elsewhere.

[00:37:35] For sure. So those are the three R's, rare, reputation, reach, and there's a lot more on each one of them. But the goal is to expand that reach in front of people who know, like, and trust you, believe in you. If they're not going to buy from you, they're still going to share your stuff.

[00:37:50] They'll be the ones sitting at the coffee shop talking to the great aunt and the great aunt's like, Hey, I need this person that does this thing. You're like, Oh, Mariana does this. Here's her social media. You should just follow her and just go DM her. She'll help you out for sure. Right?

[00:38:02] Because word of mouth is really important.

[00:38:03] You're top of mind. What are some ways that you found, Renee, some really great ways to get in the right rooms? Leverage that power of growth of your reach through these connections through networking.

[00:38:17] Yeah, I say go to events. COVID was a thing that happened and people either stopped believing it but like we're a few years out now and there is something to be said still to this day about being in person.

[00:38:29] And it doesn't have to be big events. Like there's a lot of local things that happened in Kelowna. There's a really cool like female entrepreneur

community here. It's actually quite large. And I started going to them. I paid the ticket. I show up. I didn't know anybody. And I'm like, I'm a little nervous.

[00:38:45] Guess what? Now I speak in those events. Now I'm asked to go and speak. Now I'm interviewed in those events. Yeah. It's intimidating when you don't know people, but you meet one person. All of a sudden, now you have a friend. But it's like be intentional about engaging with your community in person. So I like make a list of here are all the events I'd like to go to this year and there's some that are like an F yes and I'm going.

[00:39:09] One perfect example is Powerhouse Women event in Arizona that's run through Powerhouse Women by Lindsay Schwartz. You know, Sarah Swain has a really cool one happening in Calgary too, I think in April. When you get in the room, you immediately expand your network. I went to an Inc. magazine conference back in 2009, 2010, somewhere around there, and the Cosmopolitan Hotel just opened up in Vegas.

[00:39:34] I just met two or three other people that were at the conference that were super cool and we're still in touch today. We're still connected today. It's so much fun and they know what I do and they refer people to me and vice versa.

[00:39:48] That's amazing. I met someone on the way to a conference where we both sat next to each other.

[00:39:54] In first class, it was just the two of us and we didn't stop talking from the moment that we both sat down until we said goodbye at the end of the conference and it was phenomenal. And she introduced me to a ton of people. I introduced her to some folks. There is something incredibly powerful about being in person, about showing up, about being willing to you.

[00:40:15] If you need to fake it till you make it, and if not, just be yourself. And we're

[00:40:19] all faking

[00:40:20] all day long.

[00:40:21] It's all a big fake fest.

[00:40:24] I mean, I also think that like, you might not reveal certain things about where you are in business. You know, you don't have to lead with the things that aren't as impressive.

[00:40:34] What I don't feel like we need to fake is our personality. Talk about what you want to talk about. It's going to vibe with some people. It's not going to vibe with others. But when I look at people who I most admire, they seem pretty darn authentic to me. And that's how I live my life. Being authentic is huge

[00:40:50] too, because people can see through that.

[00:40:51] Exactly. They expect it more now than ever before. I'm a relatively authentic person. I can't think arguably there's some business expenses. I'm like, Oh, I feel bad expensing this. I don't even know. And even me, like, I'm like, who cares? It was a water bottle. Of course you can expense it. But I'm like, cause I'm just like an honest person.

[00:41:09] And I don't ever put that filter on. It's like, this is me. And it's always just me. And I think that's the most beautiful thing and people are just comfortable in showing up being themselves because that's a big, huge step for some people to show themselves online is they'll think, what if people don't like me?

[00:41:29] Guess what? There are going to be people that don't like you. That's okay. That's actually a good sign because then you're sorting, things are being sorted. The right people are going to come. You made it. Yeah. You know what's funny though? Is. Seeing folks who are really more advanced. I won't name names, but I've had a few interaction with folks that are Really, really up there in business.

[00:41:51] And it's been as simple as they were doing a live training and then something happens and I could tell they were really upset that it wasn't perfect. It was like some sort of tech glitch on one occasion and another occasion, they reached down to grab something. They're like, could you guys see my butt?

[00:42:06] Or, you know, something like that. They felt very self conscious about it. And I reached out and I said, Hey, I'm You should just know. First of all, we didn't see anything in one occasion, right? And the other occasion, it was like, totally fine. This tech glitch happened, but nobody in the chat was complaining.

[00:42:20] We could have sat there and stared at you for another half hour trying to figure out this tech glitch. And it would have been fine because you've poured so much into the group. You're so generous with your knowledge. Like we all love you and it's cool. And the response was like, Oh my gosh, thank you so much.

[00:42:35] Like I could cry listening to this message. Just another quick example of a gal who helps women over 40 lose weight, count macros, all this fun stuff, protein. And she has a really heavy, really strong Spanish accent. I happen to find it endearing. I love hearing her talk. It's so sweet. I love it. Like I could just watch her videos all day.

[00:42:58] And so I told her that once I never had interacted with her before and I told her like, Hey, you know what? I just wanted to tell you, I love the way you talk. It's so nice. And she was like, Thank you so much. It was the thing that held me back from starting a business for I don't know how many years. What?

