

Doug Smith ([00:07](#)):

Well, Hey leader, and welcome to episode number 320 of the L3 Leadership podcast, where we are obsessed with helping you grow to your maximum potential and to maximize the impact of your leadership. My name is Doug Smith and I am your host and today's episode is brought to you by my friends at Beratung Advisors. If you're new to the podcast, welcome, I'm so glad that you're here. And I hope that you enjoy our weekly content and become a subscriber, know that you can also watch all of our episodes over on our YouTube channel. So make sure you're subscribed there as well. And if you've been listening to us for a while, thank you so much. And if the podcast has made an impact on your life, it would mean the world. To me. If you would leave us a rating and review on apple podcast or Spotify or whatever app you listen to podcast through, that really does help us to grow our audience and reach more leaders.

Doug Smith ([00:48](#)):

So thank you in advance for that. Well, in today's episode, you'll hear my conversation with Grant Baldwin. If you're unfamiliar with grant, let me just tell you a little bit about him. Grant is a nationally known speaker, podcaster and author who has helped thousands of people start and build their own speaking businesses through his booked and paid to speak training course over the last 13 years, grant has spoken to over 500,000 people in 47 different states. He's regularly featured in national media, such as Forbes, Inc magazine entrepreneur, and the Huffington post. And his reality check curriculum is taught in over 400 high schools nationwide. He's been a podcaster since 2014, where he is published over 300 podcast episodes that have been downloaded over 1.5 million times. He loves motivating other leaders and entrepreneurs, but his favorite moments are those spent with his high school, sweetheart, Sheila and their three daughters.

Doug Smith ([01:37](#)):

They live in Nashville, Tennessee, where grant enjoys bicycling summer days at the pool and living like Chuck Norris. And in our conversation, you'll hear grant. And I talk all about what it takes to become a professional sought after paid speaker and really, really interesting stuff. And then after we talk through that, we go through the lightning round. You're gonna love this interview, especially if you have a desire to become a speaker. But before we get into the conversation with grant, just a few announcements. This episode of the L3 Leadership podcast is sponsored by Beratung Advisors, the financial advisors at Beratung Advisors, help educate and empower clients to make informed financial decisions. You can find out how Beratung Advisors can help you develop a customized financial plan for your financial future by visiting their website at [beratungadvisors.com](http://beratungadvisors.com). That's [beratungadvisors.com](http://beratungadvisors.com) securities and investment products and services offered through LPL financial member, FINRA, and S I P C Beratung Advisors, LPL financial and L3 Leadership are separate entities.

Doug Smith ([02:34](#)):

I also wanna thank our sponsor. Henne Jewelers they're jeweler owned by my friend and mentor John Henne and my wife, Laura, and I got our engagement and wedding rings through Henne Jewelers and had a wonderful experience. And not only do they have great jewelry, but they also invest in people. In fact, for every couple that comes in engaged, they give them a book to help them prepare for marriage. And we just love that. So if you're in need of a good jeweler, check out, [HenneJewelers.com](http://HenneJewelers.com). And with all that being said, let's dive right in. Here's my conversation with Grant Baldwin. Well, Hey grant, thank you so much for taking time to do this interview. And you're a professional speaker, but you also created

a company that helps people become professional speakers. Can you walk us through a little bit about your journey to get to that in your life?

Grant Baldwin ([03:19](#)):

Yeah, thanks for letting me hang out with you, Doug. So yeah, like you mentioned, I've been in the speaking industry for pretty much most of my professional career and today basically what that looks like is, is we work, work with speakers at all different ages and stages of life and helping them understand how do you find and book paid speaking gigs. And so that really came out of my own desire whenever if we go actually way back when I was in high school, I was really involved in my local church and my youth pastor had a big impact in my life. And I was like, I wanna do that. Like, that seems like a really cool gig. And just basically kind of felt like if I could make the kind of impact in others' lives that he had made in mind, like that just seemed fulfilling and worthwhile.

Grant Baldwin ([03:54](#)):

And so actually in college, I worked for a guy who was a, a full-time speaker. So I kind of got the help a little bit behind the scenes mm-hmm and kind of got the help with, you know, like travel logistics contracts, like just kinda got to see like, okay, there's this is a thing, you know, what does this look like? And actually I went to Bible college was a youth pastor for a little while myself and that just gave me a lot of opportunities to speak. And speaking was one of those things. I, I felt like I was decent at and wanted to do more of, but just had no idea, you know, how does this mysterious world work? And so when I decided I want to go all in as a speaker there wasn't like, there wasn't any books or podcasts or YouTube videos or just resources on how to do this.

Grant Baldwin ([04:29](#)):

And so I found myself like just, just stalking other speakers, just emailing them, harassing them, just peppering them with questions. Can I pick your brain type stuff and just taking anything I could, I could soak up and sort of just applying that and eventually got to a point where I was booking a few gigs and more gigs and more gigs and got to a spot where I was doing about 60 or 70 gigs a year. Wow. And so I was doing that for a little while and then just had a lot of people asking me like, Hey man, I wanna be a speaker. I wanna do what you've done. And so how would I, how would I do that? And so that's, that's really what, what the speaker lab kind of evolved into where the, the training and coaching side of, of teaching people and helping people understand how do you find a book gigs and, and spread your message and generate an income and impact with that.

Doug Smith ([05:08](#)):

Yeah, just outta curiosity. So it sounds like we have very similar stories. I was deeply impacted by a youth pastor in my life youth ministry changed my life. Same thing I want to do that. Yep. Got into youth ministry. I'm just curious, was that a hard transition for you to jump from ministry into, to full time speaking, non ministry related? What was that journey like?

Grant Baldwin ([05:25](#)):

Yeah. yeah, so it was kind, it was kinda interesting cuz I felt like and you may have been similar since you come from this world, but you kind of feel like, all right, I went to Bible college to do this thing. You get into doing it and then you kind of feel like, all right, this is, you know, maybe what I'm supposed to do for, for life, you know, and then you get into it real quick and you, I don't know about you, but I was just like, this is not what I signed up for and it was just like less than an ideal experience. And I also knew like,

okay, not all like, like the, the, the lead passion that I worked with was just not a, a great guy to work with. And one of those people that was well loved on the weekends and not great to work with behind the scenes.

Grant Baldwin ([06:02](#)):

And so and I, I talked with enough other buddies who had kind of similar situations. And so it also just kinda like gave me a chance to go like well, let me back up my, when we were on staff of this church, my wife was pregnant with our first child and there's nothing like bringing a kid into the world that just causes you to step back and be like, all right, what am I doing with my life? And what do I wanna be when I grow up? And the thing I kept coming back to is speaking, you know, speaking again was one of those things that being in church, it gave me a lot of reps. It gave me a lot of at bats and opportunities to speak. And so it just for a little while there, just trying to matter of, of trying to think through like, okay, do I wanna try to find another youth as gig or do I want to try to pursue the speaking dream? And I kind of felt like I, I would rather I'd rather pursue the speaking dream and, and it be a complete train wreck, but at least I know I tried than to always look back and be like, I think I could've given that a shot, but I'll never know. Cause I didn't make a run at it.

