

FINDING THE MESSAGE OF YOU

John Beede (SpeakerCareer.com) interviews Judy Carter (JudyCarter.com)

John Beede: Alright, hello everybody. Welcome to another SpeakerCareer.com interview. On the line with me I have a hero of mine, Judy Carter. I'm a little star-struck right now seeing her on the Skype call because when I was in high school I read her book. It's called *Stand-Up Comedy, The Book*. Then in university I read *The Comedy Bible* and now in front of me I have *The Message of You*. It's about how to turn your life story into a money-making speaking career.

Judy, thanks for being on the call. How did you get into teaching people how to do this? What is Your Message of You? What's your story?

Judy Carter: Well, I was fired from being a teacher. So every single message that people have. People think of their message in terms of all the novel, wonderful things they've done in their lives, and that's not true. Your message is in the first four letters of the word "message." You can't spell it with a...

JB: ...mess.

JC: Yes. So it is our messes in our lives that propel us to our successes, and this master success formula is something that all businesspeople, anybody who has any kind of business, needs to know—your own master success formula for yourself and for your business.

In terms of my life, I look at it as, "I'm somebody who was one of those really nerdy kids in elementary school."

JB: Join the party. High five to nerdy kids.

JC: Hey, high five. Yes and I had a speech impediment so severe that I could not even say that word, "impediment," which is a mean word. Why did they name something, the thing that people have, the thing they can't say right? It even makes you more humiliated, like a lisp. Oh yes, try saying that a few times anyway. Stuttering, forget about it. Anyway, I could go off.

But now I'm a professional speaker and I get paid and I teach people how to speak and I was laughed at so much earlier in my career that I turned that into a profession as well. Every single mess I had in my childhood, I've worked to turn it into a success. Then what I realised is that everybody listening to this call or tele-seminar or podcast, whatever we are calling it these days...

JB: Whatever this thing is, whatever the new lingo is.

JC: It's not a video because I have no makeup on, and my Skype lighting sucks, but anyway. Everyone listening to this call probably has something extremely similar in their childhood that they have totally forgotten about. Something that was aggravating, frustrating, rejecting and that actually provided the motivation for them to have success.



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So when you know The Message of You, when you know the story, this master success story, rather than have it told at your funeral, you can tell it on your website. You can use it to promote your business, you can use it to inspire other people. If you look at every business now from Apple to Microsoft, I mean, we all start in a garage. We start in a garage. We didn't have an office. Look at us, we're Microsoft, we sell Office and everybody buys Office. So that story is the story that every business, every entrepreneur, everybody needs. Everybody who goes for a job interview and uses The Message of You Formula usually gets that job. I had somebody tell me that they were talking to someone and they used The Message of You Formula and they got offered a job. They weren't looking for a job.

JB: Somebody gave them the job based on the strategies that we're going to talk about in this call.

JC: Yes, The Message of You Formula.

JB: That's awesome.

JC: Right. It's amazing, it's very, very powerful, because if you just look at a job interview, what do you do? You go and you talk about yourself. "I did this, I did this, I'm very accurate." I've had people send me, when I was looking for someone, a virtual assistant to help me, they said, "I'm very accurate." The word "accurate" was spelled wrong. [laughter]

JB: [laughter]

JC: You don't do that. This is a formula, and using the formula you can inspire people to have a better life themselves or to give you a job.

JB: It's one thing to say you have all these traits, but it's another one to have a story that results in the traits being conveyed.

JC: Exactly, because if you tell me a story about yourself, I then can think, 'Wow, this guy has so much energy and he's so energetic and he's so inspiring.' I come to those conclusions and therefore I respect them better because you've allowed me to have them myself, rather than you telling me what I should think of you.

JB: It's like if you go on a date and you just say, "Hello, I'm very romantic and I'm very loveable" versus showing up and having flowers and opening doors, whatever. You know what I mean. It's doing it, not stating it.

JC: Ahh, maybe that's why I'm divorced. You're right. [laughter] He should have just done it rather than just saying, "I'm fabulous, shut up."



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JB: [laughter] You have an awesome questionnaire in *The Message of You* that helps speakers define what category of speaker they are. What kinds of categories of professional speakers are there and how can somebody figure out which category they fall into?

JC: Well, I coach people and I realised that a lot of people want coaching but they really don't know who they are. There needs to be some kind of questionnaire that would actually help them figure out a lot of stuff about themselves. The categories that put people into first determines their needs. So, for instance, if you are a professional speaker, you already have a little arrogance about you. "I'm speaking, I'm making money."