[00:43:14] How do we do this to ourselves? How do we put so much emphasis on things that instead of embracing all of it, you know, you want to keep improving, you know, work towards being a better person absolutely all day. However, you're still who you are today and that's okay. Just like embrace all of it. Move forward with the best of it.

[00:43:34] And don't think that, A, the people who hate you for whatever it is that you either don't like in yourself or that you hadn't even noticed about yourself, I don't know, if somebody came and talked about my nose, which I've never had a problem with my nose, those are not your people, move on, it's okay, you know, you don't need everyone to love you.

[00:43:51] And that's actually probably a sign that you're not doing it right. If everyone loves you, you're not doing it right. You're not being visible enough. You're not.

[00:43:58] My friend, Kirsten Mark, she's a health expert and she's co owner of a big gym out here in Kelowna with her husband. And she's got like, I don't know, 200, 000 followers on Instagram and she just launched an app and she's very out there, very out there and she swears a lot and this is her brand.

[00:44:18] I go into the comments sometimes and was like, Oh, you know, that's like a touchy subject about weight loss or something. And there are people tearing her apart. And I'm like, okay, those are probably the people that need the most help with what she's trying to share. And I get that, but here is the filter or

like, here's the method that my husband actually taught me when it came to this, because I started seeing a lot of negative comments on his stuff because he puts himself out there a lot with content and this was personal stuff too about parenting.

[00:44:47] And so like those comments were reflective of me as well. He's like, yeah, but you realize that they're not saying that about you because it's really about them. And the people that have that energy to share the negative stuff could be trolls, they could be bots. It's about them. The people that are gracious about it, they might not agree and they want to say something like, yo, bro, I love you.

[00:45:10] Like this is just one thing. It just doesn't hit well with me, but I get what you're trying to say.

[00:45:20] And that's the thing is like, people stop themselves from saying what they want to say, sharing what they want to share because they're so afraid that people are going to be like, I'm stupid. I sound stupid. I don't know what I'm saying. I get that all the time. I stop myself putting myself out there. Some people show up and they'll go on a live or they'll record a video and they're just like, it sounds so smart and polished every single time.

[00:45:41] Then I get discouraged. Then it's like, it takes the one comment from somebody else saying, Hey, Renee, you know, this episode you did with so and so last week really helped me out. Or you really inspired me. When you're stressing the impact is like, how could I not be doing this? Right? So then you think about that one person that you're helping, who cares about what other people are saying?

[00:45:59] And like, by the way, you can delete those comments,

[00:46:02] you can block those people. If only it were so easy in real life, but we don't have to deal with it in real life as much. I will say, too, one thing that really excited me as I was starting this podcast was, I heard, probably in the span of one week, both Hermosi and Lewis Howes talking about when they started their podcast.

[00:46:21] Maybe it wasn't Hermozi talking about himself, but someone else did like, Hey, I went back to the first episodes of Hermozi's podcast. And he is not as eloquent, like I'm just trying to be politically correct, but like he was not the same person and the delivery was very, very different. And Lewis talks about that for himself, right?

[00:46:38] It describes himself as like, Oh man, was I awkward? You know, Dan

[00:46:42] did a thing like two years ago. in his community where he's like, Hey, share the link of your first YouTube video. These were people that had a hundred thousand subscribers. Some of them did. And I'm like, wow. And look at where they are today.

[00:46:57] It's crazy. And I think it's okay. Like I go back to my first episodes. I'm like, Oh my God, I'm going to delete these because they're terrible. But it's just like, don't stop yourself. And here's the thing. You can delete the thing if it sounds stupid, Or you can build more content to push it down, right?

[00:47:12] There you go.

[00:47:14] Yeah. The algorithm is going to work in your favor because it's not going to be like as resourceful. But also it's like, it

[00:47:19] gives people that are following you permission to do the same.

[00:47:22] Yeah, it does. I love it. We all start somewhere. Renee, you have a freebie for folks that's called the Proven Email Pitch Strategies to get you on podcasts and in the media, wewildwomen.

[00:47:36] com slash proven hyphen pitch hyphen strategies. I will put the link in the show notes as well. And where can they connect with you?

[00:47:45] Well, they can go on Instagram. It's Renee underscore Warren, R E N E E underscore W A R R E N, or they can go to my website, wewildwomen.

[00:47:54] com. Fantastic. Renee, it was awesome having you.

[00:47:58] Guys, if you have not yet signed up for my masterclass, go ahead and do so at brandmagnetic. com slash masterclass. We are going to dive into exactly how to tell your story, which story you should tell to emotionally resonate with your audience. I unpack everything. I leave nothing behind. I'm an open book.

[00:48:15] So join me. It's super fun. Depending on when you're listening to this, the dates will be on that page. So I would love to see you there. And thank you again for tuning in to Empire Secrets. I will see you on the next one.

[00:48:27] Bye. There you can find free resources and show notes that give you a full breakdown on how to become the go to expert.

[00:48:49] If you enjoyed this episode, I would appreciate it if you could leave a five star review and share it with a friend. Your support means the world to me.