Become a Thought Leader With This Never-Revealed PR Strategy | Lauren Cobello | Ep 23 Transcript

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Introduction to Lauren Cabello and PR

You have to write the right book for your brand. If you're going to take the time to read a book from your company, why would you not spend equal or more time market that?

Meet Lauren Cabello, the founder and CEO of Leverage with Media PR. She empowers brands to amplify their message and reach wider audiences. Get ready to be inspired by her insights on PR and personal branding.

People, when you tell them, oh, you need to write a book, they freak out. They think it's like this crazy project. If you don't tell your story, somebody else will.

That's the hugest thing when it comes to PR. Every client that we bring on, I immerse myself in your culture. You got to just trust the process. This is what I call PR university.

Public relations is pretty much a storytelling technique of how to get your stories out there in the best way possible. What is the first step that someone needs to do to really start the PR journey for their business?

Yeah, I think the biggest thing that they need to. Welcome to another episode of a healthy point of view podcast. I'm your host, Sam Tahara. And today we have a special guest.

This guest here today is someone who has a huge responsibility behind getting me out there. What does getting out they mean? Everything you see right in all the different articles new segments This is the person who has taught me a lot of this stuff that I'm doing This, is a person that i have set up with a Lot of my business mentors and other people to make it happen today, we have lauren cabello She is my publicist she understands pr like no one else And I want to introduce Lauren to you guys.

Lauren, how are you? Good, thank you. That was amazing. You make me cry. Now I'm going to cry No, that was an amazing introduction. I am so glad to be here.

No. I'm happy to have you here Huge fan. Huge Sam fan And you know, one of the things I wanna talk about today is like You have a tremendous expertise in PR.

And usually when I refer someone in business, that means I really do appreciate the work they do. There's a lot of value in it. I've had a lotta publicists in the years of being in this business.

And it's one of those things that I used to tell people, man, I thought it was a scam until I met you. Because you deliver. You deliver, you guarantee results, You know what you're talking about, and you have a certain specialty when it comes to PR.

So I want people to hear your story, like how you even got into PR and what did you do before you became a publicist? Yeah, no, first of all, I'm so proud of you.

Even when we met and where you are now, it's such an honor to work with you, It's been a really fun ride. So my background is before starting the agency, was actually a national TV personality.

I was a regular on the Today Show. with Hoda and Jenna. I was a regular on the Dr. Oz show before that closed down. Thanks. And I've been on every national TV show you could possibly think about.

So I wrote three books in the personal finance space. Two self-published, and one I got like a major book deal with

Hachette, which is one of the top three, or one the five book publishing companies in the country.

Building a Brand Through Books and Media

And so I used books to build that personal finance brand to a multimillion dollar company, using PR, traditional media, podcasting, all of that. And so that's my background, and when I think where I am now was born out of a need, exactly what you said, thinking PR was a scam, I had hired a lot of publicists in my years.

And I felt like they didn't understand me, they did understand branding, they maybe could get me on a couple small shows, but what's the strategy behind it?

And so that's really my heart and my passion. I bet they were very quick to actually take a retainer then. Oh, they very were quick take retainers and very slow to deliver on any results.

And my background is in building a multi-million dollar brand. So I sold that company to start Leverage with Media PR and I've been on national television myself for 15 years.

So that's interesting because hearing your story, you were basically on the other side. I've been on other sides longer than I have been. So you gain a lot of experience kind of seeing all the moving parts to then basically realize, I know all of this information, how do I bring it to all other people that are actually seeking this, being able to execute for them.

Exactly, and actually, you know, before I switched over to the PR side, I still do speak on this topic, but one of the biggest things that I spoke about at all the entrepreneur events was how to use a book to build a brand.

And how do you use books to be able to brand and then how you can use and get on television strategically to make money, right? So those are always the things I've been speaking about before started the P. R.

agency. Hence the name leverage. hence the name leverage with media PR. How do you leverage your media appearances to bigger, better things, which I know you actually are very good at.

