

Doug Smith ([00:06](#)):

Hey, leader, and welcome to episode number 342 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'll enjoy our content and become a subscriber. Know that you can also watch all of our episodes over on our YouTube channel as well. So make sure you're subscribed there. And if you've been listening to the podcast for a while and it's impacted 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 ([00:47](#)):

So thank you in advance for that. Well Leader, in today's episode, you'll hear my conversation with Rory Vaden. I first heard Rory speak at a conference about 10 years ago with John Maxwell and really enjoyed his content, and so I've been following him ever since. And so it was a great joy to get to sit down and have a conversation with him, and he is gonna add massive value to your life in this conversation. You're gonna love it. If you're unfamiliar with Roy, Let me just tell you a little bit about him. He's a New York Times bestselling author of the book, Take The Stairs. His insights have been featured in the Wall Street Journal, Forbes, cnn, and Fox News, and in several other major media outlets. He's a world renowned speaker, and his TEDx talk has been viewed over 2 million times. He is a two time world champion of public speaking finalists and was recently named as one of the top 100 leadership speakers in the world by Ink Magazine.

Doug Smith ([01:33](#)):

He's also the co-founder of Brand Builders Group, where he teaches people to help and monetize a rock solid reputation. And that's exactly what we focus on in this conversation, building your personal brand. And I think you're gonna be blown away by the foundation that Rory sets for what you need to do to build your brand, why it's important, and how you can actually turn it into a business. So you're gonna love this interview, but before we dive into that, just a few announcements. This episode of the L three Leadership Podcast is sponsored by Beratung Advisors. The financial advisors at Beratung Advisors help educate and empower clients to make informed financial decisions. You could 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 B E R A T U N G advisors.com.

Doug Smith ([02:19](#)):

Security and investment products and services offered through LPL Financial member FINRA SIPC, Beratung Advisors, LPL Financial and L3 Leadership are separate entities. 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 at Henne Jewelers and just 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 prepare for marriage, and we just love that. So if you are 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 Rory Vaden.

Doug Smith ([02:56](#)):

Well, Rory Vaden, this has been a long time coming. I've been wanting to interview you for a long time. As we were just talking, uh, I first got exposed to you and your work. We were saying maybe between eight and 10 years ago in Canton, Ohio, you were sharing a stage with one of my heroes in life, John Maxwell. And, uh, loved your presentation and so started following you from then on. And we just mentioned that, you know, not too many episodes, again, interviewed your wife and several of your clients, so very excited. And you know, for those who may not know you, I'll just, you know, give a little insight. You are a Hall of Fame, <laugh> leadership speaker in New York, Time, boom, <laugh> and in New York Times bestselling author, and so many other things. Give us a little background into your journey to, to becoming those things.

Rory Vaden ([03:36](#)):

Well, I think I just, I've always been fascinated with like what creates successful people and what I call ultra performance. Like how do you become the top one percenters? And, um, that I think has led me on a journey to really where I would, I would describe my expertise as the psychology of influence. So I describe or define influence as the ability to move people to action, which includes yourself. And so I, um, we're actually, it was just looking at my, about to roll out my brand new website and we're rolling out something called the Four Levels of Influence. And, uh, level one is influencing yourself, which is what my early work was about. Take the stairs, the psychology of, you know, it was like overcoming procrastination, improving self discipline. So that was when you first met me. And then level two influence is the ability to influence another person, which is sales would be a common term for that, right?

Rory Vaden ([04:38](#)):

Is, is how do you, you know, communicate persuasively. And my wife AJ and I have built an eight figure sales training company over 12 years. We sold that in 2018. Wow. And then level three influence is influencing a group of people, which I would call leadership, which is what my college degree was in. And then obviously as a, as an entrepreneur. Um, we've now had five, five multimillion dollar businesses that we have started. Brand Builders Group is our, our fifth one and likely to become our second eight figure company here real soon. Wow. Um, and then level four Influence is influencing a community. So influencing a group of people, this is like creating a movement. And so that's what Brand Builders Group really focuses on the most, is, um, helping people to become more well known and make more, you know, we say to build and monetize their personal brand.

Rory Vaden ([05:31](#)):

But, you know, a lot of our clients are people who are authors and speakers, You know, Ed Millet, Lewis House, John Gordon, um, Tom and Lisa biu, Peter Diamandas, Amy Porterfield, um, you know, people like this that are, are, you know, Eric Thomas, et the hiphop preacher was, you know, a project. We just worked with him to help him at the New York Times. And so those are the, the most, you know, like, like people know us because of those kinds of clients, but that's, that's like 5% of our clients. Most of our clients are more aspiring as experts, coaches, speakers, authors or professional service providers, or they're just, they're executives at a company or entrepreneurs, but they're people who are interested in true, like global influence or influencing or making a movement or, or influencing a community. So that's kind of what my journey has been in my own life, which also sort of represents the arc of my career and, and sort of how I study and organize things in my brain anyways.

