

Foreword by David T. Fagan,
Former CEO of Guerrilla Marketing

VISIBILITY

Success Stories from Elite Leaders
Making an *Impact* from the Stage



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puzzling even for the biggest celebrities, let alone the above-average authority of any particular industry.

Still, the idea to be truly heard and seen has never been more important. After all, you do not want to be the world's best-kept secret. You must make your presence felt if you are to leave your mark on the world, make a difference, and inspire action in individuals. That is the power of a speaker, an author, and a master mover of minds.

You can, in fact, learn to own and command a room with a soft voice. You have it in you to win over an audience of any size with nothing but your words. Your pitch, performance, and presentation can unlock the doors to every good thing you ever wanted for your world. Of course, none of this can be done without being visible, which means you can't reap the rewards of a listening audience without taking some risks of facing the haters in the crowd.

To be visible is everything. Publicity and public relations are a billion-dollar industry. Even the biggest names with the best on-screen personalities rely on publicists, speech writers, and scripts. Visibility is so important; as the saying goes, "There is no such thing as bad press." As a writer, a speaker, a former CEO of Guerrilla Marketing, and a Beverly Hills publicist, I can tell you firsthand that there are people not only willing to be sued but even hoping to be sued over something just so they would be featured in the mainstream media.

Your optics—the way people see you and your visibility—can contribute to your perceived relevance in the world. I know it's crazy, and like me, you might hate that fact, but you should also consider (as I do) that you are better to play the game than to try to change it. To have a platform, an audience, and a following and to be seen regularly is a truly powerful opportunity to do some good in the world.

This book shares the keys to speaking up, speaking out, and finding victory through strategic visibility. The authors you'll be introduced to in these pages are taking calculated risks, making strategic moves, and making a living speaking from their hearts. You might call them the difference makers or truth tellers of their industries.

Whether you want to reach the unreachable, influence the affluent, or even heal the hurting in a big way, you can't afford to be the world's best-kept secret. You must take massive amounts of action and put in the work that will eventually win over the hearts and heads of every audience.

You will have to be teachable at all hours and willing to be uncomfortable at times. You will have to accept the fact that there will be people who will try to tear you down as you build yourself up. You have to learn to love people underestimating you and use it to fire up your focus and master your message.

This book will help you with all of this and so much more. Keep reading! Keep going, perfect your presentations, find your people, develop your God-given talents, and fulfill your purpose through your visibility.

David T. Fagan, Award-Winning, Media-Celebrated
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SHARE YOUR MESSAGE! BE A LEADER! GET ON STAGE! BE A SPEAKER!



DANNELLA BURNETT

The call to speak has been shouted from the rooftops, shared in workshops, and discussed in coaching sessions for years, and it has only gotten louder. In March 2020 there were an estimated forty thousand professional speakers in the United States alone, and they were generating 1.9 billion dollars in annual revenue. This is income generated by speaking fees as well as books, courses, programs, products, and coaching services. As the industry grew, more and more business owners, coaches, and marketers entered the speaking world and stepped onto these stages to share messages of business, health and wellness, personal development, and more.

But even with all those speakers, there are still more opportunities that remain unfilled.

Prior to March 2020, it was estimated that there were more than seven thousand speaking opportunities EVERY DAY in the United States. These ranged from smaller networking events and company workshops to larger conferences, expos, corporate trainings, nonprofit fundraisers, and more. Now at the end of 2020 and with all the changes that have taken place as events and speaking opportunities have gone virtual, it's actually estimated that there could be eight to ten times that number of opportunities. There is an abundance of speaking opportunities; however, many speakers still struggle with how to get on stages and share their messages of inspiration, education, motivation, monetization, or transformation. Many of them struggle with how to take advantage of the speed of events and speaking opportunities now available in the virtual world.

As an event producer for the last thirty years—and especially for the last eight years at the national level with five, six, and seven-figure expert events, I've helped connect many speakers with high-level, lucrative speaking opportunities. My team and I look for ways to make a match that creates the win-win-win for the event host, the speaker, and the attendees. When speakers are in front of the right audience in the right environment and bring their right self to the mic . . . MAGIC!

Getting visibility and sharing your message is important; as a speaker, you need to speak, but you also need to get paid. Many of the speakers I've met are so passionate about their message, have a huge desire to serve, help others overcome, and want to change the world, but they forget that speaking is a business. There has to be a strategy to make money so the message can grow and the speaker can keep speaking!

There are a few key pathways for getting paid and a few options within each path. All are great, viable options, and all have their own unique challenges and benefits. The first is *keynote speaking* (being paid to speak). This is a good fit for a motivational, inspirational, or educational speaker. There is often an application process, and the speaker must show the value not only for the audience, but for the entity that is writing the check. Frequently this is a corporation, a university, a nonprofit organization, or an association that is hiring a keynote speaker for an annual conference, workshop, or other event for their members or employees. This type of speaking definitely has the most competition, and the payoff is getting the payment for the talk. You may be able to negotiate including books sales in the deal, but frequently you are not able to promote the rest of your business, such as courses or coaching.