JB: "I can get a thousand people and tell them what to do with their lives." [laughter]

JC: Right and you're still using, not you I'm saying, but professional speakers are still using the same story over and over and over again. So professional speakers, even if you are already speaking, I always think it's really good to have more than one speech. Just look at all the presidential candidates and they going like the same thing all the time and they're not getting anywhere.

So the next one is a techie. Techies are used to talking about data. They are called high-content speakers, so what I teach technical speakers to do is to add some stories. It's not just by PowerPoint. Have some personal stories because even if you are talking about developing HTML, PHP scripting, whatever you're talking about, you still need stories.

And entrepreneurs, they're a group that tends to talk about themselves, their products and their services. I teach entrepreneurs to really gear it to the audience, to make it about the audience, about them.

Then there are the entertainers. That's the category I was in, I was a stand-up comic. Seventeen years I had my own comic and I got one corporate gig and went, "Wait..."

JB: [laughter]

JC: Effectively it used to take me a month to... and want to put me up, what Four Seasons, not in some really crummy comedy condo.

JB: I remember reading in your book that there was another comic on a cruise ship who was just on the Late Show with David Letterman and he got paid fifteen hundred for the week and you're there getting paid, I think it was over twenty thousand, wasn't it?

JC: Twenty-five.

JB: Twenty-five thousand for the... [laughter]

JC: Judy, please join us, we're having caviar tonight.



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JB: [laughter]

JC: The captain's table, here's your room and we saw you're first-class and the comics were, no you don't get any balcony and don't mingle with the guests.

JB: [laughter] Don't embarrass us, just go in the hall. Just go down as far as you can in the boat.
[laughter]

JC: The difference I had, with what entertainers need, they need a message. I have the ability to stand in front of people and entertain them and be comfortable on stage, but I didn't have a message and what's the difference between a comic with a message and a comic who's just telling jokes? Oh well, in that case it was over twenty-three thousand dollars. I'm not good at math, but I think so.

JB: [laughter]

JC: So you need to have your message and that message needs to come from nothing you make up. It's not like a brand. I'm going to make up, I'm going to have a brand. You get your brand from your message. So your starting point is The Message of You.

JB: Survivors was another one I remember reading.

JC: Yes, survivors. Yes, I forgot about that. A lot of people come to speaking because they've had a life-changing event. I spoke with Aron Ralston; we know him as somebody, they made a movie about him, *One Hundred and Twenty-Eight Hours*. He had to cut off his own arm that got stuck in the rocks and he had a lot of media attention. Of course, he's asked to speak, so actually I met both their crews. He was the other speaker with me.

JB: I got you.

JC: What he needed to have, when you're a survivor, you can't just tell a story. You have to improve the audience's life somehow, and when you're a speaker you have to improve it in three areas. One is that you have to help them make more money, then help them have better relationships and improve their health. So healthier, wealthier, better relationships, because people don't pay you to tell your story, people pay you to help their audiences improve in one of those three areas.

So, anyway, if you're a survivor you have to then, besides your incredible survival story, you have to have content. What I call that in The Message of You Formula is, what is your methodology of helping people achieve greater success?

JB: Got it. Let's say somebody knows which one of these categories they fall into; how do they then create a rock in speech? How do they go back into their backstory, their own biography, and make a speech that is compelling and valuable to an audience and to a meeting planner?



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JC: Well, the first step is to, and this might seem strange, is to occupy your own life. You know, so many people want to give other people lessons and tell them what to do, and yet their own lives are a mess. I've heard so many life coaches, and I go, "You're going to coach someone to be successful. What have you done?" "Oh, nothing."

Okay, so the first thing is to really, truly occupy your own life. I wrote a journal to help people do this. It's called *The Message of You Journal* and it's nine dollars on my website, judycarter.com. This journal shows you that there are extraordinary stories in an ordinary day. If people want to speak, what I ask them to do is to keep track of the stories that happen in a twenty-one-day period. Now when you do this, you're going to find a repeating message. It asks you to get used to examining your day. What is The Message, and then tweeting it. A message is only relevant in terms of how it helps another person, so if you are just, like, "Oh, you know, I'm in my bedroom smoking pot..."

JB: [laughter]

JC: "...and I know my message, woo." Well, who cares? It's irrelevant. It's only relevant in terms of how it affects another person. That's what your worth is. So that's the first step, to occupy your own life starting today.

JB: Cool, I like that.

JC: Looking at that, finding your message. Then the next step is to go through The Message of You University because...