Doug Smith ([06:30](#)):

Wow. So, you know, a lot of our listeners, same thing. They aspire to build a brand, they inspired to become influencers, a leader of leaders. Walk us through kind of a high level of the process you take people through, whether they come in at level one, or maybe they're coming in at level two. How can someone actually start to focus intentionally on voting their own personal brand where they can actually multiply their influence and get into those higher levels?

Rory Vaden ([06:53](#)):

Yeah, so I think a, a lot of the, this conversation for me really starts with understanding what personal branding is and, and really what personal branding isn't. When people hear the phrase personal brand or they go, Oh, Brand Builders group is a personal brand strategy firm, sometimes they immediately go, Oh, they do websites, or they do logos, or they manage social media. Um, and they think of that word personal branding. People think they, they're, there's a massive misconception, which is that it's like, Oh, it's your TikTok videos and it's your colors and it's your fonts. And it's like, you know, all of these like technical things or, you know, social media related things. And that's a really low perception of it and a big misunderstanding that costs them a lot of money. And so the way that we defined your personal brand is that personal branding is simply the digitization of your reputation.

Rory Vaden ([07:50](#)):

Hmm. The digitization of your reputation. And so there's a lot of leaders, like the people you talk about, Doug, probably people listening to this show who they have a great reputation, right? They've built a life around making a difference, being a person of substance, having deep expertise, providing real value in the world. But then they think of like some of the modern tools of podcasting maybe, or social media or funnels or, um, you know, ads or think they think of it as like vain or maybe it's like too techy or I don't like it, or I don't understand it. And so the issue is they actually don't have as much influence as a lot of people who have a much lower level of expertise with, with much less experience, who have delivered less value in less results in the world, but who have a, a bigger online reach.

Rory Vaden ([08:41](#)):

And it's, it's actually a really unfortunate, we would call it an unfortunate way that the world is working, because there's something, um, that we use called the reputation formula. So the reputation formula says that, um, reputation is simply your results times your reach results times reach equals reputation. So a lot of our clients, you know, I, I'm listing, I listed off some of the bigger ones who have a really big reach, uh, or who have, you know, come, come to have a lot of big reach. But a, most of our clients are not that way. Most of our clients are the people who have amazing results, but they're not, that they're not very well known outside of their offline reputation. And part of it is because they sort of sometimes turn their nose up at like online or social media or digital. And the example that we always use here is, um, you know, a couple examples. So first of all, you know, Mother Teresa, Doug, would you say Mother Teresa had big results or small results,

Doug Smith ([09:45](#)):

Big results,

Rory Vaden ([09:46](#)):

Big results? Would you say they were positive or negative?

Doug Smith ([09:48](#)):

Positive,

Rory Vaden ([09:49](#)):

And would you say her reach was really wide and well known or not very well known?

Doug Smith ([09:54](#)):

Well known,

Rory Vaden ([09:56](#)):

Right. So she had huge positive re reach or results, huge positive re results times worldwide reach, which means she has a huge positive reputation. Hitler had huge negative results times worldwide reach, so he has a huge negative reputation. Um, if I ask you, who is Michael Phelps? You probably heard that name before, right? Yeah. Who's Michael Phelps?

Doug Smith ([10:22](#)):

Uh, best Olympic swimmer of all time.

Rory Vaden ([10:23](#)):

All sw. Right. And which country is he from?

Doug Smith ([10:26](#)):

USA

Rory Vaden ([10:27](#)):

Do you know how many gold medals he's won?

Doug Smith ([10:29](#)):

Eight

Rory Vaden ([10:30](#)):

Is right, like

Doug Smith ([10:31](#)):

24, 24 <laugh>, maybe eight in the first Olympics. Maybe that's where I Yeah,

Rory Vaden ([10:34](#)):

That's right.

Rory Vaden ([10:35](#)):

But, um, so here's the thing. If I ask most people who Michael Phelps is, they know, but I say, Do you know who Jenny Thompson is? They'll go, I've never heard of Jenny Thompson, but Jenny Thompson is the winningest female gold medalist Olympian of all time. Hmm. She is also from the United States. She is also a swimmer. So when you look at their results, they're, they're almost perfectly comparable at, at the highest level yet for whatever reason, their reach is completely and massively different. And so their

reputation is different. That same dynamic is happening with leaders inside of organizations and communities where it's like they have great results, but they're not that well known because their reach isn't that big. And so you go, Well, isn't this vain, isn't it, you know, arrogant, egotistical, you know, unfortunately some of it is that way, but a leader's ability to create impact is directly correlated to the amount of influence they have, and the amount of influence they have is directly correlated to the number of people who know about the work that they have done.