Doug Smith ([06:54](#)):

Yeah. So I certainly wanna get into, you know, your advice for people who wanna be speakers, but I'm curious. Okay. So you, you jump out of youth ministry. I wanna be a full-time speaker. You know, you went from speaking to churches about, you know, Jesus to what did you even speak on? I'm just curious, what direction did you go there?

Grant Baldwin ([07:09](#)):

Yeah, it was a bit of, it was a bit challenging for me at first because to your point, like so much of the speaking, basically all the speaking I'd done up at that point is in a church context. And so, you know, you're used to pulling something from the Bible, pulling something from scripture and telling some type of story there. And it's like, what do you like, what do you do out other than that? You know? So like how do you put together a talk that doesn't involve that, you know? And so I remember, I vividly remember there was a, another youth speaker that I looked up to admired. I, I emailed and he said, Hey, I'm gonna be in the area. You know, come if you wanna come see my speak. And so I drove a couple hours to go see his talk.

Grant Baldwin ([07:45](#)):

He spoke at this, this conference, this convention for a couple thousand people. And I remember just sitting in the audience just watching this. And I think he came from, from some sort of like ministry background as well. And I, I saw his talk and I'm like, ah, okay, I, I could do this. Like, it just was like this epiphany of like, you know, once I, I could see it, it was like any, any like sermon message that you would give. Like literally if you just take scripture out, there's still like a good message to it. And so that was, that was just kinda a, a Eureka light bulb moment for me watching him speak and present it. So a lot of the speaking I did early on was in the education space. I did a lot with high schools, a lot with colleges.

Grant Baldwin ([08:22](#)):

I didn't do a ton in the, in the church world. It was, it's kind of my advice is always, it's difficult to market to both because you both sides get nervous about the other side. Meaning like if I'm trying to speak at a

school, let's say I'm trying to speak at a, a school assembly and you're trying to market to a high school principal, but you're also trying to speak at, at, you know, youth group functions or camps or retreats or whatever. And you're trying to market to a youth pastor. Like they talk two different languages, right. They both work with the same teenagers, but you know, one side makes the other side a little bit nervous. And so trying to speak to both of 'em doesn't work real well. And so I was really intentional about speaking primarily in the, in the school space for a, a variety of different reasons. But that, and occasionally, like I might go speak at a school and a principal is like, Hey, can you come speak to my local church? You know, youth group or something like that. And yeah, I did that from time to time. But for the most part, it was primarily like in the, in the school education space.

Doug Smith ([09:15](#)):

Yeah. So you talked about how you, you went to your, that the guy that came into town and you saw him speak in front of thousands of people, you said, Hey, I think I can do that. So I'm sure there's a ton of people listening to this right now saying I've had that exact thought <laugh> I wanna be a speaker as well. What, what, how, how do you even know if you could be a speaker or not, you know, where do you, where do you encourage people to start that maybe sitting in that same seat you were sitting in that day?

Grant Baldwin ([09:38](#)):

Yeah, well, I think, you know, at the time it wasn't like I've never spoken before. I've never done this and I just, you know you know, I, I should be up there. But like, I'd done a lot of speaking before it been in the, in the church context. So I had enough at bats and reps. I'd got feedback from people to feel like, okay, there's, I'm not the best in the world, but I'm, I'm not horrible. And there's something there. And I feel like I, I could be decent at this. And so it was some of, it was just kinda some self-awareness, some of it was I'd had enough at bats and had gotten like positive feedback from other people like, Hey, you're, you know, you're pretty good at this. So I think those type of things also just help give me some confidence.

Grant Baldwin ([10:14](#)):

What I see with a lot of speakers that we work with today, who may be in a similar spot, are speakers who are going, like, I've done some stuff for my work or at church or within the community. And I've, I've had some, you know, some random things that I've spoke at here. There, they have been things that have been kind of fall in my lap. They've been word of mouth or referrals or that sort of thing. And I've done a few here and there. Maybe I've been paid a time or two, maybe I, I, I've done a bunch for free and I would love to do more of those. I just don't know how do I get started and what do I charge and who hire speakers? What do I speak about? And like, again, how does this work? And so that was the big thing that we, we sort of to see is, you know, there's a lot of people who have speaking experience, but just don't know how do you actually get paid to do that? And how do you turn it into more of a business?

Doug Smith ([10:57](#)):

Yeah. So let's talk about that where, you know, I, I would say that I'm in a similar situation to what you just mentioned, what would you encouragement be for me to start?

Grant Baldwin ([11:07](#)):

Yeah, so the, the main thing that we teach is we teach a, what we call a speaker success roadmap. It makes the acronym speak S P E A K. And so what we can do is if you want, I can just kinda walk through at a high level, what that is. Sure. And we can dig in wherever you want. But again, the acronym speak S is to select a problem to solve. Now, this is the most important part of the process here. And this comes down to two key questions that you need to ask. One is, who do you speak to? And number two is what problem do you solve now? The pro the, the challenge here for a lot of speakers is we tend to go as like broad and vague and wide as possible. And so, you know, who do you speak to?

Grant Baldwin ([11:40](#)):

I don't know, man. I speak to people. I speak to humans, my messages for everybody. Right. And, and if we were to ask, like, what do you speak about, like, I don't know, what do you want me to speak about? I can speak about, you know, ministry or church or family or faith or, or marketing or business or sales. It's like, we, we just, we wanna spread this net as far and wide as possible, but what we will always tell our students is you wanna be the steakhouse and not the buffet, the steakhouse, and not the buffet. Meaning Doug, if you and I were, were going to grab a ID, we're looking for a good steak. Like we have a choice. We could go to a buffet where steak is one of a hundred things that they offer and they're all mediocre. Or you could go to a steakhouse where they do one thing, but they do that one thing really, really, really well.

Grant Baldwin ([12:17](#)):

Right? So they don't do seafood. They don't do lasagna. They don't do tacos. They don't do cake. They, they do steak. And so that's really what you wanna be as a speaker, which again is counterintuitive because we think the, the more things we can speak about and the more people we can speak to, the more opportunities we will have, but that's not what people are looking for. People are looking for you to solve one specific problem for one specific audience. So again, once you understand that, and you're clear on that, then everything else becomes a lot simpler. So that's the first part of the process is the S select a problem to solve the P is to prepare your talk. So get really, really clear on the solution that you're going to bring to that problem. And at the same time, I think it's important to note that not all speeches look and, and, and speaking looks the same.