JB: [laughter]

JC: ...and I'm not doing a cheap advertisement or shameless self-promotion. Why that is, is that it is impossible to do it by yourself. I've been doing this my whole life. I don't work alone. I work with other people and what I wanted to do with The Message of You University is to create an online place where 24/7 you can go and get help and find people who are like-minded, who want to make a difference in the world, who perhaps want to speak and who, at the very least, want to know the purpose of their lives, their message. This is a portal where people can take these classes together. The classes are videos, and then they can help each other in these forums. You come out of it with your message and then what happens is that we're going to put videos of everybody's success story, how much money they're making and what have you, and not just how much money they're making, but the changes that they make in other people's lives.

JB: That's fun. I've seen a behind-the-scenes look at it already and it looks awesome. It's just step by step through everything you need to do to create your message, so I recommend it as well.

JC: Well, it's in development so it's being beta tested. I spoke at Toastmasters International and I invited some of the people from the audience there to beta test it and they're finding little bugs. I



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can really clean it up, but they're telling me, they didn't say it's really good, they said, "You're not charging enough," and I went, "Aaaahh."

JB: Yes, that's exactly, [laughter] that's awesome. That's what you want to hear. That's cool.

JC: That's the kind of thing I want to hear because I really feel it's my legacy. This is my legacy. My legacy is helping people like yourself go out and speak, and John, you're telling me you spoke to over a million people.

JB: It's just under a million people. I hope in the next year to get it over that million mark.

JC: That is so cool because you think of each person you affect when you speak and the difference that you make in their lives and together we create a ripple effect of inspiration. So if I can train other people to be like you, [laughter] that's my goal.

JB: You're the holy source of inspiration. It starts with Judy and then it goes out from there. [laughter]

JC: Oh God, no. It doesn't start from me. Hopefully I can, what I'm looking for is to take my big success stories and have them become trainers.

JB: Yes, yes, I got you.

JC: That would rock.

JB: That's really cool.

JC: Do you know, anybody listening here who's good at teaching and helping other people, please join me. I need help.

JB: Do you think you'd be a good trainer for this? Then get in touch with Judy for sure. I remember thinking when I was little, a twenty-one-year-old, dreamy-eyed speaker, 'if only I had some crippling disease or if something awful [laughter] had happened to me, [laughter] then I'd have a message,' so

JC: [laughter]

JB: I'd fall into the survivor category. If somebody doesn't have that, which I think is the majority of people who dream about speaking, what can they do? What makes that great message? Let's dive into it.

JC: Well...

JB: I love it, everybody speaking. I almost made her spit up her drink. [laughter]



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JC: There was an International Speaker Association and, I'll be in trouble for talking about this, but there was like a bar and at the bar it was, everybody had some kind of, they were all survivors. You know, someone didn't have arms, there was one person with a cane, another person was burned and I felt the same thing: "Damn them, why couldn't I be like them?" [laughter]

JB: My feet would be so much higher, like instantly. [laughter]

JC: Ahh, yes, well, and this whole thing goes back to what I started off talking about. When you have a mess, that's what your message is based on: your mess. If you fill up The Message of your journal, you will find that everyday has a mess. It might not be that day that you're covered with burns over seventy percent of your body and you survived, and now you have a message. Hopefully that doesn't happen to other people, but there are things that happen every single day, like you're at the dry cleaner and you start yelling because they promised you that they would have your clothes ready and now you have nothing to wear that night...

JB: [laughter]

JC: ...and you lose it and you start yelling at them and then you realise when you go back and you fill out the journal that yelling is an ineffective habit. You learned it in childhood when your parents lied to you and they disappointed you and then you develop ways to be more effective with other people rather than yelling. I wish my neighbour learned this, but then that becomes your methodology: how to deal with conflict and then maybe that becomes your message.

JB: Got it.

JC: So, for instance, it all has to be based on your credentials. You just can't talk about something because you thought of it or because you went to the dry cleaner. So I have...

JB: Because you heard it's a bookable topic for meeting planners.

JC: Exactly. So I was a stand-up comedian for seventeen years. I was the opening act for Prince, I played at Caesar's Palace. So I have credentials, but what do I do with those credentials? Well, what I do is look for what I learned from my profession. I learned how to do a heckler. All people in the corporate market have hecklers. What did I do when I had a heckler in the audience and they're going, "You stink, you think you're funny..." I realised that I had a very specific technique, so I now teach businesspeople that same technique. There's a cross over. I have this in The Message of You Formula; it's called corporatizing your methodology. Corporatizing what you do so that stand-up comedy techniques could work in the leadership conference.