Rory Vaden ([11:51](#)):

And so it's, it's not, you know, the, the great irony of a personal brand is that personal branding is not about you. It's not about like what you care about in your ego. And it, it's, it's about the, the service you can provide, you know, or the value you can provide in the service of other people. And, and part of that is that your influence grows as your reach grows, which means your ability to create results grows as your reach goes. Look at John Maxwell, right? Like you mentioned John Maxwell. You go, John Maxwell has huge influence because he knows a lot about leadership. A lot of people know a lot about leadership, but a lot of people know about John Maxwell. He has huge reach and because of that, he has big influence. And because of that influence, he's able to raise a lot of money for charity and change governments around the world and in, and influence churches and develop leaders. And that is a huge part of the, the formula, which is not about vanity, it's about service. And so personal branding is not about self-centeredness, it's about service centeredness.

Doug Smith ([12:59](#)):

Yeah. And this is a leadership podcast. You guys did a huge brand study, which I, I thought this stat was so good. Uh, you found that 82% of Americans believe the companies are more influential when the executives or founders have a public facing personal brand. Can you, can you just talk more about that? Cuz you know, you're mentioning all these big names and there's people who say maybe they don't think it's vain, but hey, I'm leading this company. What's the big deal if I have an online reputation? But clearly it looks like the data that you came up with shows it matters a lot.

Rory Vaden ([13:29](#)):

Oh yeah. It's, it's massive. Well, I mean, so that the data shows that, you know, 72% of older millennials, okay, so those are ages like 35 to 44 right now. Say they, they trust a company or brand more if they recognize, they know, you know, their executives true. Um, but if you look and if you look across Americans, 60% of Americans said they are more likely to buy from a company if they recognize the executives and the executives have a personal brand. 59% of Americans said they would be more likely to recommend the company. Wow. 58% said they'd be more loyal to the company. Like they're more likely to trust you, buy from you, work for you, and recommend your company if they recognize the executives of that business. So it has a massive bottom line ROI impact. It has a massive direct application.

Rory Vaden ([14:27](#)):

Um, and it's about, it's just about trust, right? It's going, people wanna trust the person they work for. They want to trust the person they're buying from. They wanna trust the people they're recommending. And, and look, the biggest companies and the biggest corporate brands in the world often have a founder who is very well known, right? Or an executive. Apple has Steve Jobs, Facebook has Zuckerberg, Amazon has Bezos, um, Tesla has Elon Musk, Virgin has Richard Branson, like, um, Spanks has Sarah Blakely. Uh, one of our good friends, Jamie Kern Lima has sold her company it cosmetics for \$1.2 billion

to L'Oreal, right? And then she, she has become, uh, a very well known personal brand. Like it's, it's because we trust people. We don't like, we trust individuals who, who have a heartbeat and a pulse and, and, you know, a set of experiences and philosophies that we can either relate to or not.

Rory Vaden ([15:25](#)):

And that's why like a lot of our clients, Doug, um, we, we say at Brand Builders group, we sure we serve mission driven messengers. Hmm. And that's because that AJ and I are just in a season of life where we care more about impact than we do about money. Doesn't mean we don't care about money, we do care about money. We like making money. Money is just not the highest priority in our life. It's a, it's a high priority, but it is not the top priority. It's not even close. And so the people we work with tend to be people who share that same value. They go, I'm not, I money is not my primary concern. I need to make money. I I'm interested in money. I need to have money to pay for the expenses of building my personal brand. Cuz it, it costs money, right?

Rory Vaden ([16:11](#)):

To do book launches and manage podcasts and run websites and produce, you know, social media and videos and like, it, it, it takes money to do that. But they're going, Impact is the number one priority for me. Well, a lot of our clients end up finding Brand Builders group and trusting us if they have that same shared belief or philosophy or system. Whereas other people go, Man, I just need, you know, show me how to make six figures in 60 days. That ain't us, right? Like, we're, we're the people who say you wanna become a household name in like a New York Times best selling author, which at this point we've now helped 10 people in the last few years, Doug, we've helped 10 people become a New York Times Wall Street Journal or USA Today bestseller. We've had four clients that we have, uh, helped them create Ted Talks that have had more than a million views, like gone viral.

Rory Vaden ([17:01](#)):

We have multiple people who have built, um, over seven figures in revenue within their first three years. But the, we're not the people going, Hey, we're gonna help you make a hundred thousand dollars in 30 days. We're the people going. If you wanna become a, a true household name, like with global recognition, instead of it taking you 25 years, we can get you there in maybe three to four, right? Like, uh, and, and so it's just, but but that is reflective of our heart and our philosophy and who we are. And that's true about every company. And so if you're, you're hiding behind the scenes, then it just makes it hard for people to trust you. We, we trust the people we see, we trust the people that, um, I mean, think about, this is funny, think about, uh, actors, right? We trust actors. That's why people pay, pay them so much money for endorsements.