The second pathway for speaking is *sponsorship speaking* (paying to speak). Here the speaker pays for the opportunity to speak. If you are a speaker who is just starting out, this may seem counterintuitive, but many seasoned speakers prefer this speaking pathway. While you need to be able to discern the right sponsorships for you, this can be the fastest path to growing your list, selling from the stage, and filling your business courses and programs. It can be far more profitable than getting paid to speak. Sponsorships can range from a few hundred dollars to tens of thousands of dollars, so understanding how you are going to use that speaking opportunity to lead to business is critical.

The third pathway is *speaking for free*. In this case, no money changes hands, but there may be a requirement to promote the event, a swap of speaking opportunities, or a similar trade of value. This can be the best option for gathering contacts, scheduling follow-up consulting or coaching calls, and getting exposure to new audiences. In this case, the speaker often offers a complimentary consultation or strategy call, an ebook, an assessment, or some other content in exchange for the audience's contact information.

This type of speaking has literally exploded in the virtual world, giving many speakers incredible opportunities to gain visibility, make new connections, and increase influence in their industries. Keynotes, on the other hand, have become a more difficult pathway to get consistent and profitable speaking opportunities. More corporate and organizational events have been postponed or are harder to locate as decision makers are working from home and may not be creating as many opportunities for paid speaking gigs. Sponsorships continue to be a very viable option as long as the speaker does due diligence on the audience, the opportunity, and the ability to get a return on their investment.

Another great option for speakers to get visibility is something that previously hasn't been seen as similar in status: being featured as a guest on podcasts, social media live events, radio, or livestream TV. Social media interviews are really good opportunities for speakers—they are frequently free opportunities and provide great exposure and new connections.

Up to this point, I've highlighted ways for speakers to gain visibility by leveraging other platforms—events, summits, and podcasts created by others that allow a speaker to share with a large audience and thus grow their audience, connections, and business. But social media is also a great environment for speakers to create their own platform for exposure. Virtual events are more economical to produce because they are without the expenses of venue and hospitality, and it's much easier to invite larger and more diverse audiences. There may be more needs in the areas of technology and team, but overall it's still easier to launch a virtual event, podcast, or social media “program” than ever with the right support and strategies.

There are many types of events, from short workshops to one to three-day enrollment events, retreats, and more. Knowing what strategies to apply

to the different types of events can help business owners easily fill their programs, courses, and coaching groups.

As we move further into the virtual world and experiment with hybrid events while eventually seeing more in-person stages come back to the forefront, it will be interesting to find new ways to support speakers and event clients so they get the visibility and monetization they need to grow businesses and make an impact. By keeping the main thing the main thing and understanding the needs of events, speakers, and audiences, I'm confident that the best opportunities will continue to present themselves for our clients and our own businesses.

I'm also confident that experts, entrepreneurs, and coaches will continue to use speaking as the fastest path to clients, influence, and connection. In this fast-paced virtual world, as we transition to hybrid and back to in-person events, it will be even more important for speakers to get support—such as our Speakers Need To Speak services—to help them navigate quickly and systematically. 2020 has been a very interesting year as we've found new ways to gain the needed visibility to grow and scale businesses, and many of the lessons learned will stay with us for years to come. I'm excited to see how the event and speaking industries will continue to grow and adapt and how experts will continue to expand their influence and make bigger and bigger impacts on individuals and the world.

Owner of Encore Elite Events & Speakers Need To Speak, **Dannella** is a creative force with a passion for connecting experts to those they serve through speaking & events while generating profitable visibility! Through her connections millions of dollars have been generated and tens of thousands of lives impacted through live events!

www.speakersneedtospeak.com

FROM VICTIM TO SURVIVOR AND BEYOND



DR. LORI BETH BISBEY

When I was nine years old, I made myself a bottle to live in as I waited for my Master like Jeannie on *I Dream of Jeannie*. I already knew what turned me on sexually. That isn't strange—most people have an idea of their sexuality by then; we just don't usually identify that this is the case unless we are not heterosexual. I understood that my desires were different from the desires my friends had. In high school when we were all dating, I really understood how different my desires were. I wanted to be overpowered, to surrender. I had shame around my desires, but I didn't know what to do about that.

I learned very young that being in control was a way to limit the amount of pain (both emotional and physical) we experience in life. Being in control is a positive thing in most areas of life. But being aggressively in control makes sex and relationships extremely difficult. Orgasm requires a letting go of control. Relationships require trust, and that requires a letting go of control as well.