You're all into that. That is like the strategy. It's not about just getting on TV and getting featured in Forbes and all this good stuff. Like that's nice, right?

But how to actually leverage it and find other ways to monetize it, build other relationships, get into other doors. I can't even tell you the millions of dollars that I have made off of my TV segments.

You know, I got a major six figure brand spokesperson deal off just being my own brand on television with a very popular, like everybody probably knows what app, you know a money saving app.

I was their national spokesperson for a couple years, which opened up more opportunities, lucrative book deals, satellite media tours, brand deals, endorsements, all of those types of things.

TV isn't just the TV for the ego TV's sake. How do we leverage that to make more money and scale the company and to scale our businesses to bring us to the next level?

That's really what I've done. So I've heard other people in the world of marketing talk about, well, some of this stuff is just vanity, which, okay, yeah, there is some vanity to it.

But again, how do you leverage that vanity? Because Maybe some of this stuff doesn't have strong SEO juice, but one of the things that I learned throughout this process is when you get featured in one these TV segments or one or these articles, even if it's not a very strong publication, you can actually put ad dollars behind it and get that message in front of that other person.

And throughout that process I've learned that other people speaking about you is more powerful than you speaking

it about yourself. Boom, exactly. It's just like Google reviews, right?

Exactly. Everyone goes crazy, Yelp reviews. That stuff is powerful other than people talking about it. Mm-hmm, it's so true because when somebody goes and researches your company or Googles you, if a new segment pops up, or if podcast pops, up or an article pops-up, that means that you're credible.

Right. But that mean that other are talking you. You are trusted. that doesn't mean that, oh, look at me, it adds a certain level of that credibility and integrity to the company and to you as a person that you can't get by talking about yourself.

And so using that to leverage, yes, that could be a vanity, but how do we use that move the needle? So for example, every time I was on a national TV show, I would take that clip and I upload it to social media and put ad dollars behind that to either their Instagram following or to their Facebook following.

Hey, did you see me on the Today Show today? Come and follow me here. And I'd put add dollars towards their instagram audience. For example, because we know those are warm people that already like that show.

And then you turn them into your followers, get them in to your funnel, right? So how do you leverage those opportunities on a small scale? Everybody has to think about it this way.

You don't start off going to GMA and Today Show. Most people don' You have to start of small. So I'm always thinking strategically, okay, how can we start?

We need a media reel. Let's get you these quick wins, out of the gate, smaller shows. Smaller shows, media real, boom. Then we can go to regional shows bigger shows with you, we got you cheddar, which was like a huge win.

That was your first TV segment that we did together. Yeah, that was, I think it was our first segment. I was hey Sam, been together two weeks, you wanna go to New York stock exchange?

Absolutely. So let's talk about that. You're talking about strategy. When we talk strategy and how you're leveraging these different assets that you produce, doing the different PR engagements and stuff, There's different ways to actually leverage that and you explained one there was another one that you brought up to me which was Making sure you get the BTS the behind the scenes that has in its own its on power Yeah behind it so tell the listeners and viewers a little bit more of how that works Yeah, I think everybody wants to know what happens behind the scenes of you know going on a number one podcast or the behind-the-scenes of going at a TV show.

What does that look like? I Think that draws readers into your ecosystem into what's going and gives them that feeling of like oh my gosh like this is a bigger deal than I thought it was and so doing those behind The scenes you know, having your videographer following you, walking into the station and getting mic'd up and showing you on camera and like what happens when you come off, it adds like another layer of storytelling, right?

So I'm always thinking about storytelling. It's huge in PR, not only how we're pitching you and our other clients, but what is the story behind who Sam is?

Yeah. And not, this is, you know, not the CEO of Liquivita. We're not pitching that. Right, it's Sam Tejada. It's the health and wellness expert, the biohacking expert.

You know it, as an expert and I think that that's something that is hugely misunderstood, especially when we're talking about businesses. is that companies can't go out and pitch their CEO as the CEO of so-and-so company, because what's gonna happen is they're gonna go straight to the sales department of that show.