Rory Vaden ([17:56](#)):

We don't even know what their name is in real life, half the time, <laugh>. But we just trust them because we've seen them. If, if you're walking down a dark alley, okay, if you see your best friend coming, you're not scared at all. But if you're walking down a dark alley and you see another person, but you don't recognize them, I don't care whether it's a man or woman, what their ethnicity is, what their age is like, you see somebody walking down an alley and you don't recognize them, you're gonna be nervous because you've never seen them before. So that matters tremendously and it makes a difference on your ability to recruit, to hire, to retain, to manage, to motivate, to inspire, to promote to, uh, and, and to get people to buy and trust and recommend you. So it's a big deal.

Doug Smith ([18:46](#)):

Yeah. So Roy, I think with everything you just went over, I think we're all sold that, hey, we need to take this brand thing seriously. Uh, but it could be overwhelming. So, you know, I look at you best selling author, so you've written books, Hall of Fame speaker, So speaking as a key element of, of how you've built your brand. There's podcasting, there's public relations and getting on new stations. There's so much out there, all the social media channels, right? And then, you know, you see the Gary V of the world, it's like, okay, I need to do I need to produce a thousand pieces of content a day just on social media to where can people start and where can they find the greatest ROI for them?

Rory Vaden ([19:24](#)):

Yeah. Not with any of that stuff. That's the problem is that is what people see. And that is exactly what people do. And that is why they fail, Which, and by fail, it's not that they're not smart enough to succeed, it's that they burn out and they can't make any money to sustain it. And they don't have time. And they're like, I can't, I can't figure all this out. I can't manage this. Like, how does this all work together? And so they're doing a lot of the right things, but they're doing them in the wrong order. And I'll, I'll tell you this, I know this is a lightning round question, but the, the, the, the single greatest piece of personal branding advice that I have ever received, this is not a Roy Vaden quote, I wish it was <laugh>. Um, I would like to take credit for this, but I can't, I learned this from a guy named Larry Wingett.

Rory Vaden ([20:10](#)):

And Larry said, The goal is to find your uniqueness and exploit it in the service of others. Find your uniqueness and exploit it in the service of others. Now, Larry didn't really have a process for teaching people how to do it cuz he wasn't in the business of doing that. But that he, he said that in like a speaker training one time that I heard. And I was like, That's so brilliant. And so when we started Brand Fuller's group, we created, uh, our own proprietary process that we take people through to help them find their uniqueness. The first step is to find their uniqueness, is to figure out what can you do that nobody else can do? Or what can you do as good or better than anyone else in the world? Or what can you do that is your God given gift? Like the, the, and, and so you say, Okay, what's the first step of that? The first step of that, Doug, is being able to answer one question with one word. And this is the hardest step. It's like probably one of the hardest steps, and it's the step that 99% of people overlook. And 99% of people cannot answer this question. And if you cannot answer this question with one word, sooner or later, everything is gonna break down and you're not gonna create the, the velocity that you need to, to break through the wall. And so here's the question. What problem do you solve in one word?

Speaker 3 ([21:33](#)):

Wow.

Rory Vaden ([21:34](#)):

What problem do you solve in one word? If you can't answer the question in one word, then you are doing too many things. And if you have diluted focus, you get diluted results. And people do not buy solutions as like people, here's what it is. People buy solutions to problems. We think that people spend money on luxuries. Like when we think of money, we think of, you know, houses and boats and cars and trips and whatever. But the reality is that if there is a recession coming, people will stop buying vacation homes. They'll stop buying nicer cars. They will stop going on trips. But if their kid gets sick, they'll find the money. If the water heater breaks, they'll find the money. If they get a flat tire, they can't get to work. They'll find the money. People always find the money to solve problems.

Rory Vaden ([22:24](#)):

So you have to become an ambassador of the problem. You have to promote the problem. You have to own the problem. Mother Teresa owned the problem of poverty. She dedicated her life to solving that problem. Martin Luther King Jr. Dedicated his life to solving the problem of inequality. Dave Ramsey has been saying the same thing for 30 years. Uh, and I'm buddies with Dave, I love Dave, but he's been saying the same thing for three hours on the radio every day for 30 years. He has a thousand more than a thousand employees. They, they announced publicly a couple years ago that they do more than a hundred million in revenue a year. And his entire personal brand is oriented around solving a one word problem debt. Dave Ramsey owns the problem of debt. Brene Brown has become one of the most influential women in the world.

Rory Vaden ([23:21](#)):

She didn't ever wanna be a speaker. She wasn't trying to be a best selling author. Brene Brown was a researcher, and she spent dedicated her life for decades trying to solve a one word problem. Shame. And Brene Brown owns that problem. You cannot talk about shame without not talking about Brene Brown. You can't talk about getting outta debt without talking about Dave Ramsey. You can't talk about inequality without talking about Martin Luther King Jr. And you can't talk about getting people outta poverty without mentioning Mother Teresa. So the question is, what problem do you solve? And is it crystal clear? Does the world know about it? And they probably don't because you probably don't. Um, the way that I broke through the wall, my first book, Take The Stairs, was all about helping people overcome procrastination, right? And then I wrote a Ted Talk that went viral called How to Multiply Time.