Grant Baldwin ([13:00](#)):

And what I mean by that is I, I know for me personally, I do really well and like a one hour block, meaning like that could be a keynote. That could be a workshop. You know, it could be a few hundred people. It could be a few thousand people I'm good in that setting where I don't feel like I'm good at, or what I'm not super interested in is like multi-day trainings. And like these long workshops, you know, and someone El there's, other speakers who are just like, oh, you can't do anything in an hour. Like why what's the, what's the point of that? Like, I wanna go deep with 20 people for five days. I'm like, that sounds miserable. Right. But everybody's different. And it's not that one's better, worse than the other. But as a speaker, you kind of decide what's the best way to solve that problem that we identified in the, in the S part of the framework, the next part.

Grant Baldwin ([13:43](#)):

So we got S we got P the E is to establish yourself as the expert. So there's two key marketing tools. Every speaker needs, you need a website and a demo video website and demo video. So in this day and age, if you don't have a website, you don't exist. People won't take you seriously, and you need a demo video. Now, what exactly is a demo video? And why is it important? Think of it like a movie trailer, the

point of a movie trailer is they're gonna take this like two hour movie. They're gonna boil it down to two or three minutes within those two or three minutes. You have an idea of who's in it. What's the plot, what's the theme. What's kind of the genre of the, that the movie is in. And the, the point of the movie trailer and the point of the demo video is to make people want to see more so before either of us would go see a movie, like I just need to see it.

Grant Baldwin ([14:24](#)):

I, I need to see the trailer, just let me watch the trailer. And I'll know within a minute, probably less than that. Whether or not it's a fit or something that I wanna see. Cause you gotta remember for an event planner, who's hiring a speaker, they're putting a speaker on the stage in front of their audience, maybe in front of their board or their bosses. They are taking a significant risk. I hope this person is good. I hope they don't say anything inappropriate. I hope they don't embarrass me. I hope they deliver. You hope all these things. And so in order to do that, you probably wanna see something versus like talking to a speaker and the speaker just like, no, no, I'm really good. Just trust me. Like, <laugh>, it's hard to take that risk. So event planners are in the risk mitigation business.

Grant Baldwin ([14:59](#)):

And so a demo video is a, is a good example of how you can reduce that risk for them. The next part of the process is a acquire paid speaking gigs. And so this is where speakers kind of make a mistake of, okay, I'm interested in speaking. I'm clear on who I speak to, what problem I solve. I'm clear on my talk. I've got my website, I got my video, man. Now I just sit back and wait for the phone to ring. And it just doesn't work like that. Like you have to be, have to have a process and the system in place to be able to consistently find and book gigs. And then the last part of the process is K is no when to scale. Meaning a lot of people who are interested in speaking are also interested in coaching or consulting or doing a podcast or doing some of a training, maybe doing a book.

Grant Baldwin ([15:38](#)):

So you can do all the things, but you can't do all the things at once. Something's gonna come first. Something's gonna come last and you get to decide how to speaking fit into the mix. And so for example, there are speakers that I know who do a hundred gigs a year and don't do anything else. And that's fine. And speakers that do 10 gigs a year and primarily do a ton of consulting and have a book. And every other combination that you can think of there. So again, it's not that one's better or worse, but you've gotta decide what makes sense for you and how speaking fits into the mix. So again, that's kind of the, just overarching kind of the big picture there of the speak framework that, that we teach students.

Doug Smith ([16:13](#)):

Yeah. Let, I just wanna dive into a few of those as far as getting clear on your message and the, the problem that you solve, you know, what would you encourage someone to do as far as a process for getting that clear message? My, my personality's perfect. Like, I'm exactly what you said, Hey, I can speak on 20 different things. And it actually, it actually bothers me to think about narrowing down, which is always my issue. So, but

Grant Baldwin ([16:35](#)):

We, we, we understand it in another context. So lemme give you an example. So let's let's imagine that let's imagine that God forbid that you had a brain issue and you had to have brain surgery, right? You

could go to your local family, medical doctor. They are doctor, they went to med school. They may or may not have performed some surgery before they probably know more about the brain than you or I, but if they've never done brain surgery, I don't want them cutting me open versus like, yeah, I don't know, man. I could probably figure it out versus like a brain surgeon who day in day out, that's all they do. So if you have a, a broken arm, they're not gonna help you. If you've got Rona, they're not gonna help you. But if you got a brain issue, like that's who you're gonna go to.

Grant Baldwin ([17:11](#)):

And so we, again, we understand it in these other contexts that people want specialists, not generalists who can speak on a whole bunch of dis random different things there. Now I also understand that like narrowing it down can be very, very difficult. And so this is where we find that some of the with what we do with some of our, our coaching and training programs within the speaker lab is really helpful because it's hard to read the label from inside the jar. Like we're all so close to our own stuff. We're just like, man, I don't, I don't know, like all these different options and like, how do you narrow it down? How do you figure it out? And there is absolutely an overlap between what you're interested in, what you're knowledgeable on, what you're passionate about, what your experience is and what is it that the organizations and groups actually hire speakers for.

Grant Baldwin ([17:52](#)):

There has to be some type of overlap there because if you said, Hey man, this is crazy, but I'm, I'm actually like world ranked underwater basket Weaver. I'm really, really good. And I, I think I can speak on that and I want, you know, I wanna charge \$50,000 a pop to speak on underwater basket weaving. I was like, that's cute. But like, nobody's paying you for that. You know, cuz there's just, there's not a market that exists at least as far as I'm concerned. But so you have to find that that type of overlap there. So oftentimes one of the best things you can do is I find a good exercise is to look for other speakers who are doing something similar to what you may wanna do and who are a step or two ahead of you, not light years ahead of you, but a step or two ahead of you.

Grant Baldwin ([18:32](#)):

So if you're like, you know, I wanna be a motivational speaker. Who's a Tony Robbins, what's Tony up to what's he speaking at? No, no, that's not what we're talking about. Like you're looking for other people who are doing something very, very similar and doing it in a space or in a way that makes sense and resonates with you. And so what, what you're doing there is if you said, okay, I, you know, I, I come from the, well actually let's just kinda role play it. Tell me just real quick. Tell me about like your background, your experience, where you come from.

Doug Smith ([18:56](#)):

Yeah. born and raised in Pittsburgh. Let's see. Interesting facts about me. So I work at a nonprofit rescue mission in Pittsburgh. So we, I do oversee fundraising for organization that helps the homeless men and women and children of our city. I also own this organization called L3 Leadership, really passionate about connecting and developing leaders in our city and around the nation.

Grant Baldwin ([19:15](#)):

Okay. So one of the things that you said there that I know is a problem for organizations is fundraising for nonprofits, right? That's a world that, you know, it's a world that you understand sounds like you've got some experience there, right? So that would be some low hanging fruit that we could just start with.

Oftentimes it's good to start with. What is, again, what's your experience? What's your background? What's your knowledge versus something that like, if you, if you described all that to me and you said Hey man, what I really wanted to do though, is I wanted to teach you know home remodeling and how to, and how to, you know design furniture or whatever, you know, just like, wait, wait, I didn't hear anything about that. And what you just said, you know, so let's start with something you already know because as it relates to like non-profits and fundraising, this is a world that you're familiar with.