And they want your money. They want their money, right? And we've dealt with that, too, where people would say, oh, well, Sam, you know, he owns Equivita, and we're like, yeah, that's, ya know.

He does, but he really is an expert in this, so we have to bring it back to your expertise. And so, it's really important

for any CEO of a company to have a personal brand for themselves.

Write a book, become an expert, pitch them out as that. Yeah, so I remember you telling me that from the beginning. It's like, don't even mention Liquivita, because at that point, they'll straight up tell you, no money, not honey.

Exactly. So, when we're talking about strategy, So we talked about the behind the scenes, which actually, the Behind the Scenes content, I'll tell you, sometimes gets more views.

More clicks. I would think it gets views, yeah. Yeah, because people connect. It's almost like connecting with a reality show type of thing. They're living behind-the-lenses of the life of Sam Tejada.

Now, when we talk about strategy, you know, and you were talking about this just a few minutes ago, early on, We would get certain shows, and it's like, no, we're not doing that.

I said, well, I want to take every single opportunity. But the strategy behind this, like well if you take too many of these type of shows then you're now going to be able to get the big ones.

So it it like you are playing a whole chess game here.

Leveraging TV, Podcasts, and Behind-the-Scenes Content

Now, we're not gonna disclose all the strategy because… We can't do that, right? Sam Tejada has spent a lot of money, you know, contracting you, so I don't wanna give it all away for free, but I do think that a lotta the doctors that are listening and aotta the other viewers and listeners They've always questioned the whole marketing and PR stuff.

I went eight years, almost eight, years just building up the brand of Liquivita. It was a faceless company. There's a reason why I did that is because I didn't want it to be a personality-based practice in the medical field.

That's very common. And that's, when I was told, I told that, you know what? People wanna know the story behind Liquovita. Who is the guy behind the Liquavita?

Just like all these other companies. Apple, who Steve Jobs is. You know Jeff Bezos with Amazon. So who is a CEO? Let's tell their story. The one thing that I didn't know about PR and how you get a lot of placements is the true anchor was just having a book.

And I remember when I finished the book, which I was writing the before I even met you, and we connected and I don't think, maybe you did know that had a books already, but I remembered that call and you said, you have no clue what being an author's all about and what that can do for you, PR-wise.

Because in my head, I was like, ah, here goes another PR agency, people are telling me I need a publicist, blah blah, and no lie, you were 110% correct.

Being an offer, it's you just got like a whole nother powerful title that Google recognizes it completely different, Amazon recognizes completely it different.

Everybody recognizes is completely difference. What is it about the book, being an anchor, making marketing and PR so successful? Yeah, so when you write a book you're seen as a thought leader in that industry.

You have solidified yourself as an author and thoughtleader in the industry and it creates this, I look, you know I'm actually coming out with my fourth book.

And it's called Write a Book, Build a Brand. That one is about how you can use a book to build a brand. And one of those biggest things of that is why does it make such a difference?

Well, number one, media actually pays more attention to authors because they're seen as a viable source, right? And they wanna see your book. A lot of times we'll be like, hey Sam, can you send your books to so-and-so because they want to look it over.

The reason why they're doing that is because I wanna make sure it's actually a real book book, right? It's not like a pamphlet or an e-book. Like a lot people say I'm an author and then just have an E-Book.

Well that's enough in these days. We need an actual physical book and so it solidifies you as that thought leader. it shows them that you're willing to put the time and energy into becoming that thought leader.

And then it creates a moment in time in your business. I always say this, that if you are going to take the times to write a book for your company, why would you not spend equal or more time to market that?

Because it's the number one marketing opportunity for you company probably ever for a personal brand. Because media will listen to you more when you have a coming out than any other time.

That's why I love working with authors, because it's like the media's, like, oh, a book's coming out, ooh, book coming, it a timely thing, when can we get them on?

There's certain TV shows that have only book publicists, or I'm sorry, only-book producers, and so their producers only books authors. So a lot of these national shows have specific producers.