When I was nineteen, I met Damien. He was everything I believed I wanted, and he didn't think my desires were strange. He had complementary desires. At nineteen, I thought I had found my soul mate. I decided then that I would surrender to him; I would give up control. This was an enormous risk for me, but I was sure that he was the One.

The first period of time we were together was perfect, and then one day he turned into a monster. He held me captive for five days, and during that time, he beat me and raped me repeatedly. He choked me until I died. I came back to life with him pounding on my chest and giving me mouth-to-mouth resuscitation.

I was devastated by this experience. I developed post-traumatic stress disorder (PTSD). I was constantly anxious; I had flashbacks and intrusive thoughts. I tried to regain control in my life, and this led to me to be even more of a control freak.

I felt tremendous shame about my desires, and my relationships suffered. Because I could not accept my desires or myself, my relationship choices were abysmal. I chose people who were emotionally unavailable, who had substance abuse issues, and who also had PTSD. These relationships didn't work and only left me feeling worse and like I needed to hold even tighter to control.

When I went to university, I studied broadcast journalism. I love to write and to be on stage. I wanted to use both my writing skills and my love of entertaining, and journalism seemed the best way to do this. After Damien, though, it didn't make sense anymore. I switched to psychology and began training as a psychologist. I started in therapy soon after being held captive by Damien. For the first few years, therapy kept me stable and able to continue my training.

Then I accessed therapy specific to PTSD, and this was amazing. I no longer had any symptoms. I no longer felt like a victim or even like a survivor. I had my life back—with one exception. My relationships were still a mess. I couldn't trust fully in a relationship. I couldn't surrender, and so pleasure was extremely difficult.

I began helping other trauma survivors to get their lives back. I spoke in front of audiences about moving from victim to survivor and then beyond. I worked with clients using Traumatic Incident Reduction, the amazing treatment that helped me. I did research on treatment for crime victims with post-traumatic stress disorder. I taught therapists how to use this treatment and ultimately co-authored a book in 1998 on PTSD that focused on this treatment method.

At the same time, I looked for a way to deal with the shame that still remained around my desires and my inability to give up any control. I was actively working with couples and individuals on sex and relationships. Many of the women I worked with had experienced sexual violence and also had difficulty with their sexual relationships. I started trying a variety of methods of therapy, coaching, and spiritual practice in an effort to get rid of the persistent shame I felt. Eventually, a combination of experiential and reflective practices worked.

The most important lesson I learned through this process is that surrender is the key to me being in flow. When I am in flow, I am on purpose, and all things come easily to me. When I hold tight to control, things become difficult. For me, surrender is a spiritual concept as well as integrated into my relationships. I surrender to a power higher than myself, and I surrender to that part of myself that works in my best interests.

After integrating my experiences and finally becoming comfortable with my own sexual desires, I started working with my therapy and coaching clients to help them to experience the same results. Once my shame was gone, I began to shine. I finally had exciting and satisfying sexual relationships, and this made an incredible impact on my other relationships too.

I met my husband in 2009, and we have been happily together ever since. Our relationship is the first one I have had with someone who sees and loves all of me and with whom I have never felt shame. Our relationship suits us both and allows us both to live fully and out loud.

I work with clients using my unique combination of talents to help them create and maintain meaningful relationships that have sizzling sex without shame. I teach emotional, social, and relationship skills that bring them to their authentic expressions of self and through that to their most authentic relationships. I specialize in working with people who have gender, sex, and relationship diversities. I provide a judgment-free, shame-free space and the tools they need to create the relationship styles that bring them the most pleasure, joy, and love.

Being authentic and without shame, I have more energy, and I bring this energy to everything I do. I returned to broadcasting by starting a podcast, The A to Z of Sex®, in 2016 and started presenting regularly on stages of all sizes. The authentic energy I now feel allows me to reach more people through my writing, podcasting, and speaking. Speaking has allowed me to touch people directly in a larger group and to give them tools to create change.

The more integrated you are, the more energy you bring to all you do. If you are carrying shame about any part of yourself or your life, this is communicated everywhere in your life. People feel it as a point of disconnection and then find it hard to believe and/or relate to your message. When there is authenticity, there is no disconnect, and you bring your full energy and attention to everything. The power of your message is

exponentially increased as a result. You shine, and people are drawn to your energy.

My present life is incredible. I wake up each day knowing I am where I need to be, doing what I need to do. I have a daily practice that helps me to stay on my path. I was reborn at nineteen, though I did not realize it at the time. Now at fifty-seven, I greet each day in the knowledge that I have been gifted this time and that surrender allows me to use that time to the fullest.

Dr. Lori Beth Bisbey is a psychologist, sex and intimacy coach, author, podcast host, and speaker who has been helping people for over thirty years to create and maintain meaningful relationships with sizzling sex (and without shame). Dr. Bisbey hosts The A to Z of Sex® podcast.

www.drloribethbisbey.com

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