Grant Baldwin ([20:02](#)):

You understand like the organizations, other associations, you understand, you've probably been to some of those events. You probably know other people who have spoke at some of those events. You probably know already some of those decision makers, you know, the language, you know, the challenges, you know, the problems like, you know, the insider baseball knowledge. And so you already have so much experience there. Now the, the challenge that some speakers run into is they're like, okay, I've got a lot of experience with, you know, in this case, a nonprofit fundraising, but man, I'm just tired of this. I wanna do something totally different. It's like, that's fine. But let's start with something that, you know, because when you are, when you're thinking about, you know, who do I speak to? What problem do I solve? You're not, you're not making a permanent decision. Like you're not getting a tattoo here.

Grant Baldwin ([20:42](#)):

We're picking a starting point. So let me give an example. There's a speaker that we worked with who came outta the restaurant world and had done a lot of, of consulting in like the restaurant world. And he is like, man, I'm tired of the restaurant world. I was like, I get it, but let's start there. And so he started in the restaurant world and had a bunch of contacts, connections there and really got the ball rolling and then was able to open up other doors of opportunity outside of the restaurant world. But let's start with like the low hanging fruit of what it is that you already know. And so today, as far as I know, I think he does very little in the restaurant space, but that's where he got his start. And then once you kind of get going, then you can kind of pivot and, and iterate from there.

Grant Baldwin ([21:18](#)):

So we always tell speakers, like it it's much easier to steer a car in motion than it is to steer your car in park. And so like, let's, let's get going. Let's, let's figure out something here that might work. Now, if you said, all right, you know, based on all this, this conversation thus far, you know, I'm interested in speaking to nonprofits on fundraising and you start browsing around at a possible event that you could speak at or other speakers who are doing something similar. And let's say you couldn't find anything. And you're like, oh man, this is perfect. I'm I'm gonna be the first. No, no, like that's not what we're looking for here. Like you're looking for like another, like proven track record here. Like this is something that, yeah, that's good. Like people are, are actually doing. And it helps just kind of validate that this is like an opportunity that, that exists in the marketplace. So again, that's kinda a long-winded answer, but that's kind of how you wanna be thinking about this.

Doug Smith ([22:05](#)):

No, that's so good. I mean, I'm an Ngram seven. And so, you know, the thought of being pigeon and told into one specific talk, you know, I totally, I mean, I think about, I always think through like Dave Ramsey now, again, his platform's enabled him to speak about many things, but you know, it's like, how do you



answer the same questions for 30 years over and over again on the same subject? I mean, he's helping a ton of people, but anyway, that was really, really fascinating.

Grant Baldwin ([22:25](#)):

And, and again, let's, let me give you an example a again, over time. So you take someone like Ramsey. I live here in Nashville, I live five minutes from Ramsey's headquarters. And so it is a huge metropolis there. And they do a lot of different things there. Right. But they got their start just helping people with debt and just helping people with budgeting. Right. And you see other examples of that. So for example, let's take Nike, Nike is a huge multi-billion dollar organization that will sell anything. They can put a swoosh on, but that's not how they got their start. They got their start by selling a very specific type of running shoe designed for long distance college runners. That was it. So we're gonna, like, we literally gonna take a waffle iron. We're gonna make this very specific type of shoe for this one specific type of audience.

Grant Baldwin ([23:05](#)):

And then once we kind of figure that out, oh, what if we made, you know walking shoes? What if we made a running shoe? What if we made a basketball shoe? What if we make basketballs? You know, what, if we make hats, what if we, and then evolves from there? So you look at Nike and you're like, man, they, they have everything, but that's not how they got their start. Another example, like in the speaking world or in like the personal brand world is someone like a, a Gary vainer Chuck, right. Gary does a ton on a whole bunch of different topics. You know, he's super hot on like crypto right now and, and FTS. And he does a lot with social media and marketing and, and just a whole variety of things. But where, whereas like today there's organizations, companies, groups that may hire Gary to talk about anything he wants to talk about. <Laugh> where he got his start. Yeah. Was, do you know what it is? What is gotta start

Doug Smith ([23:49](#)):

Wine, wine TV,

Grant Baldwin ([23:50](#)):

One specific type of thing. He did wine for years and years and years. And then it's like, okay, I did wine now. Let's kind of evolve to something else. And now it's evolved. So like we see him where he is today. We see Ramsey where he is today. We see Nike where they are today, but that's not where they got their start. So if focusing on one specific thing, solving one specific problem for one specific,

Doug Smith ([24:11](#)):

Audience's so good. You've mentioned several times about acquiring paid speaking gigs and, and looking for them. You said they don't just fall on your lap. Can you, can you talk about that process? I think that's that strings a lot of people up.

Grant Baldwin ([24:23](#)):

Yeah. So I think give a mistake that some speakers make is all right. I got my website, I got my demo video. And then it's just kind of a reactive thing. Now I'm just gonna sit back and I'm like going to wait because that's what historically has happened. You know? So you mentioned like you've done a couple gigs here or there, and it's just kind of been word of mouth. Something's kind of fallen in your lap. And so it's great when that happens, but it's really, really difficult to build a business that way. And so you

have to change from being reactive, to being more proactive. And so remember we're solving a specific problem. And so I'll give you an example. I remember when I was in high school, one of the, the best times of year, one of the best days was a snow day and a snow day was great.

Grant Baldwin ([24:58](#)):

Not just because you got out of school, but because me and a buddy, we would always go to like the rich neighborhoods and we would shovel shovel driveways and shovel snow off the driveways. And we would make bank, we'd make a couple hundred bucks a day which is, you know, two teenagers is like, it's a million dollars. It was amazing. And the reason this worked is that we didn't sit back and just sit and wait for, I don't know someone to find us in the yellow pages or, you know, someone to think, oh, you know, we should reach out to find someone to come shovel the driveway. No, no. Like we went to those places and we went door to door and just knocked the door. Hey, you have that problem that exists in your driveway. Would you like for us to make that disappear for you right now?

Grant Baldwin ([25:39](#)):

And so how does this translate for speakers? Well event planners are looking for speakers, right? So if you think about like annual conferences or regular events or associations or groups, so many of these are, they're used to hiring speakers, they're planning on hiring speakers. And so when you reach out to them, you're not, you're not presenting an, a solution to a problem that they don't have. You know, they are planning on hiring a speaker. You are showing them why you may be a good fit for their event. And so again, it's just a, it's a lot more proactive in terms of like reaching out to event planners, building relationships with other speakers, as you build some momentum there, you're reaching out anytime that you speak at an event. I've heard it said that speaking leads to more speaking, meaning that you're gonna have someone in the audience who sees you or the event planner refers you to someone else, or you're gonna have the event planner that you work with may bring you back in a couple of years. And so it starts to kind of build some momentum there, but you're not gonna build any of that momentum if you're just like, I have my website up and, and, and then I posted something on social media and now I just wait for the phone to ring. Like, it, it, it doesn't work like that. You have to be a little bit more proactive to kinda get the ball rolling.