It's looking at what you currently do. For instance, I have somebody, one of my students was a greeter at Banana Republic. She's now a corporate speaker. Now, wait, she's a greeter at Banana Republic, why is someone going to listen to her? She's just a greeter, she's not a big shot.



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Well, most speakers aren't. Most speakers aren't CEOs. Most speakers didn't go to the finest universities. One thing she knew how to do was "what was the customer's experience when they walked into Banana Republic." So she asked to speak at her Banana Republic. They loved her, she spoke internationally. Now she speaks on customer service and she's an expert, and that came from her job.

We all find our jobs incredibly boring. Most people do, but it's your starting point. I don't care. I had somebody who was a NASA scientist. He said, "my life is so frigging boring."

JB: [laughter]

JC: You work a jet-propulsion laboratory!

JB: [laughter]

JC: He's going "I'm so boring, just so nerdy. I took a circus class and I want to talk about that." And I'm going like "haaaaa," and that's everybody. Another client was a doctor. She didn't want to talk about that, she wanted to talk about yoga. I mean [laughter]

JB: I mean, we are so familiar with our own lives that it becomes boring to us and we can't see that it's going to be entertaining to other people.

JC: Yes, but you have to start with your credentials.

JB: Right, yes.

JC: That's your starting point. You start with what you do every day and you ask yourself, "What lessons have I learned from this?" And then we add stories. I mean The Message of You Formula. When I teach at the university the first lesson is the most boring one, but it's like, "What do you do for a living?" "No, I don't want to talk about that." You have to start with that.

JB: Sure, sure.

JC: No meeting planner goes, "I need to hire a speaker as a great story." They will assume that you have a good story, but you have to have the credentials to get past the gate keeper.

JB: How can someone make themselves appear to be that expert? They're not going to hire you just to get up on stage and do self-therapy and tell you you're a mess and how you overcame your mess. So let's move it forward a step. Now you know to whom your message is, but how do you become an established expert in a field or on a specific subject?

JC: Aha. Well, you know, that's a really good question. I always joke, like, Dr. Phil wrote the best-selling book out on weight loss. Anybody but me...



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JB: [laughter]

JC: ...is chubby. His next book is probably going to be *Hair Care Tips for Men*.

JB: [laughter]

JC: He's such an expert.

JB: [laughter]

JC: That's true. If you look at experts, again, not all of them went to Harvard. So to become an expert, the first thing you do is start to blog. You have to blog about a topic. You have to go, "What am I going to talk about, what is my expertise?" and start writing articles on it, start blogging on it. Now look at me. I mean, I don't have a PhD, I'm a writer for Psychology Today.

JB: Are you really? [laughter] That's awesome.

JC: Only because I'm so F'd up myself, probably.

JB: [laughter]

JC: [laughter] I've been in therapy my whole life. I have a column at Psychology Today. Why I have a column, I really don't know.

JB: [laughter]

JC: I asked them if I could write for them. I said, "You know you only have therapists writing for you? None of them are very funny. Why don't you have someone write for you with a sense of humour?" They went, "Great." So I'm a writer for Psychology Today.

JB: [laughter]

JC: That gives me credibility. You'd be surprised how easy it is to go, "Hey, can I give you some content? I'm an expert in the field of neuro linguistics." I mean, you have to be, but whatever it is you are, you're an expert on the breeding habits of tropical fish, I don't know, but you can find...

JB: Breeding habits of tropical fish, that's a gem right there. [laughter]

JC: There are so many people looking for that expertise, I gotta tell you.

JB: [laughter] You've been holding out on us this whole call. [laughter]

JC: Just too many guppies as they are.

JB: [laughter] What about... [laughter]



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JC: Does that answer that question? So then you can talk to a guy like John who introduces you as an expert because someone else says you're an expert. So here I am at this teleseminar and people listening are assuming I'm an expert. Now, granted, I've taken my expertise and I got a book published. Four books published, well, one self-published, four published by Random House, Simon & Schuster, Martin's Press. So how did I do that? Again, I started with what I did for a living and I convinced someone else that I was an expert. It comes back to that thing I said. You're a greeter at Banana Republic. What do you know? What have you learned from your current job? Yes, you think it's boring but there's something of value in it that could mean a lot to somebody else. What you know is worth more than you think it is. You know. Isn't it?

JB: That's good.