That their whole job is to book authors and same with podcasts. and other shows, it solidifies you. I can look at my own case study of where my personal finance brand was to where it went in a year.

A seven X to my revenue. That's amazing. From becoming an author. And you know, a lot of people, when you tell them, oh, you need to write a book, they freak out.

They think it's like this crazy project. Like, yeah, there's a little to it, but it is not as difficult as long as you have the right people in your circle.

Exactly. And there's easy ways to do it. A lot of people say, oh, I have a book in me. It's like, well, get it out. There's so many ways. Ghost writing.

This last book, with a voice software, and then had somebody edit it for me because we're both super busy. So as I'm driving around talking a chapter into a Voice Transcription Service and sending it to an editor to turn it into chapter, You know, like we don't have to reinvent the wheel.

There's so many really great ways to write books that are very, very easy. And then just working with somebody and how do we get it into like the right hands?

Right, and really the goal here is making sure you're getting your information into that book. Because as long as it's your info that's coming out of your mouth, going into the book, that your book!

Regardless if you have a ghostwriter ready, and even if I did write the books, someone's gonna be doing a lot of editing anyways. It should go through at least three rounds of editting, but I think about your books for example, this was a perfect book for your business because It's so your personality, first of all.

You're such a collaborator of bringing people together. And you're so good at relationship building, but having everybody in the same, on the cover and all of that.

But you have to write the right book for your brand. I'll put it that way. There's too many people that come to me that are, let's say a real estate agent, and they wrote a book on mental health.

What's the connection there? We need to make a bridge of what that connection is. So there's some clients it works

for perfectly. There's other clients where they wrote, I'll use this one example.

Let's say somebody is newly sober and they write a book about getting sober, but then they want to sell this book into hospitals about their toxic drinking culture.

It doesn't make sense, right? Because the person that is in the hospital that's getting that book isn't trying to get sober, so you have to write the right book for your business goals, too, of like, where do you want to sell this book?

Where do want it to take you? and kind of work backwards so that you write the right book for your brand too. And that's the importance of having the people in your circle that can advise you on how to develop a good book but also having a strategy to get the book out there.

Exactly, the PR behind it and how are we gonna launch this out but then also how we're gonna use it to build a brand. Right, right. So another thing I wanna talk about, you as a publicist, again I've hired a lot of marketers, a lotta publicists, and they kind of live in their own bubble, right?

You on the other hand, you want to really get to know who the individual is, what they're doing, and what their business is all about. And you actually committed, I'm gonna go down there and I wanna go through the whole VITA journey at Likovita.

I want know what it's all all right. In I would assume, And I'll let you answer this, that you're able to speak from a different perspective, actually going through that process.

Exactly, 100%. And every client that we bring on, I immerse myself in your culture. I need to go through the Vita Journey because I needed to understand.

And by the way, through going through The Vida Journey, so much healthier and I've lost 50 pounds. You look amazing. Thank you. changed my life, so it not only, and I didn't tell you this, but I actually did a Newsweek interview, first person, on myself, mentioning Likwavita a couple days ago that's gonna be coming out about my before and after.

So now I'm like your case study. I put myself in our client's shoes and, I want to immerse myself into your culture, in your story, why do you do what you, what's the story behind it?

What makes Sam tick? What make Sam excited? All of that because that's what I wish somebody had done for me. Not just throw random stuff at me that doesn't make sense because it makes them feel like they got a small win as a publicist.

I want all of our clients to feel, and me as the CEO, my job is that. I wanna immerse myself into what makes you and Liquivita what they are. And now I can speak, I mean I'm your number one fan.

Like really, yeah. And listen, I can relate to that mindset because what we do clinically is different than traditional medicine, the allopathic world, where it's like you go in there for seven minutes and then you're out after seeing your doctor.

What PR Really Is vs. Marketing

So for me, it like I really want to understand this person's lifestyle, what are they exposed to, do the exercise, and really understand that person so I could help them progress with their health and wellness.