Doug Smith ([26:48](#)):

And I'm assuming you'd yeah. That's the process even before, would you ever encourage like speaker bureaus or things like that, or is that more a result of already establishing yourself as a speaker?

Grant Baldwin ([26:57](#)):

Yeah. Good question. So people oftentimes assume, especially early on, like because everything I just described there in terms of like reaching out to event planners, following up doing that sort of thing, like it's, it's intimidating, it's daunting. I totally get that. Right. And so oftentimes it's like, Hey, how do I just get in with a bureau for an agency? Who's just gonna do the hard part for me. Right. It's kinda like if I go back to high school and like, Hey, can someone else go knock on these doors? I'm just gonna stand down here. And if someone else can be my front man, and just like, oh, yep, you're good. 20 bucks start shoveling the driveway. Right. It would be great if it worked like that, but that's not the way it works. And so speaker bureaus, I've heard it explain like this speaker bureaus don't create demand, they manage demand.

Grant Baldwin ([27:39](#)):

And what that means is, is if you're already being booked a lot, if you're swamped with bookings, all of a sudden, if you're swamped with leads, they can do a good job coming in and facilitating that. But if you're not getting any bookings, you don't have any traction whatsoever. It's not like they're sitting around going like, man, we have all these gigs. If only we had speakers to fill them, like, it just doesn't work like that. And so I know in my career I've done hundreds and hundreds of paid speaking gigs. And I'd say probably less than 15 of them have come from a bureau. And so if you, if I get a bureau gig, that's awesome, but I'm not banking on it. I'm not building my business on it. The, the speakers who, you know, they're exclusive with bureaus or they speak a hundred percent with bureau based gigs, it's very, very, very small, like less than a percent of speakers, you know, industrywide cuz it's just, it's just not, it's not super common.

Grant Baldwin ([28:25](#)):

You also gotta remember that, that bureaus work based on a commission. And so if I have the choice to book a brand new speaker who charges, let's say two or \$3,000 or speaker, who's been at this for a couple years who charges 10, 20, 30, \$40,000, like I'm probably gonna make a bigger commission booking this known speaker versus someone who's brand new, where I'm gonna make a, you know, maybe a couple hundred bucks from, from a commission. So I would speakers everywhere. Need to just put it aside of like a, Bureau's not a fit cuz a Bureau's a bureau they're working with hundreds. If not you know, a thousand speakers on their roster. I I'm, my name and face is on a whole bunch of speaker bureaus and it doesn't make any difference at all. Because typically like you think about like that 80, 20 principle, it's not even that much. It's probably 95, 5, you know, 5% of the, of speakers on a Bureau's website are producing 95% of the revenue for that bureau. It's it's very, very small. So I just would say, put it completely outside of your mind, focus on you booking gates. Cause nobody's gonna book it. Nobody's gonna care about it more than you.

Doug Smith ([29:29](#)):

Yeah. And so when you're looking for, 'em talk about pricing, what do you, how do you determine what prices you charge and all of those things?

Grant Baldwin ([29:36](#)):

Yeah. I'll give you a shortcut answer and a long longer answer. We'll start with the long one. So there's a lot of variables and factors that go into it, right? And, and speaking fees is much more of an art than a science. And again, a lot of different variables here. A couple of the variables, one is gonna be your industry. You can charge more in some industries versus others. You can charge more speaking to corporations versus nonprofits. You can charge more speaking to colleges versus elementary schools. Again, it's not that one's better or worse than the other. Every industry kind of has some different fee ranges and that they're used to paying another factor in variable is going to be your marketing materials. So we talked about you like your website, your demo video, if an organization or group is gonna hire you, they're probably looking at you and two or three or four other speakers.

Grant Baldwin ([30:16](#)):

So whether we like it or not people judge books by their covers. And so you wanna make sure that your stuff looks polished. It looks professional, looks sharp. If you are, you know, a, a \$5,000 speaker, a \$10,000 speaker or a \$500 speaker and your website and demo video looks like crap. It's just, people are gonna assume like you're a bad speaker. Now that again, that may not be fair or accurate, but that's the assumption based on your marketing materials. Now that also does not mean that you need to have ch

that you need to have spent tens of thousands of dollars to create an amazing website or video like with the technology and tools and resources available today. You can get a really well done website, really well done demo video for very, very inexpensive. In fact, inside of our, one of our programs inside the speaker lab, like we actually create the website and demo video for you.

Grant Baldwin ([30:58](#)):

So most speakers like have a difficult time. So we just like, Hey, no, no, we'll just take care of it. We'll take that off your plate. We'll build it for you. So you don't have to worry about it. So you need to make sure your stuff looks sharp and professional. And then another factor and variable, it's gonna be your experience level. If you're a brand new speaker just getting started you're probably just not gonna be as good of a speaker as someone who's been doing this for 10 or 20 years and has had a lot more reps and a lot more at bats. It's probably just a better speaker. So so those are a couple variables and factors that are gonna go into play. Now the shortcut answer is we put together a, a free tool. It's a speaking fee calculator.

Grant Baldwin ([31:31](#)):

So if people wanna check it out again, it's totally free over [myspeakerfee.com](#). Myspeakerfee.com. You answer like 10 questions or so it's multiple choice questions and it'll spit out a number for you at the bottom of what you should be charging. Now, again, it's much more of an art than a science, but it gives you something, cuz you're trying to think about like, okay, all these different bur like how does that apply to me? So go there, my speaker feed.com, answer some questions. It'll spit on the number. You can go back, play with different variables, different combinations, see how it changes things. But it's just, it's something to like, man, I don't, I have no clue, zero clue, but that'll, that'll at least get you in the ballpark.

Doug Smith ([32:05](#)):

And when you're engaged with a conversation with an event planner, you know, and, and they start to, they bring up, Hey, what's your fee. I mean, do you just give them a flat out fee? Do you just leave that open to negotiation? Do you say what's your budget? Do you have any tips on that actual conversation?

Grant Baldwin ([32:18](#)):

Yeah. Good question. So a lot of times in, in I think a speaker should have what their fee is. And so you're not just going into, Hey, what's your budget. I'm gonna make that work. Like I, I, I wouldn't recommend that. So have, have a a fee in mind there. But when you go into it, a lot of times when we get to that part of the conversation, and this is again, probably over the phone conversation, this is typically not gonna happen via email or anything like that, but once you're on the phone with them and they're, you know, you're, you, you've had a bunch of, of conversation in terms of, you know, tell me about the event, tell me what you're looking for, tell me how many people are gonna be there. You know, when is it the dates work?