JC: Isn't it? Because here I am, a stand-up comic. Why am I talking to CEOs? Why am I talking to banks and financial institutions and health care institutions? Because what I knew as a comic they needed to know, how to lighten up the workplace. What I knew as a comic also helps release stress, so you start with who you are.

JB: Do you think that if someone were to blog about what they know and who they are, and then their most-hit blog post, they could send those off to four, five magazines and then now they have those credentials of the magazines to their names... do you think that would be a logical progression?

JC: Yes, absolutely. In my book *The Message of You* I have a whole chapter on ways to increase your sphere of influence and deem yourself an expert. You can submit to National Public Radio. Here's what I do. I just, [laughter] it's so surprising how the world works, but I love gadgets, I've got my Apple One...

JB: Oh yes, look at you go. [laughter]

JC: It controls my lights, I turn off my lights with my watch, so I wanted to go to the Consumer Electronic Show.

JB: Yes, in Vegas.

JC: Yes, so...

JB: I spoke at that once.

JC: Did you? Oh, how cool is that. So anyway, I went there and I started to get kinda like, "It's so big, I'm here by myself, I don't know anybody." So I called National Public Radio and I said, "Hey, I'm here at the Consumer Electronic Show, why don't I do a story on it?" They went, "Sure." I was there



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[laughter] with my iPhone, mind you. I'm going up to the booths and I'm going, "Hi, I'm Judy Carter, I'm a reporter for National Public Radio, I'd like to interview you."

JB: [laughter] Yes.

JC: Now I'm having a blast because I have a purpose. I'm not just aimlessly walking around looking at gadgets. Now I'm interviewing and then I created a piece for them that went on Tech Talk and NPR. Then I got paid for it, mind you.

JB: Awesome.

JC: So now I'm a reporter for NPR.

JB: [laughter] I love that you just took a random opportunity, something you're passionate about, you're at this conference and then you spun it into this whole [laughter] becoming a reporter for NPR. You have a press badge and everything. That's awesome.

JC: Well, what happened was, I was in the middle of a divorce, so I was a little depressed and I was supposed to go, I had a partner and I didn't, and I was depressed. I thought, and this is so true, 'Your mess becomes your success.' I was going, like, "I wonder if there are any gadgets here to help relationships, so that was my hook, and there weren't any, except one. I found this kind of vibrator that matches up your partner with..."

JB: [laughter]

JC: ...heartbeat with your own and you know NPR doesn't go for that kind of stuff.

JB: [laughter]

JC: I just looked to see and it was so funny that the gadgets were all to disconnect us from other people, not to connect us. The way I looked around CS conferences, where you need to look around your life, is that if you're not looking for something you won't find it, but if you're looking for The Message of your life, you'll find it. Just the way I found a story in the hugeness of that consumer show.

JB: One of my favourite principles in your book is the Core Promise. Can you touch on what that is?

JC: Yes. You know people always want to know the title of my talk. How do I open, what do you open with? You always open with your core promise, and the way you write your core promises is you first identify the pain the audience is in and in one or two sentences you tell them the results that they will get by listening to you for an hour or forty-five minutes or however long you are on stage.



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So it goes, “I know many of you just did something for a medical staff.” Then I go, “Many of you feel very stressed. How many of you are not sleeping at night? And how many of you feel like you’re not getting the respect that you deserve? Well, today I’m going to show you some counterintuitive methods using something as simple as your sense of humour to turn these problems into punchlines.”

JB: So instantly you’ve connected with them. They feel, ‘Wow, this person knows us, they know what heart struggle we’re going through.’

JC: Yes, and they don’t assume I know them because I talk to several audience members.

JB: Got you.

JC: Way before, I even go to the gig to find out what challenges they’re facing. Then I take all their messes and I wrap my entire speech around that: everything from the cafeteria being out of spoons to that they have to park so far away. I put that in and I always get huge laughs with that.

JB: Any other tips for the keynote speech itself? You have an awesome seven-step formula in *The Message of You*. We don’t nearly have time to go through every single one of those. It’s incredible, buy the book, buy *The Message of You*, go on Amazon right now, go to Judy’s site, it’s awesome. Any onesies, twosies you can give?

JC: Well, I believe that every single person listening to this has something extremely valuable that they know that can really make a difference in someone else’s life. The sad part is that most people who are listening don’t know that. When I work with people and I go into their childhoods to dig up that essential motivating event, usually they go, “That didn’t mean much,” “that didn’t happen,” and then when they give their speech they tell that story...

JB: That’s what connects most.