Rory Vaden ([24:14](#)):

That was the basis of my second book. My second book was all about helping people over like, like battle overwhelm and distraction, right? So that was how we broke through the wall Brand builders group. We're breaking through the wall right now. We're becoming really well known because we have all these clients. Well that's because we're super clear on the one problem we solve for people, which is obscurity. We help people who are the world's best kept secret, which is a horrible thing to be. They're living in obscurity and we help them create notoriety. We help them to become more well known. And the reason I say it's the, it's, it's the, it's a bad thing to be is imagine if you had the cure to cancer and nobody knew about it because you didn't tell anyone cuz you thought it was vain. Like you literally spent your life solving a problem for the world that could help millions of people.

Rory Vaden ([25:06](#)):

And then you didn't share it with the world because you couldn't figure out social media, or you didn't have time, or you didn't like technology, or you didn't need extra money, or you didn't care, right? It's like, it's not about arrogance, it's about service. It's about, it's about asking yourself the question, What problem am I willing to dedicate my life to? What problem have I dedicated my life to? What is the thing that you look out in the world and you say, I'm not okay with that. I'm not comfortable with that. I don't accept that problem in the world. I'm going to do every single thing in my power to study it, understand it, diagnose it, and create a remedy for it so that in my lifetime, fewer people in the world struggle with this problem. You nail that as the first step. Everything else will fall into place if you miss that step. Everything else eventually is gonna come tumbling down.

Doug Smith ([26:04](#)):

That is so good. So that's the foundation. I think for the time that we have left, just talking through next steps again, I, I really just would want to hear your advice on just different areas that you help people with and that you've done personally. I guess I'll just start with, with speaking lot of aspiring speakers out there. Um, you have a wonderful story. You know, AJ was saying on the podcast, she can't count the number of times you guys spoke for free. And all the reps you did that nobody sees, but they see you on stage with John Maxwell, et cetera. What advice do you have for aspiring speakers?

Rory Vaden ([26:35](#)):

Yeah, so, you know, you, you mentioned this like high level our process. So Doug, we actually have 14, uh, I guess you would say, I guess you would say courses in our curriculum, but we don't, we're not really a course company. We really a one-on-one coaching company, okay? But we have 14 different topics that we teach. And so first you find your uniqueness. That's the first step. Then the second step is we take people through a process that we call captivating content. Captivating content. We then extrapolate your uniqueness into a, a body of work, into a complete set of knowledge, which often, um, sort of expresses itself in the world as a book a coaching curriculum, a course, um, maybe a consulting program. But it's like we take what's in your head and we turn it into intellectual property and we help you create original IP and frameworks and thought leadership.

Rory Vaden ([27:25](#)):

Then the third step is we create a, we call it world class presentation craft. So we put you through this very advanced speaker training of the things that I learned in my journey to the world championship of public speaking. And we teach the psychology of laughter and how to tell stories and how to use the stage and how to gracefully make an offer from stage and like all these technical skills. Um, and, and, and I would say to to your question, your presentation is your first and best marketing asset. It is to this day, the number one way that we get customers. We get very few customers from people searching on Google, coming to our website, reading the stuff, and then opting in, you know, where we'll get customers from. Somebody's gonna listen to this podcast, they're gonna go, This is what I've been looking for.

Rory Vaden ([28:17](#)):

They're gonna go to free call dot rory vain.com. They're gonna request a call with someone on our team. We're gonna do a free call. And some number of those people are going to end up being a perfect fit for what we do, and we're gonna work together for years and they're gonna become the next viral Ted Talk, the next bestselling author, the next whatever. Because they heard this presentation, right? They heard this interview. The fastest way to take somebody from a complete and total stranger to a lifelong fan is an amazing one hour presentation. And this is how we built our whole career, right? Like, uh, I remember I spoke 304 times for free before I ever got paid. Wow. 304. Um, that was when I was on my journey to the world championship of public speaking, which I did twice for Toastmasters. I made it to the top 10 in the world twice.

Rory Vaden ([29:11](#)):

And then we built our whole first company by going out and speaking for free. And we would go speak for free at companies, small companies, local offices, five or 10 people. We'd go speak for free for an hour. We'd give people a chance to sample our content. And then at the end, we show them how to sign up and come to one of our events or enroll in our coaching program. Today at Brand Builders Group, we do podcasts, we go speak for free, We have loads of free training on our website. All of them are just

basically one hour presentations that people go watch and at the end they go, This was incredible. They request a call and they come. And then, you know, we've got different, different levels of programs. But it's, it, it, here's the thing. You don't, you don't grow a personal brand from social media.