And you are doing it with the culture, with PR, marketing and everything else. So that's amazing. And I've seen you do it, not just with myself, but even when we brought Yadik on board, you said, no, I wanna go down there, and I want to sit down, meet with him, be at his house, kind of see how he lives.

You're doing it. This week we have something going on tomorrow and the next day. So I see it and appreciate it

tremendously. Thank you. I truly believe I'm always like, you know, anybody that comes into our ecosystem, I just, love you all.

And I'm like, just want you guys to do well. You know whatever we can do to help and bring your company to the next level and to bring you story out. I think that's why it's so important to me is that we don't write books a lot of times just like for fun.

We have stories that want to share with people and those stories to be are really valuable. So I take them very seriously. Like Yadek's story is like very valuable.

People need to hear that. How can I bring that to the world? And I have like the most amazing team of publicists that are trained publicist that we work so well together and have a great culture.

And they share the same vision and goals and love for all of our clients that they bring to all you as well. And what you're doing as a publicist, it's not just getting people placed.

There's a whole coaching component that you guys do as well too. And this is something that I was sharing with Yadik when we were traveling to Las Vegas for some of the engagements.

That was his first time being on the news. And I told them, I says, Yada, everything is completely different. You know, every engagement you do is different, but the way that you're gonna speak on camera when it's recorded, you know where they can take, they could have multiple takes.

It's one thing, being live, it a whole nother beast. Speaking publicly on a panel is one things, But then having your own keynote for 30 minutes, It a a hole nothe monster.

Even different podcast hosts. I mean, you had two very different podcasts hosts in Vegas with two totally different energies. Two different energy. Yep.

That I was going right there. Then you have podcasts. You have virtual podcasts, which is one thing you know, You got to worry about lighting, how it looks, your echo and everything else.

Yeah, so when you're talking about PR, it's a branch of the marketing division that is like its own entity. There's just so much, and I think I'm probably missing a bunch of other stuff that fall under the PR because you got publications, you even got yourself writing, right?

You have book writing, you got articles, You got your own blogs. Interviewing with magazine editors. We had you interviewing with a business journal. Photo shoots.

All of it, yeah. And you're dealing with so many different styles, people with different type of art styles. it's a whole full-time job of its own. Like it really is.

It's another full time job, but I actually enjoy it. I enjoy a lot. And I would say all of the hard work that we've done is the reason why I got appointed as the chairman of The Association.

is because people see me front and center in the industry, where they straight up set it, like all the other CEOs, Sam's already doing it. Let's just put them there so you can keep on pushing the industries forward.

So, thank you. You're welcome. I think that's a huge testament to how you can leverage what we do and how can take it to the next level and that's just the beginning, I feel like, with you of where you go with everything that you have and anybody that comes in and hires, you know, PR agencies, and then there's somebody that really cares and values and understands your brand and helps you with not only getting you on press, but how do we use this?

And I really help our clients. Okay, where are we going next? How do use to scale, leverage? Here's some ideas. And we text back and forth. There's a lot of what we call news jacking in the industry of I'm always watching.

what's going on in the industry, yeah, because that's fun. That's the fun stuff. And that a very interesting part of PR is you'll end up getting certain opportunities.

I know you guys have sent me opportunities initially. You're like, what? What the hell, I know nothing about this. I'm like research it. But then when you start like actually researching it and then you put the strategy in place, you find the opportunity to switch the conversation to what you really wanna deliver on.

Exactly. So it's one of those things where now having a good publicist is not just someone who's gonna just be pitching you to these different news outlets.

It's someone who's actually studying your industry, what's going on, how you can plug that person in as the expert, right? And pitch them, the pitch just, it's not the same pitch, its consistently changing.

Oh we're changing it like multiple times a week. Right. And we are pitching you to different shows, different angles, you know, we have to pitch Good Morning America different than we have to pitch cheddar, than We have probably hundreds of pitches that we've written for you.