JC: ...and when they say that for the first time in so many years, they’ll start crying because they are connected with themselves. That connection with themselves, which I call “occupying your life,” connects them to the audience and that’s when you become a totally authentic person. This air of total BS everywhere and marketing like crazy and everybody’s marketing at you, you can’t even close the bathroom door without looking at an ad... You become an authentic person and you become an influencer, somebody people will listen to. That’s the work you need to do with yourself before you get inside of an audience.

JB: That’s really powerful stuff. I really like it. Can you give any tips on how they can then get booked? They need an agent, they need a bureau, you do all this work, yes. Somebody follows the tips for talking about, they go through *The Message of You*, how do they...



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JC: Well, I work with a lot of my clients on that. It's called the Speaker Lifeline Package, which covers how we do that. First of all, you have to do some acting, which means that you have to become a meeting planner. You have to go, "Okay, I'm a meeting planner." How will the meeting planner find you and what will they type into Google? What phrase will they type into Google if they were looking for you? That's the big question you have to know. You have to know how Google will find you. There's a search tool called keyword tools, a keyword search tool on Google AdWords.

JB: Keyword planner or something like that.

JC: Keyword planner, and that takes a lot of work. For instance, nobody's looking for *The Message of You* unless they know the book or the people on this interview. So how would people find me? What words will they use? You need to not just put in "motivational speaker" because you're going to have five million people come up for that. How are they going to find you? What phrase sets you apart from everybody else? And how many people are looking at that a month? Now, if the search volume per month, let's say is only three hundred, that's good, even if it's only sixty...

JB: Because it's not competitive.

JC: Yes, if it's low competition and sixty people a month are looking for it and it perfectly describes what you do and what they're looking for, "keynote speaker who talks on the breathing habits of Siamese fighting fish" [laughter]

JB: [laughter]- one. Suddenly after this interview it's going to spike, though. [laughter]

JC: That's really true. If you talk about it you have to know where you fit in. If you're speaking on something like that and nobody's looking for it, you can't speak on it because nobody's looking for it.

So that's the first step, to build the bridge to your audience on your findability and defining yourself. I have to tell you, it's not that easy. It really takes time to look. For instance, I found a phrase that, what was it? It was that people were searching for, which was not for my speech, but was from my university which is, oh, fear of public speaking, or overcoming the fear of public speaking.

JB: Oh yes.

JC: But it had a decent amount, it didn't have a lot of people and I've written about ten articles on it.

JB: Sure.

JC: Including stage fright medication and all sorts of things on that topic. So they're looking to get over stage fright and then maybe they would also be looking at how to write a speech, which...

JB: Sure.



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John Beede (SpeakerCareer.com) interviews Judy Carter (JudyCarter.com)

JC: isn't as big a... So you've got to get into the head of the person trying to find you.

JB: I love it. We're getting towards the end of the time we have together. If somebody has been listening to this and they're like, "Oh my gosh, I need to learn more from Judy, I need coaching from her," how would you guide them? How would you say, "Here's how you can get in touch with me" or "Here's how you can learn from the materials I've produced."

JC: Well, you can go to Amazon and get *The Message of You* and start doing some of the exercises to see if it resonates with you. The people who've read this book and found that it resonates, they just email me right away and go, "Oh my God," and then you're part of my community. My website is my name, judycarter.com, and we have workshops and all sorts of things. Then if you register on my website for a newsletter, you'll be notified when The Message of You University opens. I will be dean and maybe one day I can hand you a diploma. [laughter]

JB: [laughter] That's awesome. Okay, last question. Somebody runs into you a year from today and they say, "Oh Judy, I saw this interview" or "I saw the interview that you did with John and now I've done X, Y and Z as a result of listening." What would you want X, Y and Z to be that you would be very proud of that person for having done?

JC: I would really like to know. I've asked them, "Tell me your message" and they would tell it to me and then I would tear up. [laughter]

JB: [laughter]

JC: I would tear up because I could tell from the way they answered that question. By the way, as they say in the beginning of the university, I was on a plane and someone said, "What do you speak on?" I told them, "Using The Message of You Formula," and I got a speech. They hired me on the spot. It was for ten thousand dollars. It was the military and they referred me and from that one conversation on a plane, I made over a hundred and sixty thousand.

JB: In spinoff business?

JC: Spinoff business, because I got into the military and they started referring me to the Navy, to the Air Force, you too, all branches of the military. It amounted to that much money. So that makes me proud. I just ask you that one question, tell me your message.

JB: That's awesome. Thank you very much, Judy, and thanks everybody for listening.