Rory Vaden ([30:00](#)):

Like peop everyone thinks, oh, it's social media, like I gotta go viral. The number one fastest way to get customers is through referrals. The second fastest way is through presentations. It doesn't mean you shouldn't learn how to do social media and digital marketing and online. It just means that's not the fastest path to cash. The fastest path to cash is human relationships. It's, it's people, right? It's let's have an encounter. The reason why social media can work is cuz if somebody watches 60 of your one minute clips, they're gonna trust you. But the algorithm, it's gonna take 'em a long time before they see 61 minute clips because of the algorithm. And so it's gonna take forever. Versus you get them in a room with you or on a webinar with you and they have this accelerated one hour experience. They might be willing to spend 10, 20, 50, a hundred thousand dollars with you after one hour because they've had a chance to experience what you do.

Rory Vaden ([30:56](#)):

And if it's the right time in their life for what you do, and you have what they need, you have the solution to their problem. They'll gladly invest the money if they trust you and it's the right time for them. And so speaking is just, it is where it's at. And it doesn't have to be on stage in front of thousands of people. John Maxwell, It could be three people. The back of a Perkin's restaurant. It could be a small workshop. And one of the thing on this, Doug, yeah, one of the things that we tell our clients all the time is we say, think of your online audience as an offline room. Hmm. Think of your online audience as an offline room. So here's what I mean by that. Let's say you do post a video on YouTube, right? A video on YouTube is a pretty, it's a pretty good marketing tool if it's a long form video.

Rory Vaden ([31:42](#)):

Cause if somebody watches it, it's, it's the second best thing to like experiencing you in real life. So the problem is, if you post a video on YouTube and you get eight views, or you get, you get 14 views, you're probably gonna look at that and go, Oh, what a waste of time. Like, I can't believe I just posted this video to give, to see 14 views. And that's because you're comparing yourself to everyone else, right? And you're going, well, you know, John Maxwell posts a video and he gets million views, right? Why am I wasting my time for 14 views Yet? If I told you right now that you could walk outside and go next door and there's a room full of 14 people sitting there waiting to hear from you, and that you're gonna have one hour to stand up in front of 14 people and depart, impart some wisdom that could make a difference in their life, most of us would get pretty fired up about that, right?

Rory Vaden ([32:33](#)):

If it was 50 people, we'd probably be like really fired up. If it was a hundred people, we'd be pretty nervous. But we see a hundred views online and we go, eh, meanwhile 25 people in real life is all you need to generate. I mean, you get 25 people to pay you a thousand dollars a month to coach with you. You're making \$25,000 a month. That's probably more than you are making, most people are making in their career. This is the law of a j Vaden. This is a shout out to my wife, right? And she says, You don't need millions of followers to make millions of dollars. You need a few people to trust you in a very deep, meaningful way.

Doug Smith ([33:13](#)):

That is so good. Uh, outta curiosity there on the, making millions of dollars or whatever. So you build multiple, you know, six to eight figure businesses. What advice just do you have for, for building a business? Clearly you've been successful and demonstrated that. What's been some of the keys to doing that?

Rory Vaden ([33:28](#)):

You know, it's interesting. Our brand builder journey that we take personal brands are, is exclusively for personal brands. So we don't work with companies, we only work with individual executives or the, the, the founder or you know, the author. Like we only work with like individual faces. But the process of building a great company is the same. We easily could apply this, the same issue for a company. What problem do you solve? Like if, if you're not clear about that, you're gonna do a bunch of different things and you're gonna launch a bunch of different products and you don't need a bunch of products, you don't need multiple revenue streams. Like this is some of the horrible advice. Like, you gotta have multiple revenue streams. No, you don't. If you are a small business owner and you have multiple revenue streams, I promise you are diluting your resources across many different things, what you need is one really freaking amazing revenue stream.

Rory Vaden ([34:18](#)):

That's what you need. You need one skew that sells really, really well. You need one source of income that will change your life. But, but people are, are cha they're chasing like these ideals, um, that are not really practical. So I would say focus, right? Like focus, find your uniqueness, figure out what is the one thing you can do that that, that nobody else can do, and do that better than anybody else. And just, and then go all in on that. Um, and I'll give you the hint, all right? So I'll tell you practically, right? So, so in our first course, which is called Finding Your Brand dna, which is most of what we've been talking about here, we have this sort of six part framework we take people through to help 'em find their uniqueness. Well, that's a two day experience. Each of our 14 programs is a different, is a different two day experience.

Rory Vaden ([35:09](#)):

So we obviously don't have two days right here, Doug, but I, I'll I'll tell you the secret, which is the, the what we train our strategists to do. So, you know, we have dozens of strategists in our company because they're doing most of the coaching. We have a, we have like 588 coaching clients right now. So we, we got a lot of people we're working with. And so our, our team is working with them. And so when we're training our strategist, this is, this is what we figured out and this is what we know today, Doug, that we did not know when we started this company in 2018. Here's what we've realized. You are most powerfully positioned to serve the person you once were.

Doug Smith ([35:50](#)):

Hmm.