And we'll switch them out and we change them. But then also, you know, I'm looking at the cover of Wall Street Journal every day and what's trending in health news and how can I plug you in?

It's almost like if you invest into the stock market, you have to be up to date with like current events. Like what is currently happening that I can move my money in the market to make sure my moneys growing.

With PR, it's the same thing. It is like you're watching what's happening. Let's say a college kid dies on the basketball court, right? Has a massive heart attack.

I know how you guys play that. It's like, okay, this is a great opportunity to plug Sam in as a health and wellness expert and talk about preventative health, right?

Making sure you're getting scans. Is he dehydrated? How did, you know, that's what goes through my head is, if he was dehydated specifically, like oh my gosh, it's a perfect opportunity.

Talk about IV hydration, And so all of those types of things. So we're constantly ebbing and flowing. And that's actually my absolute favorite part of what I do is I look at the news every single morning.

We have an agency Slack channel and I'm just like, boom, this for Sam. Boom, This for Yadik. I just assign things to our publicist and they go out and pitch.

It's a whole machine. It is a machine and that lights me up more than anything. I feel I just it like it's so exciting for me and I'm always like guys just just trust me.

This seems a little strange but just. Trust me that we're going to get you to where you need to go. Just you know this I think I had you do something on like a flaxseed facial or something.

Yeah. But it was for like woman's day magazine. Or it is like. it. Was for a big publication. And I was like no she writes for this other big publication that I need her.

So can you just like do this one for me so we can get you over here? You know, it's like you gotta just trust the process a little bit. This is what I call PR university.

It's I knew nothing about flexed facials and now I feel like I'm an expert on flexing facial. See now, yeah. I just study it and we'll figure it out. But just work with me, you know?

And a bit of flexibility goes a long way. I know a lot of the doctors and a lotta the people listening here, in their heads, well, I already have a marketing agency.

A lotta people don't understand marketing. What is the difference between your typical marketing agency that does like Google pay-per-click campaigns, social media campaigns versus an actual PR agency?

Because I think a lot of, I've talked to a lotta people and when I tell them, oh I have a publicist, they really don't even understand what a Publicist is.

They think it's someone who speaks on behalf of the company publicly. Like who's there to just be there if you get in trouble, or something like that.

And I tell people, it's like, no, that's more like your public information officer for your company that is completely different. Will a publicist help you in those situations?

Yeah, they will. They'll try to position you properly. But what's the difference between your typical marketing agency that most businesses have someone to work on it versus a PR agency like what you have?

The way that I see it is if nobody tells your story the way you want it to be told, it will be eventually told by somebody else. And so my job and my goal is to let's craft the narrative of what you what your company and your So we do that through traditional PR.

So, we're doing articles, were doing television, where doing podcasts. We're working on strategic storytelling through public relations efforts. Public relations is pretty much a storytelling technique of how to get your story out there in the best way possible.

It's a way of crafting a story strategically crafting a narrative about your brand, putting yourself out in the public spotlight, making you more visible and trusted.

Marketing, to me, is like you have a marketing department. They're doing the pay-per-click ads. You're looking at an ROI, you're look at click-through rates, You are looking paid social campaigns, things like that.

Those are all great initiatives. And maybe you are even, through your marketing departments, paying for some PR methods. Maybe you even paying articles through you marketing company.

A lot of people do that, But that's not traditional PR, right? That's still under the marketing campaign budget. If you're paying for media placements, that still considered marketing.

So if you look at it that way, there's a strict difference is that marketing is very ROI based and very click through based, and these are the metrics that we have to follow.

PR is more of a storytelling metric and brand building metric. So let me ask you this, in your opinion, would you say that PR develops a lot of the assets for marketing to utilize?

Exactly. Yeah, I mean, you do it perfectly with your social team of anytime you get on a television show or a podcast, turning that into an asset for the marketing department to use, to then turn into a ad.

to then turn into an ROI, right? So it gives you that credibility, that sales. It also crafts the story. I think there's so many times when Somebody wishes that they had hired a publicist because their company got in trouble.