Grant Baldwin ([32:54](#)):

What is it that you're, you're actually looking for because that's another variable that goes into it is, you know, like we talked about earlier, maybe they're for me, they're just looking for, we just want you to come in and do a one hour keynote and that's it. And someone else are like, can you do a keynote and then a follow up workshop? And then for the next three months, can you do a once month zoom call? Like that help implement what we covered and talked about. Right. It's kinda like if you called up a if you

called up a, a local car dealership and you're like, how much is a car? And, and they're like, well, you know, it depends like, no, no, just tell me like how much is a car? Like, oh man, there's a ton of different variables that, that go into that.

Grant Baldwin ([33:28](#)):

Right? So the same thing is true for speakers. It's like, how much is a speech? Well, it just kind of depends what you're looking for, you know? And so know in your mind, like what that kinda, what that range might be for you as a speaker. But the other thing I would say is is to understand ways that you, that they can provide value to you that may not show up in the bank account. Okay. So let me give you an example. Let's say that your fee is, let's say you, you do the, my speaking fee my speaker fee calculator, and it comes back and says, your fee is \$5,000. Okay. So let's say you're talking to a potential event planner and you're talking to them and they say, well, our, our budget is a thousand dollars. Okay. So on one hand you could be like, Nope, not interested I'm out.

Grant Baldwin ([34:12](#)):

The other thing that I don't think you'd wanna do is you just be like, yeah, a thousand dollars. I can make that work. And just immediately like, okay, I'm in. So what you wanna try to do is you are providing something of value. You want to receive something of value. Now, the thing that you receive in terms of value can look a lot of different ways. So for example, let's say that the event that you're gonna be speaking at is, let's say you do some consulting on the side, and let's say that the audience that you'd be speaking to is filled with your ideal potential client for consulting. And so, you know, man, if I go speak and I pick up, you know, 1, 2, 3, 4, 5 consulting clients, that's worth way more than what they're going to pay me or what they could pay me.

Grant Baldwin ([34:49](#)):

Okay. So that may be valuable. Let's say you have some type of book that you sell and you know, like they're going to, you know, they, for their speaking budget, they only have a thousand dollars, but also for their like education or training or resources budget, they have another couple thousand. And so, yeah, we're gonna buy a book for every, at one of your books for every attendee in the audience. Okay. So that could be a value. Another value could be I did this, I've done this a few times where I worked with a client that was really well connected with other event planners I was trying to get in with. And so I said, tell you what I'll do a reduced fee if I do a good job and again, it's contingent on, I, I gotta show up and deliver.

Grant Baldwin ([35:25](#)):

I gotta do my part, but if I do a good job, I'd like for you to make just write a recommendation letter and send that to five other potential clients. That would be a good fit for me and just make a personal introduction. Now, again, it doesn't show up in the bottom line in terms of the check, but to them that costs nothing. But to me that's incredibly valuable. Cause if they make those five introductions and I book, you know, one or two or three of those gigs, that's totally worth it for me. Right. another variable of factor could be the location. So my wife has half joking, half said grant will speak for free in Hawaii, as long as the family gets to come, you know, so it could just be a cool, it could be a cool location. You know, there's a friend of mine a year or two ago.

Grant Baldwin ([36:05](#)):

And he was invited to speak at something in, I think it was in Spain or Europe or something like that. And he is like, I don't know, I don't do a ton of speaking. Should I do this? They don't have much of a budget. I was like, take your negotiate to have them pay for you and your wife negotiate to have them pay for a couple extra days of, of the hotel and the lodging that they're already gonna be paying for and turn it, turn it into a vacation. So he is like, awesome. So they turned it into a European vacation that was on someone else's dime. And so again, it's the type of thing that they received value in exchange for the value that was offered. Maybe there's going to be a like a really good videographer there. And so we talked about the importance of having a good demo video. So getting good footage is really important. And so maybe negotiating, Hey, I get, I get a, you know, the footage that your videographer is doing, or maybe they have an in-house videographer that could do the editing to, to create a demo video for you. So again, there's all these different ways that you can get value that may or may not connect to what just what the, the paycheck says.

Doug Smith ([37:00](#)):

Yeah, that's so good. You've mentioned the speaker lab multiple times. Can you just, again, pitch our audience on the speaker lab? What's what value provides in how they can be a part of it.

Grant Baldwin ([37:08](#)):

Yeah. So again, the, the speaker lab is what I wish I had when I got started. I, when I was just like, man, I, I think I can do this. I just, I, I wanna know, like again, who do I speak to and how much should I charge and who hires speakers? And just someone tell me, how does this mysterious speaking industry work? And so that's what we do. We, we provide coaching and, and, and training for speakers who at all different levels. So we worked with speakers in every us state in 49 different countries and all different categories, subjects, genres, industries, topics that you can think of. And so helping them understand how to build and grow your, your speaking business and to share your message with the world.

Doug Smith ([37:41](#)):

Yeah. And I know, you know, getting a speaking engagement is just the first step, then you actually need to make sure it's a good experience. You, you mentioned that any, any tips there, as far as, Hey, once you sign that contract, making it as good of experience for the event planner and the organization as possible.

Grant Baldwin ([37:56](#)):

Yeah. That's such a great question because it's, it's so much more than just what happens on stage. And what I mean by that is, is, is if you show up and you do a great job on stage, but you're a pain in the butt to work with and by pain in the butt, I don't mean that like you're a prima donna or that you're demanding or that you're a diva or anything like that. I just mean like, you're, you're unorganized, you're sloppy. You said, you know you said you were gonna show up at a certain time and you're late. Or you didn't show up at all or you, you know, they email you a question and it takes you days and days to get back to them. Like nobody wants to work with that speaker. And again, that's not exclusive to just a speaker.

Grant Baldwin ([38:30](#)):

It's like, if you go to a restaurant and like, the food is man, it's so good. The food is so amazing, but the restaurant's dirty, the service is, is bad. It takes forever to get your food. You know, you, you talk to the manager, the manager's a jerk. You're just like, man, the food's so good. But like, I don't know that I

wanna keep experiencing this. Like, it's just not worth it. And so, so much more than, than so much. There's so much to being a speaker. That's more than just being a speaker, like be providing a customer service experience because you gotta remember from an event planner standpoint, an event planner is, is thinking about you, the speaker. And they're thinking about a hundred or a thousand other details for that event. So the simpler that you can make things for them, the easier that you can make their life, the more likely they're gonna wanna be to work with you. I was like half joking, half serious said, like, I can be mediocre on stage, but if I'm great to work with off stage and I just make their life easy, they're a lot more likely to wanna work with me in the future versus just like, man, I'm amazing on stage, but I'm a pain in the butt to work with. So yes, you're exactly right. That you, you wanna make sure you're delivering on stage, but you also wanna make sure you're delivering off stage as well.