Rory Vaden ([35:50](#)):

You are always most powerfully positioned to serve the person you once were. If there's a shortcut, if there's a faster path it is by realizing that you are gonna make the most impact and thereby the most money, and create thereby the most natural traction by looking back and, and, and figuring out what problem have you solved? What challenge have you conquered? What setback have you survived, what

obstacle have you overcome? You're most equipped to help other people on that exact same journey. And that's where you should start. Even if it's not where you wanna be long term, it's where you are, are you're most powerfully positioned to serve. And so that is where you start. And if you start there, you will get traction because you can serve those people in a very deep, meaningful way. And then out of that will give life to like the, the rest of the business.

Doug Smith ([36:49](#)):

Yeah. I, I want to talk about a few other areas, but you know, obviously you've been talking a ton about brand bed orders. I think everyone probably listening is interested. You mentioned, you know, the free call they can get. What are the next steps that people are listening to this and saying, Hey, I need to push pause on this and go do that. What, what can they

Rory Vaden ([37:03](#)):

Do? Totally. Thanks, Doug. Yeah, I, I mean we, we do one-on-one coaching, like right? We're one-on-one training. Like we are a, a human based business. Like we want to know your face and see you at our events. Um, and so if you go to free call dot rory vain.com, you can just fill out a little form and request a call and then, and then we'll guide you from there, right? So you just kind of follow, follow the path. Um, and, uh, that's where, you know, that's why I would say if you're not ready to request a call, then just then just go to, uh, rory vaden blog.com and you can start watching a bunch of our free trainings and you can like, you know, check out, learn, learn more there, and then just see if you're ready. But, you know, I, I talk about the four levels of influence on my blog, and that's like the main thing that I'm, I'm, I'm talking about. So you can, you know, there's loads of free content there.

Doug Smith ([37:52](#)):

Love that. And we'll include links to all of that in the show notes as well. Um, talk to us about writing a book. So it was one of the first things you did. So what do aspiring authors need to know from more vaden?

Rory Vaden ([38:02](#)):

Well, it, it wasn't one of the first things I did. It was, it was one of the first things I became known for, but it was years before. And that's what you gotta understand. That's this whole process, right? So captivating content, which I said earlier, that's where we help people sort of extrapolate their ideas into what would be a be a book. But, you know, a book should be a conclusion, not a hypothesis. A book should be a conclusion, not a hypothesis. So that means that you should have tested out those con those frameworks on real life people and sharpened them before you publish it as a book. For example, we haven't written a book since we started Brand Builders Group. Why? Because we have been wrestling with these ideas, practicing them, shaping them, sharpening them, tightening them. And so when our book comes out in a couple years, it's gonna crush.

Rory Vaden ([38:51](#)):

We know it's gonna crush. Why? Because we've already tested it on a thousand people and we've dialed it in. It's a conclusion, not a hypothesis. And so there's, if you're early in your journey, there's some value to writing a book, you know, kind of early on just because it gives you some credibility and, and, you know, getting that going. But when you're looking at like becoming a New York Times bestseller and doing everything it takes there, um, you know, it's like you want that content to be solid and tight and it tested. And so, um, you know, you, you really wanna be clear on the problem. It solves the

methodology, the frameworks, the, you know, the, the diagrams, the ip, the charts, the tables and, and that you have case studies and stories of real clients that you can share, right? Like it matters when we go.

Rory Vaden ([39:36](#)):

We helped Ed Millet sell 117,000 copies of his book. Come on, right? We helped Eric Thomas hit the New York Times. Like, uh, we, we, we played a part and you know, Lewis is very generous and giving us credit, but like we played a part in Lewis growing his podcast from 30 million downloads to 500 million downloads and then selling it to Sirius XM four years later for millions and millions of dollars. Like we've had four clients that we've helped them go viral with their TED Talks. Like it matters quite a bit and it gives you confidence that what you're doing actually works, cuz you've, you've really tested it and you're, you're teaching, you're teaching from a place of like, I've been there and I've done it. Um, and, and so I think there's, um, you know, that's the real thing is to really thoroughly kind of test it. And, and the other thing of what you need to know about, you know, bestseller list and all this stuff. So bestseller Launch Plan is one of our 14 courses. It's, it's later in the training, but the number one thing you need to know about becoming a bestselling author, and, and this is a lesson that I learned from Robert Kiyosaki, is, um, it's not called New York Times Best Writing author

Doug Smith ([40:43](#)):

<laugh>,

Rory Vaden ([40:43](#)):

It's New York Times best Selling author. It, the Best Sellers list are entirely dependent upon how many people are buying your book, which is why you could write the world's greatest book. But if you don't have re you're not gonna become a best selling author. Meanwhile, if you're Kim Kardashian, you can publish a book full of second rate selfies that were not good enough to be on her Instagram profile, and you'll sell hundreds of thousands of copies of that book because you have a lot of reach. Is that right or wrong? I don't know who is to say, but that is how it is. So you gotta build, you gotta build an audience for the book before you build the book, if it's really the book.