And they're like, oh my gosh, and then crisis PR comes in. Oh my god, I need to go and craft this story, blah blah. It's so reactive. You don't wanna be reactive?

So in order to be ahead of the curve, having a publicity who's constantly crafting the narrative of your company, crafting the narrative of your story, of you're business, your brand, it warms the market up to you.

Warms this story up too. If you have a crisis moment, you story is already out there and it's a lot easier to not have to be so reactive. I agree with that.

That's very, very important for people to know.

Getting Started in PR and Final Takeaways

Lauren, for, people that want to get into PR and are really considering it after listening to this podcast, what is the first step that someone needs to do to really start the PR journey for their business?

Yeah, I think the biggest thing that they need to do is set their goals of what what they want to achieve through it I Think a lot of time people get into PR thinking it's marketing right because they're like well I need To see a strong ROI on it a Lot of times you don't see that immediate ROI On a TV segment you can't I mean we can track how many people watched it right but we Can't necessarily see click-through rates and all of that What is your goal?

So I always say, what's the goal like is if the go is to, you know, write a book like your book, right, and turn into a personal brand to become a speaker, for example, then we work backwards from that.

What's this strategy and how to get there. So, I would say start with your end goal. And then, we worked backwards and create a strategy. I think if people just You know, all I want PR for like ego's sake, that's great.

Like we can do that for you. But I really like strategic based PR where we have a goal of where were going and I think it's a lot more effective that way and you can really move mountains.

I love that. What are some of the most interesting industries that you've done PR for? Oh goodness, the more interesting industry. I actually did PR, for somebody who was in the military.

who she spoke about military culture. And so she was really like high up in the military. Her husband was like second in command in army. So I got to learn a lot about the intricacies about like military cultures and kind of what was happening there.

We recently did Evie Oddly who's the winner of season of one of the seasons of RuPaul's Drag Race. And so that was we we hit USA Today bestseller with her book.

So that really fun You know, I wasn't as familiar with the drag race culture as I was but I like usual completely watched all the seasons, learned all of the drag queens, became really good friends with Evie.

So that was really, really fun. I think each one of our clients holds a really special place in my heart. And I like that. We represent, I mean obviously you are like one of my favorites.

And I'm not just saying that because I am on your podcast, but I think we have a really close relationship where we're texting a lot. We think business and we think very strategically.

My brother was a heroin addict and he passed away from his disease. when I can bring in somebody that I honor and respect that helps people with that addiction.

So we currently represent Mike Diamond, who's one of the interventionists on the TV show Intervention. And that's 1 of my favorite TV shows. I have these moments where I'm making a difference because that is a personal thing for me.

He's helping people like my brother. You really are I mean with what you do you're really for anyone who has a type of business or job That is helping people like liquid Vita you're amplifying that.

You're making it really happen. So it's really getting out there and you are part of that, so I can see how that's extremely rewarding. It's very rewarding to be able to give back and we work with Kurt Angle, WWE Superstar, So a lot of just really fun people, but those people are on TV and things like that.

There's just some really amazing clients that, Dr. Marcus Collins, when we started working with him, nobody knew

who he was, and now he's the culture guy.

He's amazing, I love his book. I actually put his books up there. Is he in there? For the Culture, right under the baseball. Yeah, so for me, that kind of, Fulfillment, I'm so passionate about it.

I live and breathe this. And I do have a life outside of work, but I still think about all the time, because I just love what I so much. Is there any industry that you would like to represent one day?

Oh, goodness. You know, I think for me I'm very purpose driven. So I love clients that have a purpose and a driven, so like Olympians. I would love to represent Olympian.

We have couple world record holders that we've represented, like Jen Drummond, first and only woman to climb the seven second summits, Guinness World Record.

Wow. People like that, Olympians, like I would love that. People who have overcome cancer. Those types of stories. I wanna feel like how can I get this word out to more people to help maybe either save lives or…

Talking about stories, I'm gonna throw one at you. You might have to do a little brainstorming here. In your career of PR, Tell us the funniest moment that you've had in PR.