Doug Smith ([39:34](#)):

So good. I wanna jump into the lightning round in a moment. So any other last words for aspiring speakers today?

Grant Baldwin ([39:41](#)):

Yeah, I'd say one thing I always remind speakers of is this is simple, but it's not easy, simple, but not easy. What I mean by that, it's kinda like the analogy of like, you know, I'm no health coach or expert in anything, but if you wanted to lose 10 pounds, what do you need to do? Well, you know, we both know you need to do two things. You need to pay attention what you eat and you need to exercise. That's it right now, that's a very oversimplified elementary version of it. But that, that's the, that's what it is. You, you, it's simple, but it's not easy. You know, if it was easy, everybody would do it. We'd all be skinny and beautiful, but that's not the way it is. So it's simple. Everything. We just talked through that speak framework. Yeah. It's simple.

Grant Baldwin ([40:16](#)):

And just make a website, make a demo video, reach out to some people book, some gigs take good care of 'em you build a business like it's simple, but it's not easy. It still requires work. Still requires effort still requires discipline. And so that's, that's where we really wanna help speakers is as is be alongside as they're building their speaking business and sharing their message and understanding you know, different pitfalls and, and things that they may run into or different roadblocks. And like, I just, I just need some feedback or some help along this way. That that's what we wanna do in supporting them.

Doug Smith ([40:45](#)):

Yeah. Well grant, thank you for creating the speakers lab and thanks for all the input today. That was fantastic. As I mentioned, I wanna dive into the lightning round. These are just a bunch of fun questions. Doesn't have to be speaking related that I like to ask every leader on these interviews and the first ones, what's the best advice you ever received and who gave it to you?

Grant Baldwin ([41:01](#)):

So one of the one line, I, I think about a lot and I don't know where I heard this, or if I came up with this or anything, but the line is who you are, is more important than what you do, who you are, is more important than what you do. I think about that. So often I, I remind our team regularly. I tell speakers that, speak about that from stage, meaning that, you know, Doug, if you and I, if we're great podcasters, we're great entrepreneurs. We're great speakers. We're great business leaders, if we're great on and on the list goes, but if we drop the ball as husbands, as wives, as moms, as dads, if like we're this shell of a

human being, like we're really doing it wrong. And so we were talking a little bit earlier before we, we hit record.

Grant Baldwin ([41:37](#)):

I'm married to my high school, sweetheart. We've been married for, we just celebrated our 20 year anniversary. Come on together for 25 years. We've got three daughters. So it's me and a house full of women. It's the best. And so I love being a speaker. I love being an entrepreneur. I love what I get to do every single day, but my most important roles, hands down without question are being an amazing husband and being an amazing dad. And so if I get those parts right, then everything else is just gravy. On top of that,

Doug Smith ([42:02](#)):

These just came to me. I don't know if they're a lightning round question or not, but best if for being a husband after 20 years, let's go

Grant Baldwin ([42:08](#)):

I think what has worked well for us is like, we just really enjoy being together. Like we genuinely, you know, the stereotypical, you know, she's my best friend. And like, yeah, I totally feel like that. Like if I have the choice to go hang out with some guys or just to be home with her, like 99 nights out of a hundred, I wanna just hang out with her. Like we just really enjoy being together. We really enjoy each other's company. And so I don't know if that's something you, you, you teach or you learn or you grow into, but yeah, you better, you better marry right. In the first place for sure.

Doug Smith ([42:40](#)):

Best parenting tip

Grant Baldwin ([42:43](#)):

Be patient be graceful. I, I think that for parents and for for parents, for spouses, for entrepreneurs, like, I I'd say all the time, like we're doing our best, we're doing our best, you know, like as a speaker, as an entrepreneur, podcasters, whatever, like we're doing our best. We're, we're making it up as we go. And so I know with, with our girls there's days where I'm just like, man, I'm really, I'm not gonna lie. I'm really crushing this dad thing other days where I'm just like, I mean, the other day we had a curve ball thrown at us and my wife and I like, well, this is new. Like I don't, what do you do here? Well, how do you deal with this? And like, you just, you're, you're doing your best. So give your kids some grace, give yourself some grace that you're, you're doing your best and figuring out as you go,

Doug Smith ([43:35](#)):

If you could put a quote on a billboard for everyone to read, what would it say?

Grant Baldwin ([43:43](#)):

I would say to enjoy the journey like, man life is I enjoy my life. I wouldn't trade lives with anybody. But I'm also a very like motivated, driven, hard working guy. And so sometimes I, I gotta remind myself just to like put my phone down to stop, to take it in like, oh man, this is like, this is good. Like life is, is really, really good. And so yeah, something along the lines of just to enjoy the journey



Doug Smith ([44:10](#)):

Best purchase you've made in the last year for a hundred dollars or less.

Grant Baldwin ([44:14](#)):

Kind of browsing around here. I'm looking a hundred dollars or less seeing if anything comes to mind here. I, this wasn't within the past year, so I think this was a couple years ago. I got an aura ring O U R a and I'm guessing it's probably a little over a hundred bucks, maybe 200 bucks, but use that just for tracking sleep and health and and it's been a good yeah, it's been a good little device just to keep me on track, make sure I'm, I'm I'm not as young as I used to be. And so that, that helps, helps keep me focused.

Doug Smith ([44:53](#)):

What's a book or two that have impacted you the most, either recently or all time.

Grant Baldwin ([44:58](#)):

Let's see here a one book I really, really like, especially in the entrepreneurial space is a book called rework. It's by the guys from base camp formerly 37 signals. And so it's I don't know, 50, 60 short chapters each couple page chapters and it's just like some really good kind of contrarian views on business and entrepreneurship. And so I I've always resonated with kind how they view things that you want to not live to work, but work to live. And, and I think they do a good job kind of explaining that and, and in a, a good, concise way.

Doug Smith ([45:34](#)):

That's good. If you get to spend time with a high impact leader or someone that you admire their info admire a great lead. Do you have a go-to question that you always ask when you get to meet with them?

Grant Baldwin ([45:45](#)):

I mean, a lot of times I, I just like to ask about them their life. Like how's things go, like, what are you excited about? What's working for you? A good question I heard recently is what's in focus, like what's, what's happening right now. That that just feels clear to you. Cuz I think a lot of times if, if you are, are, are talking with someone I try to think through like like, so if, when possible like so much more than just like, Hey, you know, this one token answer that they're gonna give, but more like, how is there, what can I do or ask or say that to help build more of a relationship with this person long term? Because you, I don't know there, there's probably, there's probably very few situations where like you met someone, even someone that you looked up to and they said this one thing and it profoundly like deeply impacted your life. Like I don't, I mean, maybe that happens for some, I don't know that that's happened to me. There's something that really comes to mind. But I think more often, like the relationships with people that you do life with on a day in and day out basis and people that you have some form of, of connection with like oftentimes those relationships are gonna be deeper and perhaps the, the advice or shared experiences you're gonna have are gonna be more meaningful or impactful.