Doug Smith ([41:27](#)):

Rory, you've added massive value to me today, uh, in our audience. Is there anything with a few minutes that we have left, is there anything you want to, to talk about that we haven't discussed?

Rory Vaden ([41:34](#)):

Well, um, thanks man. I, I just, uh, you know, a couple things. First of all, another brand builders group mantra here is save the best for first, save the best for first give away the best stuff you can as fast as you can, because everyone is afraid of giving away too much, right? And that's why if you, again, if you go to roy vaden blog.com, there's, I mean, we're just giving away like a master's degree and stuff. And then our hope is that at some point between hearing a podcast or listening to the blog or following our podcast, they're gonna go, Man, I wanna request a call. And they go to free call dot roy vaden.com. They request a call and then there's enough trust. And so trust proceeds the transaction, trust proceeds the transaction. People are afraid of, Well, if I give away all my secrets, then what is someone gonna pay me for?

Rory Vaden ([42:26](#)):

That's the wrong way of thinking. That's a scarcity mindset. Giving away information is not the risk. One reason why is people don't pay for information. People pay for organization and application. Hmm, People don't pay for information, They pay for organization and application. So you don't really need to be worried about it. You can teach everything you know, for free. That's not what people are really paying for. They're paying for a process that will help them apply what you know, to their own life and make it become real. That's what they're really after. Um, so you could teach everything you know, for free and still charge money because the, what you're charging for is a, is an application. Um, but like, save the best for first give it away, earn trust, right? Like, quit being worried about how many followers do I have and be more concerned about how much trust do I have with the followers that I have.

Rory Vaden ([43:20](#)):

Quit worrying about how much money did I make for my launch? And be more focused on going, how can I serve the few customers I have in a deeper way? How can I help my customers succeed faster? What do I customers need to get the next level of results, uh, in a more tangible and and and practical way? And when you become consumed with this serving and going, what happens is your customer force becomes your sales force, right? Like Doug hears me in an audience one day starts to follow, and then one day Doug builds this big old podcast and he says, Hey Rory, will you come on my podcast? And he's helped me spread the message in a much faster way that happens because you're, you're giving first and it's sort of like you're, you're paying, you're, you're asking people to pay in res, they're, it's like they're paying after they've received value versus paying in forwards, which is you pay and then you get value. So we're using all the tools of the day, podcasting, social media, YouTube, like pr to give value first, Like dump as much as you can and, and overdeliver so that people go, Man, these people really know what they're talking about. I want to talk to them. And then, you know, they might sign up, they might not, but, but, but the thing of it is that's crazy is even if they don't buy from you,

Rory Vaden ([44:41](#)):

You change their life. Like even if you don't make money, you made an impact. And this is the part that drives me crazy, Doug, is, is that people go, Well, I don't wanna do all that stuff. I don't know if it works. What do you mean you don't know if it works? I thought you said you wanted to change lives. You can change lives without making money. You can reach people all around the globe with one button push on your phone. What do you mean it didn't work? If the real mission was making an impact, you can do that whether people pay you for it or not. So if you stay focused on making an impact, making a difference, focus on creating fans, focus on adding value, you will make customers, you will make money, you will get book deals, you will get to speak, you will like, all of that will come as a byproduct, but you have to stay focused on the mission first. And that's just, anyways, that's what we're really passionate about. That's how we do it.

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

This was phenomenal. Thank you for giving us your best first, so much to take away. And again, I hope you all take advantage of all that Roy offers, and again, we'll include links to all of that in this show notes. So Roy, thanks again. You and your wife are lovely people and making a huge impact in the world, so thank you for all that you guys do, uh, really is making a difference.

Rory Vaden ([45:57](#)):

Well, my pleasure, Doug. I'm, I'm proud of you. It's cool what you've got going on here, man. And uh, just, God, God bless you. It's great to see

Doug Smith ([46:03](#)):

You. Me too, thanks. Well, hey, Leader, thank you so much for listening to my conversation with Rory. 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 at [l3leadership.org/342](http://l3leadership.org/342). And Leader is always, I want to challenge you that if you want to tenax your growth this upcoming year, then you need to either launch or join in L3 Leadership mastermind group. Mastermind groups have been the greatest source of growth in my life over the last seven years. And if you dunno 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, go to [l3leadership.org/masterminds](http://l3leadership.org/masterminds).

Doug Smith ([46:44](#)):

And as always, I like to end every episode with a quote and I will quote Donald Miller today. He said this, he said, The process for so many good things happens slower than you want. I keep reminding myself that doing things right is better than doing things fast. So good, Donald, Well Leader, I hope you enjoyed this episode. Thank you for listening. Know that my wife, Laura, and I love you and we believe in you and we say it every episode. But don't quit. Keep leading the world desperately needs your leadership. We'll talk to you next episode.