Oh gosh, the funniest moment. Okay, so can I say PR or can say my own story? Yeah, that's fine. This is going to be really embarrassing. So get ready.

This is probably, I can't believe I'm gonna say this, but I am doing this for you, Sam. Okay, so I haven't talked about my family in this but, am a single mom of four as well.

My kids are 11, 13, 15, those are girls, and then I have a son that's 19. So when I was traveling around and doing television, they were all really, really young.

And I'm divorced, but I was still married to my ex at that time, and I got a text while I am sitting in the Fox News makeup chair. And the text said, I just wanted to let you know that one of our daughters has lice.

I said uh oh. You know, sitting on the makeup chairs, getting my hair done, we all share the same hair brush. Oh boy. For anybody who has a lot of children, we're a clean family.

I have a lotta children. Kids come home with lice from school all the time. It's like a normal thing. And I said to myself, if I even have lices right now sitting in the Fox makeup chair.

The hairdresser started, she was like doing my makeup then. She started working through my hair and she screamed and ran out of the room. And I thought, oh no, I had it.

You had, you saw it? She saw, and so I have to go and do a Fox and Friends segment, like sitting on the curvy couch knowing that I head lice, knowing I was sitting the couch on national television with lices.

So I went home and That is a story. I didn't think you were gonna go there, but you know when you see creepy crawlers on TV all of a sudden you start itching.

Now I'm itchy. No, so that was one story, I have so many stories of our clients getting canceled of TV segments and then getting mad at me. I can't help it.

I'm really sorry. When we were in New York City with Evie Oddly, she's a 6'6 drag queen walking in Times Square with stilettos on. She has this huge dreadlock wig on, And so many people know who she is, because she's very famous in the drag queen RuPaul world.

And she got really hot, so she just whipped the wig off in middle of Times Square. There was this crew of old Asian

ladies behind her, and they were all like, Because I don't think they knew that it wasn't her hair.

So we've had a lot of funny stories like that, just hanging out with clients. And we have a blast as a team, too. I just have the best staff of employees.

That's amazing, and you created that. You have to be a great leader. Thank you. To be able to do that and it's something- I'm very protective over the culture of our staff.

Then you should be. Yeah. Absolutely. If we a toxic client, they don' stay. you have to treat my employees well or else. Yeah, I agree. So Lauren, what is the one thing you want to leave everyone with?

Yeah, I think that if you don't tell your story, somebody else will. That's the hugest thing that it comes to when it come to PR, is that PR is really a storytelling technique of telling your brand story.

And so if don tell it, someone else's will, and it might not be in the way that you want it to. So to get ahead of it invest in a good publicist, to hire the right publicists, Find somebody that has a passion for what you do and not only has passion but has proven track record for understanding what PR will do for your company and maybe some marketing and branding background.

I love that and I think it's extremely important. In the medical field, especially with a lot of the new stuff that we do, there's a saying that goes, govern yourself, if not, someone else is gonna govern you and make the decisions for you.

It's so true. So, same thing with, you know, your story. You gotta tell your stories. If not someone is going to tell you story and they might not say it the way that you're supposed to say and it might be a good thing if they say your store for.

Exactly. So Lord, where can people find you if they wanna learn more about you and kinda watch more of what you do? Yeah, so our PR website is leveragewithmedia.com and we have an Instagram attached to that so that's Leverage With Media PR.

Then my personal website, is laurencabello. com and then I also have a personal Instagram on that where I share book tips and my speaking engagements and podcasts and stuff like that as well.

That's important. So guys you heard it from her Lauren Cabello calm. I have a Sam tahata calm I'm not even gonna say anything else you do the math that's part of building your personal brand get your domain Lauren I appreciate you being on the podcast.

Thank you so much. This has been a blast. All right Thank you for watching another episode of a Healthy Point of View podcast. Again, I'm your host, Sam Tahata.

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