Doug Smith ([46:55](#)):

So what's in focus for you right now.

Grant Baldwin ([46:59](#)):

Marriage is really, really good right now. Kids are really good right now. Business is good. I, you know, one thing that's been actually in focus this year, at the time, this recording is I've made a lot of progress in my health. It's something I'm, I'm pretty proud of. Health is one of those things that I'm a relatively active guy and was you know, I played sports and, and so, but I also turned 40 a few months ago and I'm like, okay, used to be. And thanks, man. But you're just like, eh, you're you, you gotta, you gotta just take, get, take better care of yourself and, and be aware that you, you can't just eat, you know, fruity Peles and donuts all day as delicious as both of those things are. And so been really, really intentional about my health and when I'm eating and exercise.

Grant Baldwin ([47:44](#)):

And so, I mean, at the time this recording I'm down about almost 25 pounds for the year. Wow, good female. So pretty, pretty proud of that, of just like, oh man, just do the work, be discipline. And when people are like, but what's your secret? I was like, there's no secret, like everything, you know, you should be doing, just do that. You know, like exercise, get a lot of sleep, eat good. The things that, you know, you shouldn't be eating, like limit those things or cut 'em out. Like it's, it's not rocket science. It's just, it's just a matter of doing them.

Doug Smith ([48:10](#)):

What's something you've done in your life. Maybe something you've crossed off your bucket list that you think everyone should experience before they die

Grant Baldwin ([48:18](#)):

Bucket list. Trying to think what comes to mind for that. I mean, one moment that comes to mind that was really, really cool was I grew up in Missouri and so it was a big St. Louis Cardinals fan. And so in 2011, my dad and I ended up going to game seven of the world series wow. Against the Texas Rangers. And so we gotta see the Cardinals win. And so it was just a cool, it's not only a cool like sporting experience, but it was a cool sporting experience with my dad. Yeah. So, you know, is that you know, all the stars have to line for your favorite team to be in game seven and a championship and for you to be able to, you know, go see on a whim. But nonetheless, that was a pretty, that was pretty cool

Doug Smith ([49:04](#)):

When I'm here in Pittsburgh. So for the stars to align for the pirates to make it to game set in the world series. Yeah.

Grant Baldwin ([49:09](#)):

It's gonna, it's gonna be a

Doug Smith ([49:10](#)):

Minute. Yeah. I hope I hope it'll happen in my lifetime. Is there anything left on your bucket list? Is there anything you wanna wanna do that you haven't done? Yeah,

Grant Baldwin ([49:17](#)):

I, I just, I I really enjoy my life. I enjoy, you know, what I get to do. I, I my wife and I, and our family, like, we like to travel, we like experiences, we like adventure. So yeah, there's probably, there's probably a lot of things I wanna do. I don't have a my list in front of me here, but different, you know, countries I

want to, we want visit and different experiences that we want to have. So yeah, but at the same time, like I, I try to be really intentional about making sure that I'm living an ideal life today and not for someday. Yes. Meaning like, I'm, this is the youngest that I will ever be is this moment. And so making sure, like, if there's something like, man I've always wanted do that or someday day, I'm gonna do that.

Grant Baldwin ([50:01](#)):

Like, okay, is there something that's preventing me from doing that now? Or like in the very near future? And so I, I'll kind of connect a couple dots here. You mentioned parenting, like one thing that's been really, it's been a big win for my wife and I, and our kids is we, when I was speaking full time I always wanted to take my daughter our oldest at the time wanted to take her on some type of speaking gig. And I just like, oh man, I'm traveling all the time. I wanna take just one kid with me. And, but it had to be like the right type of gig. You know, she was pretty young. I was like, okay, I gotta be able to like speak, but also kind of keep an eye on her at the same time. If Possible's gotta be, you know, we gotta be going somewhere.

Grant Baldwin ([50:37](#)):

Cool. You know, if you're going to the beach in Florida, that sounds more more exciting than going to Pittsburgh. No offense, but <laugh> so I had to had to have something fun there, but so I did a when she was eight, I took her with me to an event. And we, we dubbed at the eight is great trip and that was so much fun. Wow. So we, we turned it into a thing where every year each of our girls take a one on one trip with either mom or dad and we just rotate years. So this particular year I just, this past why this is fresh in my mind this past week, a week ago, my youngest daughter and I she's 11, her and I went to Disney. And so we spent two days at, we went one day at Disney and one day at a water park and just the two of us.

Grant Baldwin ([51:15](#)):

And it was so much fun. And we had such a great time. And this summer, my wife and our middle daughter were go on a trip, just the two of 'em and wherever they wanna go, whatever they wanna do. And even this you know, it, it, it, it may not be some type of travel or, or trip or something. The, the very first year I did this with our youngest we we rented a hotel in the area and just a cheap little hotel. And we went to play miniature golf and went ice skating. And then we came home. That was it. But it's just like, man, it's just the two of us. Yeah. And so those experiences with your kids are really, really cool, super rewarding. So that's been something that's been that's definitely moved the needle for us in, in our family.

Doug Smith ([51:56](#)):

I love that. Well, we're about out of time grant. Anything else you wanna leave leaders with today,

Grant Baldwin ([52:01](#)):

Man? I appreciate you letting me hang out with you again. If you're wherever you are in your speaking journey, if there's anything we can do to help you support you. If you're listening to this podcast, you probably listen to other podcasts. So feel free to check out the speaker lab podcast. We've got nearly 400 episodes there. So a lot of good content the book, the successful speaker and again, that speak framework we walk through goes through much more in depth on just how do you find him book gigs and share your message with the world.

Doug Smith ([52:23](#)):

Yeah. Love your podcast as well. Thanks again for adding value to me and everyone that are listening to this grant. Appreciate it. O Hey leader. Thank you so much for listening to my conversation with grant. I hope that you enjoyed it as much as I did. You can find ways to connect with him and links to everything that we discussed in the show notes [l3leadership.org/320](https://l3leadership.org/320) and leaders always. I want to challenge you that if you want to 10 X your growth this year, then you need to either launch or join an L3 Leadership mastermind group. Mastermind groups have been the greatest source of growth in my life over the last seven years. If you don't know what they are, they're just simply groups of six to 12 leaders that meet together on a consistent basis for at least one year in order to help each other grow, hold each other accountable and to do life together. So if you're interested in learning more about masterminds, go to [L3 Leadership.org/masterminds](https://l3leadership.org/masterminds). And as always, I like the end every episode with a quote. And today I'll quote, Craig gro shell, who said this. He said, if you're tempted to quit, remember why you started. If you're tempted to quit, remember why you started well, Hey leader. We hope that this episode encouraged, you know that Laura and I love you. We believe in you. And remember, don't quit. Keep leading the world desperately needs your leadership. We'll talk to you next episode.